



Business, Finance, Accounting & Economics

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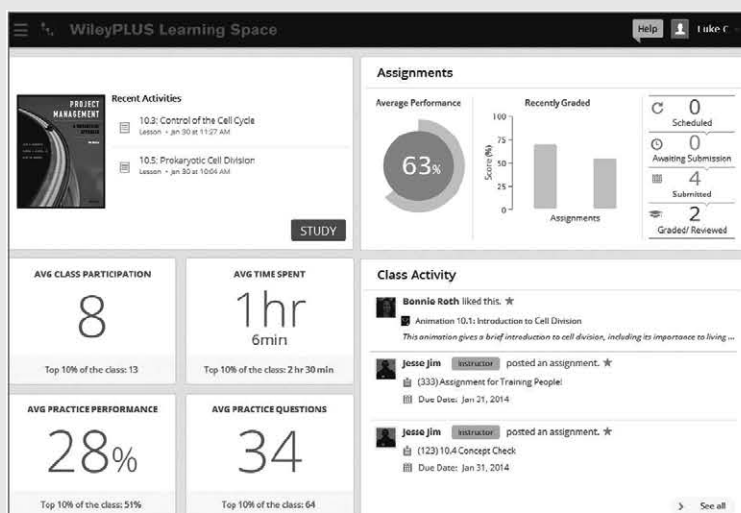
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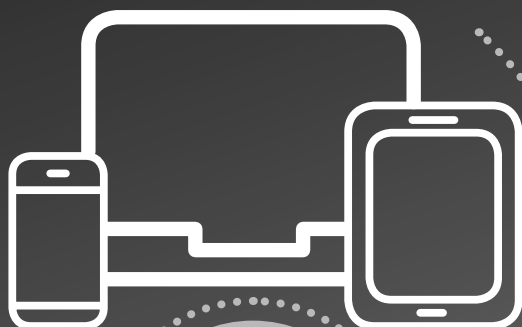
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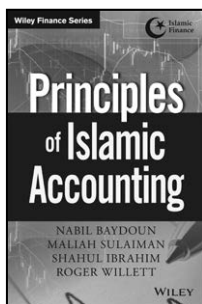


Lead Title



Textbook

All prices are correct as at press time but are subject to change without prior notice.



Principles of Islamic Accounting

Nabil Baydoun, Maliah Sulaiman, Shahul Ibrahim & Roger Willett (Previously Announced)

Principles of Islamic Accounting is the first and only text that covers the fundamentals of Islamic accounting in English. A comprehensive guide, this groundbreaking reference offers both insight into Islamic accounting best practices and disclosure for Shariah-compliant instruments. Covering everything from basic transaction analysis to the preparation of financial statements, this reference serves as a broad framework around which undergraduate students can build their understanding of the Islamic business environment by offering context and showcasing how Islamic values can influence the disclosure of financial information. The book review the basics through an introduction to Islamic accounting; understand the recording process, and how to complete the accounting cycle and adjust accounts as necessary; explore accounting for assets, liabilities, equity, and sukuk, as well as zakat and takaful accounting and discover details regarding Islamic commercial law, accounting for Islamic financial institutions, and Islamic corporate governance and sustainability, and look at auditing from an Islamic perspective.

ISBN: 978-1-119-02329-6 • Paper • US\$TBA • Jul 2018 • 600pp

AUDITING

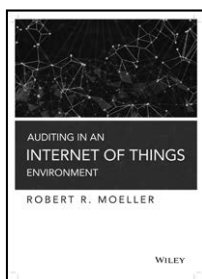


AICPA Professional Standards, 2017, Set

AICPA

To help apply the standards in specific circumstances, standards and related interpretations are arranged by subject with amendments noted, superseded portions deleted, and conforming changes reflected. This edition includes the clarified attestation standards in SSAE No. 18 which became effective on May 1, 2017, and, Attestation Standards: Clarification and Recodification, issued in April 2016. The Auditing Standards Board has redrafted the standards in accordance with the clarity drafting conventions and differentiated them from the pre-clarity standards with the AT-C, identifier. The addition of objectives and definitions in each AT-C section and separation of requirements from application and other explanatory material makes the attestation standards easier to read, understand, and apply. Additionally, a new attestation interpretation describes conditions for practitioners who wish to perform and report on an attestation engagement in accordance with AICPA attestation standards in addition to another set of attestation standards.

ISBN: 978-1-945498-84-8 • Paper • US\$228.95 • Jan 2018 • 3152pp



Auditing in an Internet of Things Environment

Robert R. Moeller

This is the first comprehensive guide on how to audit IoT, a new and rapidly growing concept in various enterprises. The book will give readers at all levels some background information on IoT and its basic supporting concepts, before delving into the specifics of an audit. It will be particularly important for internal auditors, as there are no published "standards" for auditing IoT. Topics covered include the IoT environment and its internal control challenges; importance of COSO internal controls in IoT audits; understanding enterprise cloud computing IoT risks and controls; audit and assurance standards and guidelines for IoT environment audits; quality assurance and internal audit IoT self-assessment reviews, and future prospects for auditing IoT in enterprises.

ISBN: 978-1-119-46166-1 • Cloth • US\$144.95 • Aug 2018 • 352pp



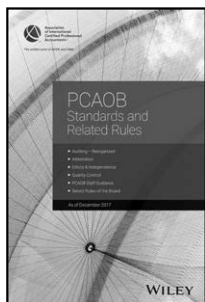
Guide to Audit Data Analytics

AICPA

Designed to facilitate the use of audit data analytics (ADAs) in the financial statement audit, this title was developed by leading experts across the profession and academia. The guide defines audit data analytics as "the science and art of discovering and analyzing patterns, identifying anomalies, and extracting other useful information in data underlying or related to the subject matter of an audit through analysis, modeling, and visualization for planning or performing the audit." Simply put, ADAs can be used to perform a variety of procedures to gather audit evidence. Each chapter focuses on an audit area and includes step-by-step guidance illustrating how ADAs can be used throughout the financial statement audit. Suggested considerations for assessing the reliability of data are also included in a separate appendix.

ISBN: 978-1-945498-64-0 • Paper • US\$138.95 • Feb 2018 • 160pp





PCAOB Standards and Related Rules 2017

Association of International Certified Professional Accountants

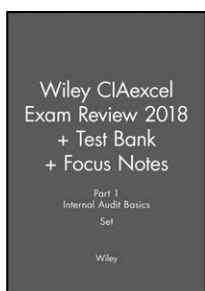
The standard and related amendments were subsequently approved by the SEC on October 23, 2017, and are effective as of audits of fiscal years ending on or after December 15, 2017 (except for the "Critical Audit Matters" section of the standard and related amendments, which have a phased effective date). This 2018 edition of the AICPA's PCAOB Standards and Related Rules includes the newly approved standard *The Auditor's Report on an Audit of Financial Statements When the Auditor Expresses an Unqualified Opinion (AS 3101)*. In addition, this title also features updated staff guidance, included a new question and answers section, updated guidance for firms filing the new Form AP, and a new Staff Audit Practice Alert to assist auditors in applying PCAOB standards when auditing companies' implementation of the new FASB revenue accounting standard.



ISBN: 978-1-945498-92-3 • Paper • US\$188.95 • Jan 2018 • 1760pp



AUDITING / INTERNAL



Wiley CIAexcel Exam Review 2018 + Test Bank + Focus Notes

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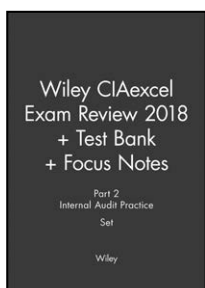
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The three items in our Internal Audit Basics Section Pack work in tandem to provide you with the knowledge, understanding and practice you need to pass this part. Digest key ideas in various formats and levels of detail. Then test your skill with online practice sessions to ensure you're ready for test day. Part Pack Includes:

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- Internal Audit Basics Focus Notes to help you memorize key formulas and facts with mnemonics
- One-year access to our Online Test Bank with 770 Internal Audit Basics practice questions with explanations



ISBN: 978-1-119-48780-7 • Paper • US\$124.95 • Jan 2018



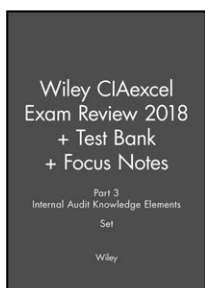
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ISBN: 978-1-119-48781-4 • Paper • US\$124.95 • Jan 2018



Wiley CIAexcel Exam Review 2018 + Test Bank + Focus Notes

Part 3, Internal Audit Knowledge Elements Set

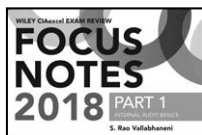
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- Internal Audit Basics Knowledge Elements Notes to help you memorize key formulas and facts with mnemonics
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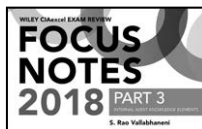
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S. Rao Vallabhaneni

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ISBN: 978-1-119-48299-4 • Paper • US\$39.95 • Jan 2018 • 304pp



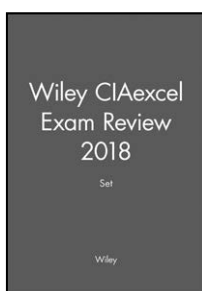
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ISBN: 978-1-119-48303-8 • Paper • US\$39.95 • Jan 2018 • 800pp

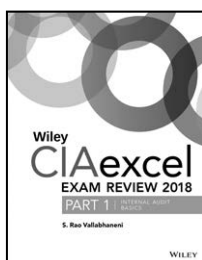


Wiley CIAexcel Exam Review 2018 Set

Wiley

Published annually, this easy-to-navigate three-volume paperback set contains all current IIA content requirements in internal audit basics, internal audit practice, and internal audit knowledge elements. Written from a student's perspective in textbook style and format, these study guides are the foundation of an efficient and successful study program. It is the most effective and IIA-endorsed system available to prepare for the CIA exam and is filled with tree diagrams, line drawings, memory devices, tables, charts, and graphic text boxes to aid subject matter recall. It is single-source and comprehensive — helps candidates zero in on areas that need work, organize their study program, and concentrate their efforts. Guidelines, pointers, and tips show how to build knowledge in a logical and reinforcing way.

ISBN: 978-1-119-48732-6 • Paper • US\$224.95 • Jan 2018



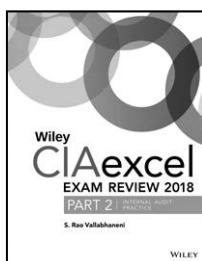
Wiley CIAexcel Exam Review 2018, Part 1

Internal Audit Basics

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Part 1: Internal Audit Basics provides comprehensive coverage based on the exam syllabus, along with multiple-choice practice questions with answers and explanations and deals with mandatory guidance, including international standards and code of ethics. It addresses internal control and risk and covers related standards from the IIA's IPPF. The book also covers internal audit engagements with audit tools and techniques; features a glossary of CIA Exam terms — a good source for candidates preparing for and answering the exam questions and assists the CIA Exam candidate in successfully preparing for the exam. Based on the CIA body of knowledge developed by The Institute of Internal Auditors (IIA), *Wiley CIAexcel Exam Review 2018* learning system provides a student-focused and learning-oriented experience for CIA candidates. Passing the CIA Exam on your first attempt is possible. We'd like to help.

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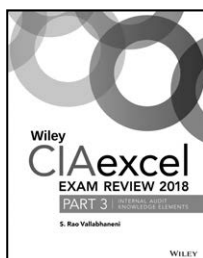
Wiley CIAexcel Exam Review 2018, Part 2

Internal Audit Practice

S. Rao Vallabhaneni

Based on the CIA body of knowledge developed by The Institute of Internal Auditors (IIA), *Wiley CIAexcel Exam Review 2018* learning system provides a student-focused and learning-oriented experience for CIA candidates. Passing the CIA Exam on your first attempt is possible. We'd like to help. Feature section examines the topics of Managing the Internal Audit Function, Managing Individual Engagements, and Fraud Risks and Controls. The book provides comprehensive coverage based on the exam syllabus, along with multiple-choice practice questions with answers and explanations and deals with managing the internal audit function. It addresses managing individual engagements; covers fraud risks and controls and related standards from the IIA's IPPF. This part also features a glossary of CIA Exam terms — good source for candidates preparing for and answering the exam questions and assists the CIA Exam candidate in successfully preparing for the exam.

ISBN: 978-1-119-48269-7 • Paper • US\$74.95 • Jan 2018 • 528pp

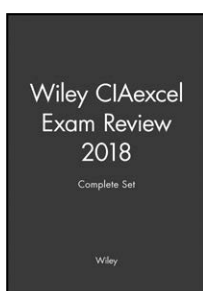


Wiley CIAexcel Exam Review 2018, Part 3 Internal Audit Knowledge Elements

S. Rao Vallabhaneni

Part 3 of the *Wiley CIAexcel Exam Review* provides comprehensive coverage based on the exam syllabus, along with multiple-choice practice questions with answers and explanations and deals with governance and business ethics, risk management, information technology, and the global business environment. It features a glossary of CIA Exam terms — good source for candidates preparing for and answering the exam questions and assists the CIA Exam candidate in successfully preparing for the exam. Based on the CIA body of knowledge developed by The Institute of Internal Auditors (IIA), *Wiley CIAexcel Exam Review 2018* learning system provides a student-focused and learning-oriented experience for CIA candidates. Passing the CIA Exam on your first attempt is possible. We'd like to help.

ISBN: 978-1-119-48285-7 • Paper • US\$74.95 • Jan 2018 • 1104pp



Wiley CIAexcel Exam Review 2018: Complete Set

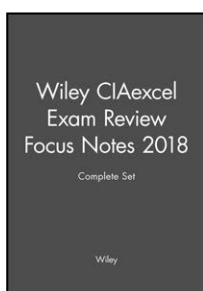
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The three items in our Complete Study Pack work in tandem to provide you with the knowledge, understanding and practice you need to pass all three sections of the CIA exam. Digest key ideas in various formats and levels of detail. Then test your skill with online practice sessions to ensure you're ready for test day.

This Complete Study Pack Includes:

- *Wiley CIAexcel Exam Review 2018*, Parts 1-3 Complete Set
- Focus Notes, Parts 1-3 Complete Set
- One-year access to our complete Online Test Bank (all parts) packed with over 5,300 MCQs

ISBN: 978-1-119-48783-8 • Paper • US\$374.95 • Jan 2018



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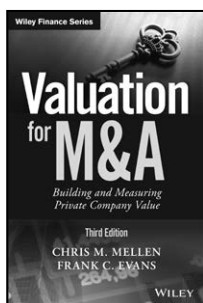
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Thoroughly review all the basic skills and concepts you need for all three parts of the CIA exam with this highly effective, handy set of study aids. Small, light and easy to flip through, Focus Notes are great for maximizing study time — make anytime, study time. Drill yourself in performing research activities, financial calculations and required spreadsheet skills and functions. It includes references to authoritative literature, and key concepts, tips and tools; teaches important strategies for taking the exam faster and more accurately; provides a simplified and focused approach to solve exam questions and reinforce material being studied; and includes acronyms and mnemonics to help you learn and remember a variety of rules and checklists.

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CORPORATE FINANCE



Valuation for M&A

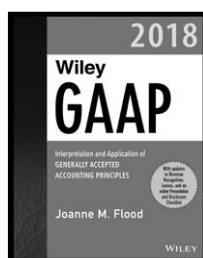
Building and Measuring Private Company Value, 3rd Edition

Chris M. Mellen & Frank C. Evans

Valuation for M&A lays out the steps for measuring and managing value creation in non-publicly traded entities, and helps investors, executives, and their advisors determine the optimum strategy to enhance both market value and strategic value and maximize return on investment. As a starting point in planning for a transaction, it is helpful to compute fair market value, which represents a "floor" value for the seller since it by definition represents a value agreed upon by any hypothetical willing and able buyer and seller. But for M&A, it is more important to compute investment value, which is the value of the target company to a strategic buyer (and which can vary with each prospective buyer). The book helps prepare for the sale and acquisition of a firm; identify, quantify, and qualify the synergies that increase value to strategic buyers; get access to new chapters on fairness opinions and professional service firms; and find a discussion of Roger Grabowski's writings on cost of capital, cross-border M&A, private cost of capital, intangible capital, and asset vs. stock transactions.

ISBN: 978-1-119-43383-5 • Cloth • US\$84.95 • May 2018 • 518pp





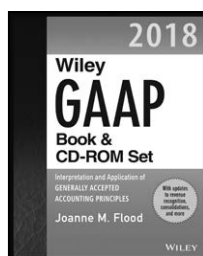
Wiley GAAP 2018

Interpretation and Application of Generally Accepted Accounting Principles

Joanne M. Flood

Wiley GAAP 2018: Interpretation and Application of Generally Accepted Accounting Principles is a thorough study and analysis of all US Generally Accepted Accounting Principles (GAAP) set forth in the pronouncements of the FASB (Financial Accounting Standards Board) Codification. All topics are explained with relevant terminology and practice-oriented real world examples. Each chapter is composed of a discussion of perspectives and issues, definitions of terms, concepts, rules, and examples. US GAAP is constantly being updated, and its users require expert interpretation and explanation of the relevant principles. This book provides the most comprehensive coverage of each Codification topic. It contains clear, user-friendly guidance on every pronouncement. Fully up-to-date with all the latest changes, including those to inventory, financial instruments, revenue, and leases, it includes more real-world examples and illustrations than competing titles and is arranged according to the FASB Codification, all topics are referenced to the Codification.

ISBN: 978-1-119-39654-3 • Paper • US\$144.95 • Mar 2018 • 1488pp



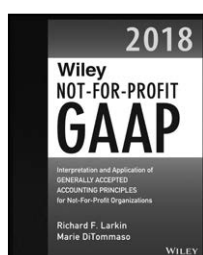
Wiley GAAP 2018

Interpretation and Application of Generally Accepted Accounting Principles, Book & CD-Rom Set

Joanne M. Flood

Wiley GAAP 2018: Interpretation and Application of Generally Accepted Accounting Principles is a thorough study and analysis of all US Generally Accepted Accounting Principles (GAAP) set forth in the pronouncements of the FASB (Financial Accounting Standards Board) Codification. All topics are explained with relevant terminology and practice-oriented real world examples. Each chapter is composed of a discussion of perspectives and issues, definitions of terms, concepts, rules, and examples. *Wiley GAAP 2018* renders GAAP more understandable and accessible for research and is designed to reduce the amount of time and effort needed to solve accounting research and implementation issues, making it the best go-to source for CPAs and others working in accounting. This set includes both a physical and a digital CD-ROM version of *Wiley GAAP 2018*.

ISBN: 978-1-119-39656-7 • Paper • US\$259.95 • Feb 2018



Wiley Not-for-Profit GAAP 2018

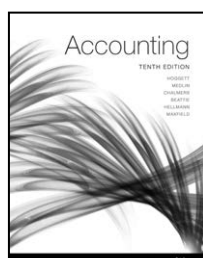
Interpretation and Application of Generally Accepted Accounting Principles, 2nd Edition

Richard F. Larkin & Marie DiTommaso

Wiley Not-for-Profit GAAP 2018 is the essential accounting resource for not-for-profit organizations, providing quick access to the most up-to-date standards and practical tools for implementation. Designed help you find the answers you need quickly and easily, this guide features helpful visual aids alongside detailed explanations tailored to the not-for-profit sector. Authoritative discussion covers Financial Accounting Standards Board (FASB) Accounting Standards Codification, which includes the standards originally issued in the Statements, Interpretations and Technical Bulletins; Accounting Principles Board Opinions, Accounting Research Bulletins, AICPA Statements of Position and FASB Emerging Issues Task Force statements relevant to the not-for-profit organization. The unique characteristics of the not-for-profit organization demand adherence to specific GAAP; auditors and preparers must understand these standards, stay up-to-date as they continue to evolve and know how to apply them in the course of real-world financial statement preparation. This book provides the guidance you need in a user-friendly format.

ISBN: 978-1-119-39618-5 • Paper • US\$84.95 • Apr 2018 • 552pp

GENERAL & INTRODUCTORY ACCOUNTING



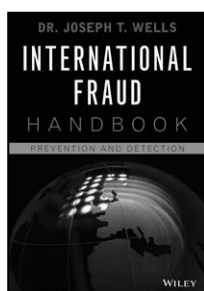
Accounting 10th Edition

John Hoggett, John Medlin, Keryn Chalmers, Claire Beattie, Andreas Hellmann, Jodie Maxfield

The tenth edition of *Accounting* provides an introductory but comprehensive description of the purpose, practice and process of contemporary international financial and management accounting in an Australian context. With the increased emphasis on the globalisation of business, the material is ideal for the study of introductory accounting in a broad international context. It builds on the strengths of previous editions with a strong focus on the decision-making role of accounting, as well as on a student's acquisition of generic skills such as communication, analytical, problem solving, critical thinking and judgement skills. The technical skills required in the application of accounting concepts still remain a core objective of the new edition. Delivered as a WileyPLUS Learning Space interactive online textbook, this rich digital resource brings accounting to life with media such as videos, case studies, interactives and revision materials embedded at the point of learning.

ISBN: 978-0-7303-5055-2 • Paper • US\$123.95 • Jan 2018 • 192pp





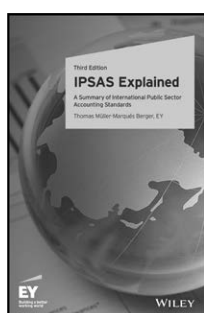
International Fraud Handbook

Prevention and Detection

Joseph T. Wells

The *International Fraud Handbook* provides comprehensive guidance toward effective anti-fraud measures around the world. Written by the founder and chairman of the Association of Certified Fraud Examiners (ACFE), this book gives examiners a one-stop resource packed with authoritative information on cross-border fraud investigations, examination methodology, risk management, detection, prevention, response, and more, including new statistics from the ACFE 2018 *Report to the Nations on Occupational Fraud and Abuse* that reveal the prevalence and real-world impact of different types of fraud. Examples and detailed descriptions of the major types of fraud demonstrate the various manifestations examiners may encounter in organizations and show readers how to spot the "red flags" and develop a robust anti-fraud program. In addition, this book includes jurisdiction-specific information on the anti-fraud environment for more than 35 countries around the globe.

ISBN: 978-1-118-72850-5 • Cloth • US\$84.95 • May 2018 • 288pp



IPSAS Explained

A Summary of International Public Sector Accounting Standards, 3rd Edition

Thomas Müller-Marqués Berger

IPSAS Explained provides a concise summary of the International Public Sector Accounting Standards for practitioners needing to maintain compliance with ever-changing practices. Comprehensively updated to align with newly-accepted standards in key subject areas and including the latest iteration of the framework and improvement projects, this guide distills each standard into a useful and accessible format. Coverage of each IPSAS includes a brief overview of the basic principles behind it, as well as charts, graphs and tables that provide information at a glance. Updated material includes discussion of the new IPSASB governance structure, including the Public Interest Committee and Consultative Advisory Group, as well as information on the current Exposure Drafts and the changes forthcoming from the Improvements Project. New sections on First-Time Adoption of Accrual Basis IPSAS, new consolidation standards and Service Performance Reporting bring practitioners completely up to date to help ensure full compliance.

ISBN: 978-1-119-41506-0 • Cloth • US\$75.00 • Apr 2018 • 368pp



Wiley Interpretation and Application of IFRS Standards

PKF International Ltd

Wiley IFRS 2018 offers a complete resource for the interpretation and application of the latest International Financial Reporting Standards (IFRS) as outlined by the International Accounting Standards Board (IASB). With up-to-date coverage and a host of practical tools, this book provides invaluable guidance on the expanding framework for unified financial reporting. Organised for easy navigation, each chapter includes general statement information followed by topic-specific discussion to facilitate both quick-reference and in-depth study. The expert team at PKF International provides authoritative insight from a practitioner's perspective: IFRIC interpretations and practical real-world guidance ensure full understanding of the newest standards, and the Disclosure Checklist helps verify compliance.

ISBN: 978-1-119-46150-0 • Paper • US\$120.00 • Apr 2018 • 1128pp



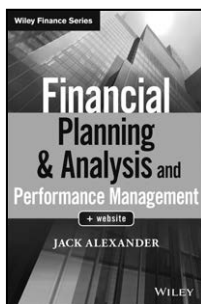
Wiley Interpretation and Application of IFRS Standards Set

PKF International Ltd

Wiley IFRS 2018 offers a complete resource for the interpretation and application of the latest International Financial Reporting Standards (IFRS) as outlined by the International Accounting Standards Board (IASB). With up-to-date coverage and a host of practical tools, this book provides invaluable guidance on the expanding framework for unified financial reporting. Organised for easy navigation, each chapter includes general statement information followed by topic-specific discussion to facilitate both quick-reference and in-depth study. The expert team at PKF International provides authoritative insight from a practitioner's perspective: IFRIC interpretations and practical real-world guidance ensure full understanding of the newest standards, and the Disclosure Checklist helps verify compliance.

ISBN: 978-1-119-50586-0 • Paper • US\$116.95 • Apr 2018 • 324pp





Financial Planning & Analysis and Performance Management

Jack Alexander

Financial Planning & Analysis and Performance Management is the essential desk reference for CFOs, FP&A professionals, investment banking professionals, and equity research analysts. With thought-provoking discussion and refreshing perspective, this book provides insightful reference for critical areas that directly impact an organization's effectiveness. From budgeting and forecasting, analysis, and performance management, to financial communication, metrics, and benchmarking, these insights delve into the cornerstones of business and value drivers. Dashboards, graphs, and other visual aids illustrate complex concepts and provide reference at a glance, while the author's experience as a CFO, educator, and general manager leads to comprehensive and practical analytical techniques for real world application. Packed with examples, practical solutions, models, and novel approaches, *Financial Planning & Analysis and Performance Management* is an invaluable addition to the analyst's professional library. Access to a website with many of the tools introduced are included with the purchase of the book.

ISBN: 978-1-119-49148-4 • Cloth • US\$69.95 • May 2018 • 664pp



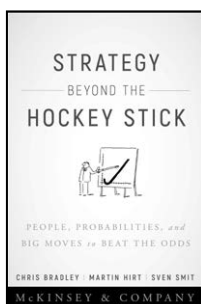
Managing Innovation

Integrating Technological, Market and Organizational Change, 6th Edition

Joe Tidd & John Bessant

Managing Innovation is the bestselling text for graduate and undergraduate students and a classic in the field. Emphasizing practical, evidence based tools and resources, this title provides students with the knowledge base to successfully manage innovation, technology, and new product development. The holistic approach addresses the interplay between the markets, technology, and the organization, while relating the unique skill set required to manage innovation and innovation processes. The sixth edition of *Managing Innovation* continues to include the popular "Innovation in Action" sections in each chapter which are now newly titled Case Studies, and also features a number of new cases, updated and new research notes and references, and links to videos, audio interviews, activities, and case studies. The sixth edition also features new material on emerging innovation themes, including business model innovation, user innovation, crowd-sourcing, creativity, entrepreneurship, service innovation, public services, and more.

ISBN: 978-1-119-37945-4 • Paper • US\$128.95 • Apr 2018 • 556pp



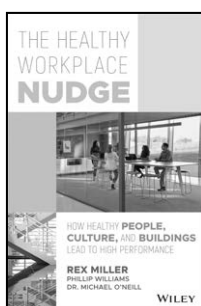
Strategy Beyond the Hockey Stick

People, Probabilities, and Big Moves to Beat the Odds

Chris Bradley, Martin Hirt & Sven Smit

Mining the data from thousands of large companies, McKinsey Partners Chris Bradley, Martin Hirt and Sven Smit open the windows of that room, and bring an "outside view". They found three discrete groups of companies: the bottom quintile with massive economic losses; the long, flat, middle 60 percent with practically no economic profit; and the top 20 percent to whom all the value accrues. To make these big moves happen, you're going to have to break through inertia, gamesmanship and risk aversion. You're going to have to mitigate human biases and manage group dynamics. Eight practical shifts can help you do this, and unlock bigger, bolder, better strategies. This is not another by-the-book approach to strategy. It's not another trudge through frameworks or small-scale case studies promising a secret formula for success. It's an irreverent, fact-driven, and humorous take on the real world of strategic decision making.

ISBN: 978-1-119-48762-3 • Cloth • US\$29.95 • Jan 2018 • 256pp



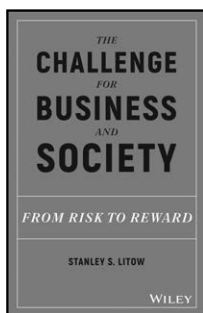
The Healthy Workplace Nudge

How Healthy People, Cultures and Buildings Lead to High Performance

Rex Miller, Phillip Williams & Dr. Michael O'Neill

Organizations and employees now spend an average of \$18,000 per year per employee for health costs, a 61% increase in 10 years. These are direct costs, but the hidden costs of time out of the office, distraction, disengagement, and turnover far exceed the direct costs. *The Healthy Workplace Nudge* explains the findings of research on 100 large organizations that have tackled the problems of employee health costs and disengagement in four fresh ways — happiness leads to health and performance; behavioral economics to nudge healthy employee behavior; healthy culture; and healthy buildings. In addition to proving highly effective, these approaches represent a fraction of the cost sunk into traditional wellness and engagement programs. The book explains how to create a workplace that is good for people, releases them to what they do best and enjoy most, and produces great and profitable work.

ISBN: 978-1-119-48012-9 • Cloth • US\$31.95 • Apr 2018 • 320pp



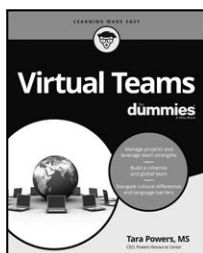
The Challenge for Business and Society

From Risk to Reward (Previously Announced)

Stanley S. Litow

While the new administration promises to reduce "foreign aid" and the social safety net, Stanley S. Litow believes big companies will be motivated to step up their efforts to create jobs, reduce poverty, improve education and health, and address climate change issues — both domestically and around the world. For some leaders in the private sector this is not a matter of public relations or charity. It is integral to their corporate strategy — resulting in creating new markets, reducing risks, attracting and retaining top talent, and generating growth and realizing opportunities. Through case studies (many of which the author spearheaded at IBM), *The Challenge for Business and Society* provides clear guidance for companies to build their own corporate sustainability and social responsibility plans positively effecting their bottom lines producing real return on their investments. This book will help create an effective corporate social responsibility and sustainability plan; provide long-term bottom line benefit; protect and enrich brand value; and recruit and retain top talent.

ISBN: 978-1-119-43388-0 • Cloth • US\$39.95 • May 2018 • 208pp



Virtual Teams For Dummies

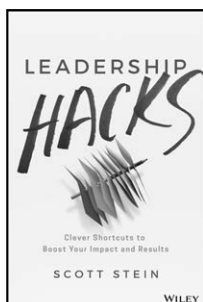
Tara Powers

In the global marketplace, people can work practically anywhere and anytime. Virtual teams cut across the boundaries of time, space, culture, and sometimes even organizations. Rising costs, global locations, and advances in technology are top reasons why virtual teams have increased by 800 percent over the past 5 years. Packed with solid advice, interviews and case studies from well-known companies who are already using virtual teams in their business model and their lessons learned, *Virtual Teams For Dummies* provides rock-solid guidance on the essentials for building, leading, and sustaining a highly productive virtual workforce. It helps executives understand key support strategies that lead virtual teams to success and provides practical information and tools to help leaders and their teams bridge the communication gaps created by geographical separation — and achieve peak performance.

ISBN: 978-1-119-45380-2 • Paper • US\$26.95 • Jul 2018 • 336pp



BUSINESS SELF-HELP



Leadership Hack

Clever Shortcuts to Boost Your Impact and Results

Scott Stein

Getting more time and finding ways to make things easier is now a new imperative for many people. This is especially true for anyone in a role of leadership. In a fast-paced world filled with unlimited choices and limited time, business leaders are overwhelmed and looking for solutions to allow them to find short cuts that provide them better results. Regardless of the type of leader or the industry that they work in all leaders are being pushed to increase their ability to get the job done. Many are looking for the 'holy grail' of leadership or the formula that they can use to achieve their goals in less time. There are plenty of complex books on leadership, however few of them focus on Leadership Hacks, simple tools that a leader can use. Leaders are looking for a Hack (shortcut) to get to the result that they are looking for in less time.

ISBN: 978-0-7303-5950-0 • Paper • US\$21.95 • Jul 2018 • 256pp



MindFit

How to Create a Kickass Workforce to Achieve Long-Term Business Excellence

Kristopher G. Harold, Alexis Ee-Khem Aw & John K. Williams

The impacts of workplace stress and burnout include low productivity and profitability, rampant presenteeism and absenteeism, alarming workplace safety performance and workers compensation claims, poor quality assurance, high negative staff turnover and even, sometimes, work-related suicide. How do you solve such complex problems when the root cause is often nebulous or emotionally-charged? *MindFit* introduces Link:Flow:Grow, a breakthrough organisational design and development toolkit that puts workplace mental fitness first. This practical, field-tested solution empowers your workforce to skyrocket productivity and increase revenue; improve workplace safety and reduce worker's compensation figures; reduce negative staff turnover and restore employee engagement; and transform organisational culture and address other chronic business challenges. *MindFit* introduces a transformative business management paradigm backed by mental fitness stretches, relatable stories, practical insights and handy checklists to empower your Company, your Team and your Self. Its idealism made practical, complex made cheeky and education made entertaining. Don't leave work without it!

ISBN: 978-0-7303-5698-1 • Paper • US\$19.95 • Apr 2018 • 240pp



The 25 Minute Meeting



The 25 Minute Meeting

Achieve more on less time

Donna McGeorge

The book will be structured around 3 key P's – Purpose / People / Process. It will feature key interviews with clients who adopt the practices contained within and explain how they manage to meet in 25-minutes. The content for the book will be based around the current work I am doing with these clients and the real-world research and application I am gathering:

- Structuring a meeting that is fit for purpose
- Tools that facilitate everything from creative brainstorming to consensus
- Strategies and tactics other than a meeting
- Profiling potential participants
- Ensuring and leveraging diversity
- To meet or not to meet
- How to determine the right technology to use

ISBN: 978-0-7303-5923-4 • Paper • US\$16.95 • Aug 2018 • 192pp

THE LITTLE BOOK OF RESULTS



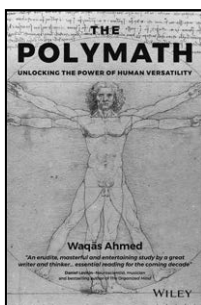
The Little Book of Results

A Quick Guide to Achieving Big Goals

Jamie Smart

Using transformational coaching techniques, examples, exercises and metaphors, Jamie talks the reader through the three key changes they need to achieve the results they are after and inspire others to do the same. Based on the principles of The Clarity Coaching Model, the reader will learn how to de-congest their mind to think more clearly, make better decisions and improve performance — achieving the 'flow' state attributed to the results of top-flight individuals. Clearer thinking removes the stress and anxiety from decision making and allows you to focus on your goals. Rather than a step-by-step process, the reader is encouraged to form a deep understanding of themselves to awaken their inner potential and improve their innate abilities including better listening, deeper connections, more motivation and greater innovation and creativity.

ISBN: 978-0-85708-780-5 • Paper • US\$16.00 • Apr 2018 • 312pp



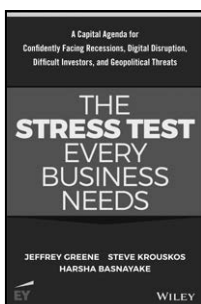
The Polymath

Unlocking the Power of Human Versatility

Waqas Ahmed

The Polymath is an exceptionally versatile human who excels in multiple, seemingly unrelated fields. This book has a 'big idea' narrative, which postulates that polymaths have been the most influential humans in our history and will continue to be so in the future. To ignore this fact is to stifle creativity and progress. This book shows readers how they could use polymathy to change their career, explore their personal interests, or generally adapt their way of thinking about what achievement or success looks like. Polymathy is applicable in the workplace, education and personal development sectors.

ISBN: 978-1-119-50848-9 • Cloth • US\$24.95 • Aug 2018 • 352pp



The Stress Test Every Business Needs

A Capital Agenda for Confidently Facing Recessions, Digital Disruption, Difficult Investors, and Geopolitical Threats (Previously Announced)

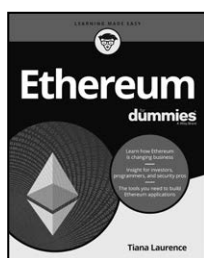
Jeffrey Greene, Steve Krouskos & Harsha Basnayake

The Stress Test Every Business Needs shows you how to optimize your business strategy to improve your results. Drawing from recent high-profile cases that illustrate the impact of common mistakes, this book brings the Stress Test methodology out of banking and applies it to businesses in any sector. If shareholder value is created through raising, investing, optimizing, and preserving capital, how can business leaders ensure stability and growth in an era of instability and stagnation? Stress Testing makes every business stronger; by taking a holistic view across your company's businesses, functions, and geographies, you become better equipped to make the tough decisions that draw the line between sinking, surviving, and thriving. Learn from recent management successes and failures; make your business stronger amidst heightened uncertainty and investor scrutiny; make smart trade-offs among competing investment opportunities; and optimize resource allocation to maximize resilience. *The Stress Test Every Business Needs* provides a roadmap to better business through smart investment decisions.

ISBN: 978-1-119-41794-1 • Cloth • US\$39.95 • Aug 2018 • 256pp



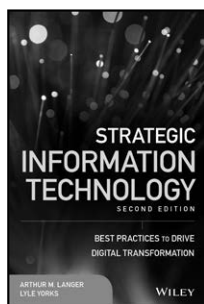
BUSINESS TECHNOLOGY

**Ethereum For Dummies**

Tiana Laurence (Previously Announced)

Professionals look to Ethereum as a blockchain-based platform to develop safe applications and conduct secure transactions. It takes a knowledgeable guiding hand to understand how Ethereum works and what it does — and *Ethereum For Dummies* provides that guidance. Written by one of the leading voices in the blockchain community and best-selling author of *Blockchain For Dummies*, this book demystifies the workings of Ethereum and shows how it can enhance security, transactions, and investments. As an emerging application of blockchain technology, Ethereum attracts a wide swath of professionals ranging from financial pros who see it as a way to enhance their business, security analysts who want to conduct secure transactions, programmers who build apps that employ the Ethereum blockchain, or investors interested in cashing in on the rise of cryptocurrency. *Ethereum For Dummies* offers a starting point to all members of this audience as it provides easy-to-understand explanation of the tools and techniques of using Ethereum.

ISBN: 978-1-119-47412-8 • Paper • US\$29.95 • Jul 2018 • 256pp

**Strategic Information Technology****Best Practices to Drive Digital Transformation**

Arthur M. Langer & Lyle Yorks

This book defines strategy advocacy as a process through which technology (and others) leaders in organizations build on their functional expertise with strategic insight and applied influencing practices to cultivate strategic relationships with other senior executives. Particular attention is paid to the shift in mindset necessary for technology executives establishing a "seat at the table" in the C-Suite as a respected strategic colleague. Throughout the book, the stories of high performing CIOs will be used to show how they learned successful strategies for getting technology positioned as a strategic driver across the business. New to this edition includes Transformation and Changes in Consumer Behavior; Forming a Cyber Security Culture; Integrating Generation Y Employees to Accelerate Competitive Advantage.

ISBN: 978-1-119-48452-3 • Cloth • US\$49.95 • Aug 2018 • 272pp



GENERAL & INTRODUCTORY BUSINESS & MANAGEMENT

**affected****Emotionally Engaging Customers in the Digital Age**

Cara Wrigley & Karla Straker

In this book, Wrigley and Straker offer a new approach — one that examines channel relationships and useful concepts for clarifying and refining the emotional meaning behind company strategy and their relationship to corresponding channels. A synthesis of theories and methodologies within the field of design and emotion breaks new ground by challenging and broadening the horizons of many existing notions of business innovation and management. Using case study examples from the authors past decade of research in the area they discuss the process and impact of such emotionally aware channel designs. Spanning entrepreneurial start-up techniques of Uber through to the lucrative retail sector of luxury brand Burberry; this multi-channel design approach provides recommendations regarding how companies can select, design, and maintain digital engagements based on their strategy and industry needs. This book provides a process, which will allow a company to sense, learn, respond and adapt their position in an evolving environment — becoming affected.

ISBN: 978-0-7303-5701-8 • Paper • US\$24.95 • May 2018 • 248pp

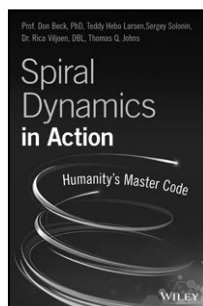
**Business Chemistry****Practical Magic for Crafting Powerful Work Relationships**

Kim Christfort & Suzanne Vickberg

Based on extensive research and analytics, plus years of proven success in the field, the *Business Chemistry* framework provides a simple yet powerful way to identify meaningful differences between people's working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection? *Business Chemistry* will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader. Suppose you could activate the potential benefits of diversity on your teams and in your organizations, improving collaboration to achieve the group's collective potential. *Business Chemistry* offers all of this — you don't have to leave it up to chance, and you shouldn't. Let this book guide you in creating great chemistry!

ISBN: 978-1-119-50156-5 • Cloth • US\$27.95 • May 2018 • 314pp





Spiral Dynamics in Action Humanity's Master Code

Don Beck, Teddy Hebo Larsen, Sergey Solonin, Rica Viljoen & Thomas Q. Johns

Spiral Dynamics in Action explores the evolution of modern business, and provides a model for moving forward amidst ever-increasing complexity and change. Only by truly understanding other people's perspectives can you bring them together to achieve the extraordinary, and this book provides a field guide to the different motivations, behaviours and talents in your team to help you lead diverse groups more effectively. Focused on action over theory, the Spiral Dynamics model includes cutting-edge leadership practices, management systems, processes, procedures and techniques to help you bring about real-world results. The nature of change is consistent, but that doesn't make it any less enormous or complex to deal with. As a business leader, you are tasked with not only navigating change yourself, but also guiding others through the maze successfully.

ISBN: 978-1-119-38718-3 • Paper • US\$34.00 • Apr 2018 • 296pp

HUMAN RESOURCE MANAGEMENT

Value for Money - Measuring the Return on Non-Capital Investments

Value for Money - Measuring the Return on Non-Capital Investments A Guide for Businesses, Governments, Nongovernmental Organizations, and Nonprofits

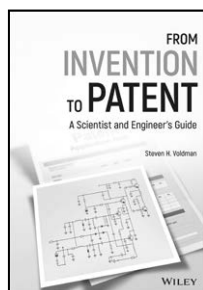
Jack J. Phillips & Patricia Pulliam Phillips

Written by two of the world's most well-known ROI (Return On Investment) gurus, this guide is indispensable for anyone involved in implementing major non-capital investment projects. These range from human capital programs to marketing initiatives, technology implementations, systems integrations, quality and lean processes, public health initiatives, procurement procedures, public relations events, risk management policies, economic development programs, corporate social responsibility projects, public policy programs, branding activities, innovation programs, customer satisfaction projects, or any type of project where significant expenditures of time and money are at stake. In a step-by-step process the book shows how to measure the success of the programs, including measuring impact and ROI (Return On Investment). Developed in an easy-to-read format and fortified with examples, tips, and checklists, this will be an indispensable guide for those who seek to understand accountability issues.



ISBN: 978-1-119-32265-8 • Cloth • US\$TBA • Apr 2018 • 300pp

INTELLECTUAL PROPERTY, LICENSING



From Invention to Patent A Scientist and Engineer's Guide

Steven H. Voldman

Invention and patents continues to be an important issue in technology and our global economy. Invention and Patenting provides a clear picture of how to be a prolific inventor, to understand patents, and the patent process. It provides an illuminating insight into the writing of invention disclosures to patents from the submission process to final drafts. The book shows how to communicate effectively with patent lawyers and patent examiners, teaching the language of "legalese." This book is unique in covering both the early invention process to final patent drafting to provide high quality patents in technologies and is the first book by an engineer and inventor from a technologist's point of view. It is an essential reference for engineers and inventors. It is also useful for graduate and undergraduate students in technology and the sciences.

ISBN: 978-1-119-12525-9 • Cloth • US\$89.95 • Jun 2018 • 320pp

MANAGEMENT



Attention Pays

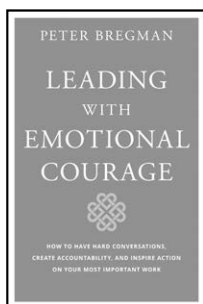
How to Drive Profitability, Productivity, and Accountability to Achieve Maximum Results

Neen James

To create extraordinary lives, we must learn to "unplug" from the constant barrage of disruptions and "plug in" to the tools, strategies, and mindsets that allow us to harness our attention to reach our highest potential — and this book shows you how. *Attention Pays* spotlights on the power of attention and absolute focus. **Personally:** WHO we pay attention to. **Professionally:** WHAT we pay attention to. And **Globally:** HOW we pay attention in the world — and to the world. In an on-demand, 24/7 society, where distractions cost millions of people productivity, profitability, relationships and peace, it's time to pay attention to what matters most. The book includes powerful tips and tricks increase profitability; shows you how to achieve maximum accountability and results; provides strategies to help you productively manage daily tasks; and offers guidance on improving your daily attention and focus.

ISBN: 978-1-119-48025-9 • Cloth • US\$24.95 • Mar 2018 • 224pp





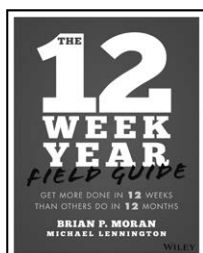
Leading with Emotional Courage

How to Have Hard Conversations, Create Accountability, and Inspire Action On Your Most Important Work

Peter Bregman

What makes leadership hard isn't theoretical, it's practical. It's not about knowing what to say or do. It's about whether you're willing to experience the discomfort, risk, and uncertainty of saying or doing it. The most critical challenge of leadership is having emotional courage. That's the idea at the heart of this book, based on Peter Bregman's popular blogs for Harvard Business Review. Each short chapter offers a simple, practical step for building your Emotional Courage muscle, flexing it, watching it grow stronger. By the end of the book, readers will be better able to speak up when others are silent; remain steadfast, grounded, and measured in the face of uncertainty; respond productively to political opposition — maybe even bad-faith backstabbing — without getting sidetracked, distracted, or losing focus; and stay in the discomfort of a colleague's anger without shutting off or becoming defensive.

ISBN: 978-1-119-50569-3 • Cloth • US\$27.95 • Jun 2018 • 272pp

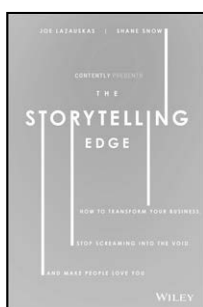


The 12 Week Year Field Guide

Brian P. Moran (Previously Announced)

Are you ready to change your life? This full-color, hands-on template for implementing advice from the game-changing book *The 12 Week Year* is a field guide that makes it easy for anyone to apply the 12 week year to their own lives. Instead of getting bogged down in annualized thinking that produces pitfalls and saps productivity, follow along with this guide to redefine your "year" to be just 12 weeks long. By doing so, you'll avoid complacency, begin to focus on what matters most, create better clarity, and develop a sense of urgency so that "now" is always the right time to act. Applicable to business growth, career goals, and life in general, the 12 week plan will help you improve in any — or every — area. By closing the "knowing-doing gap," you'll discover how to execute on what you already know and greatly expand the boundaries of your capabilities.

ISBN: 978-1-119-47524-8 • Paper • US\$31.95 • Jun 2018 • 112pp



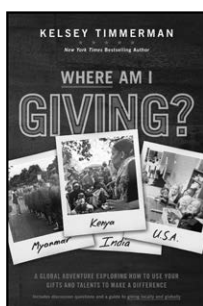
The Storytelling Edge

How to Transform Your Business, Stop Screaming into the Void, and Make People Love You

Joe Lazauskas & Shane Snow

Content strategists Joe Lazauskas and Shane Snow offer an insider's guide to transforming your business — and all the relationships that matter to it — through the art and science of telling great stories. Smart businesses today understand the need to use stories to better connect with the people they care about. But few know how to do it well. In *The Storytelling Edge*, the strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped award-winning brands to build relationships with millions of advocates and customers. Join as they dive into the neuroscience of storytelling, the elements of powerful stories, and methodologies to grow businesses through engaging and accountable content. With *The Storytelling Edge* you will discover how leaders and workers can craft the powerful stories that not only build brands and engage customers, but also build relationships and make people care — in work and in life.

ISBN: 978-1-119-48335-9 • Cloth • US\$24.95 • Jan 2018 • 208pp



Where Am I Giving

A Global Adventure Exploring How to Use Your Gifts and Talents to Make a Difference

Kelsey Timmerman

Americans are generous with their pocketbooks, but *trying* to make a difference and actually making a difference are two different things. *Where Am I Giving?* by *New York Times* bestselling author Kelsey Timmerman takes you on a journey to meet people who will inspire you to live a purpose-filled, generous life and make the greatest impact you can through your career, time, consumer dollars, and donations. This book will help you reveal the amazing opportunities you have to make an impact using your own gifts — and it doesn't have to be money; understand the sociology, philosophy, anthropology, and neuroscience of giving; see how giving can make you more connected and happier; examine types of giving, including microlending, volunteering, donating, ethical consumption, mission trips, voluntourism, child sponsorship, etc; and dive into a nuanced view of effectiveness of international aid and its intersection with development, politics, and culture.

ISBN: 978-1-119-44812-9 • Cloth • US\$21.95 • Jul 2018 • 256pp





Business-Do The Way to Successful Leadership

Hiroshi "Mickey" Mikitani

Business-Do is your personal handbook for achieving happiness by systematically turning your dreams into reality. Success looks different to everyone, but author Hiroshi Mikitani exemplifies its essential, universal qualities: as the founder and CEO of Rakuten, Mikitani is a self-made entrepreneur who became Japan's leader in the new global economy — a journey that made him a billionaire. In this book, he shows you how to achieve your own version of success in work and in life. Paying homage to Japan's ethos of quality and discipline, this book shares 89 principles Mikitani has gathered over the course of his remarkable career. These thought-provoking, action-oriented rules show you everything from how useful your dreams are, to the best way to harness the internet, to what management techniques work to the importance of self-improvement. The result: your own powerful, personal playbook straight from the mind of an inspirational trailblazer. This book describes the ideas, thoughts, actions, and philosophies that drove Mikitani to the top.

ISBN: 978-1-119-41222-9 • Cloth • US\$29.95 • Feb 2018 • 192pp



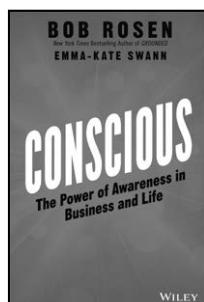
Coaching Sales Leaders into Sales Champions

The Evolution of Coaching Salespeople into Sales Champions New and Revised

Keith Rosen

The secret to developing a strong sales leader isn't more training — it's better training. In *Coaching Sales Leaders into Sales Champions*, Keith Rosen answers the questions on how to coach, when to coach, and why training fails without it. Inside, you'll discover the author's updated L.E.A.D.S. Coaching Framework, which is used by the world's top organizations to get any sales and management team to perform better — fast. Winner of five International Best Book Awards and a #1 bestselling management book on Amazon, this is your tactical, step-by-step playbook for any sales leaders looking to get the very most out of their team. The best salespeople are the ones who never lose their drive to succeed — and this book gives you the tools you need to help them not only meet but surpass their goals.

ISBN: 978-1-119-48325-0 • Cloth • US\$28.95 • Jul 2018 • 252pp



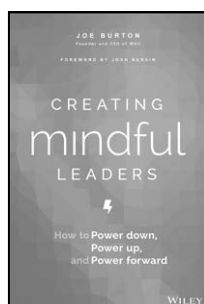
Conscious

The Power of Awareness in Business and Life

Bob Rosen & Emma-Kate Swann

Our world is changing faster than our ability to adapt. With increasing uncertainty, complexity, and transparency, the disruptive economy is having a real positive and negative impact on people, organizations, and communities. In this age of acceleration, we need a new approach to living and leading. *Conscious* unveils four powerful lessons to help us accelerate change inside ourselves and organizations. This book focuses on a deeply human approach to personal change, drawing on the author's experience over decades of studying leadership. Packaged in a friendly, authoritative tone, this book will energize readers and will show that change can happen and give readers insights and tools for revitalizing the change in their lives.

ISBN: 978-1-119-50845-8 • Cloth • US\$TBA • Jun 2018 • 256pp



Creating Mindful Leaders

How to Power Down, Power Up, and Power Forward

Joe Burton & Josh Bersin (Foreword by)

Mindfulness, emotional intelligence and resilience are the "must have skills" for modern leaders — yet many professionals are too stressed to know where to start. *Creating Mindful Leaders* provides deep insights and easy practices based in neuroscience, brain training and positive psychology to help professionals thrive in the "age of disruption." Written by a global COO turned successful tech entrepreneur, the book provides a roadmap to greater health, happiness and performance. It speaks to every professional wanting to reduce stress, achieve greater success and enjoy life more. The book offers immediately actionable techniques for professionals at all skill levels; provides relatable, real-world advice; helps build resilience while changing your relationship to stress; and shares a roadmap for sustainable performance in the face of ongoing change.

ISBN: 978-1-119-48478-3 • Cloth • US\$24.95 • Apr 2018 • 240pp



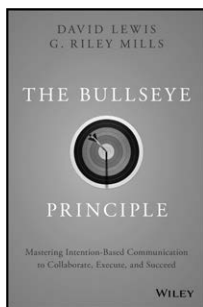
Lean Six Sigma For Leaders

A Practical Guide for Leaders to Transform the Way they Run their Organization

Martin Brenig-Jones & Jo Dowdall

Lean Six Sigma for Leaders presents a no-frills approach to adopting a continuous improvement framework. Practical, down-to-earth and jargon-free, this book outlines the basic principles and key points of the Lean Six Sigma approach to help you quickly determine the best course for your company. Real-world case studies illustrate implementation at various organisations to show you what went right, what went wrong, what they learned and what they would have done differently, giving you the distilled wisdom of hundreds of implementations with which to steer your own organisation. Written from a leader's perspective, this quick and easy read presents the real information you need to make informed strategic decisions. While many organisations have implemented either Lean or Six Sigma, there is a growing interest in a combined approach; by implementing the most effective aspects of each, you end up with a more potent, adaptable system that benefits a wider range of organisations. This book shows you how it works, and how to tailor it to your organisation's needs.

ISBN: 978-1-119-37474-9 • Cloth • US\$24.00 • Mar 2018 • 320pp



The Bullseye Principle

Mastering Intention-Based Communication to Collaborate, Execute, and Succeed

David Lewis & G. Riley Mills

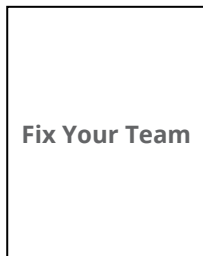
The Bullseye Principle is the definitive how-to guide for communicating, collaborating, and executing as a leader in the corporate arena. With these "soft skills" trending above technical knowledge in executive wish lists, this book provides invaluable guidance for new and experienced leaders alike; from the planning stages to the outcome and beyond, the discussion features critical insight and actionable tips based on award-winning methods. Polish your presence, utilize intention, influence emotion, engage workers, build relationships, make connections, and leverage the power of storytelling — it all comes down to technique. This book shows you everything you need to know to start communicating more effectively, starting today.

The success of any communication rests more on how the information is conveyed than what that information actually is; at every level, in every sphere, effective leaders strive to master key skills that inspire, empower, motivate, and more.

ISBN: 978-1-119-48471-4 • Cloth • US\$25.95 • Mar 2018 • 304pp



MANAGEMENT / TEAMS



Fix Your Team

Rose Bryant-Smith

Fix Your Team is a practical guide that will teach you how to identify dysfunction in your team, understand what is really going on, work out what to do about it, and get everyone back to work. *Fix Your Team* guides you to remove the dysfunction that your team is suffering, and improve productivity; tackle problems early, before they become public or impact on other areas of the business; give employees an opportunity to improve their working relationships; avoid unnecessary employee turnover and resignations of good staff; and enable managers and leaders to demonstrate their commitment to productivity, genuine care for employees and a healthy working environment. The book improves the team's respect for the managers and leaders of the organisation; and demonstrate that the company values are real, not just marketing spin.

ISBN: 978-0-7303-5449-9 • Paper • US\$22.00 • Jul 2018 • 180pp

MANAGEMENT SCIENCE / OPERATIONS RESEARCH



Growth Dynamics in New Markets

Improving Decision Making through Model-Based Management

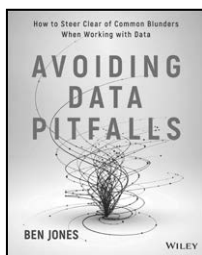
Martin F. G. Schaffernicht & Stefan N. Groesser

Growth Dynamics in New Markets contains a dynamic case study and simulations that reveal what it takes to successfully introduce a product into a new market. Written by experts in the field, the text and companion website include a compelling simulation game and a variety of simulation models. Using the simulation game and computer models, readers are challenged to design and put in place a strategy about product introduction and competitive behavior. The simulation models build on each other to help to arrive at a comprehensive understanding of product uptake as well as market development and competitive dynamics. The authors present different approaches for enhancing the models and offer guidance for applying them to real-world problems. This groundbreaking text clearly shows how to develop maps of dynamic systems, formulate candidate policies and evaluate them based on the simulations.

ISBN: 978-1-119-11823-7 • Cloth • US\$70.00 • Apr 2018 • 368pp



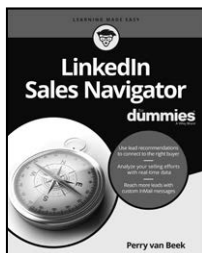
MARKETING & SALES

**Avoiding Data Pitfalls****How to Steer Clear of Common Blunders When Working with Data**

Ben Jones

Avoiding Data Pitfalls is a reputation-saving handbook for those who work with data, designed to help you avoid the all-too-common blunders that occur in data analysis, visualization, and presentation. Plenty of data tools exist, along with plenty of books that tell you how to use them — but unless you truly understand how to work with data, each of these tools can ultimately mislead and cause costly mistakes. This book walks you step by step through the full data visualization process, from calculation and analysis through accurate, useful presentation. Common blunders are explored in depth to show you how they arise, how they have become so common, and how you can avoid them from the outset. Then and only then can you take advantage of the wealth of tools that are out there — in the hands of someone who knows what they're doing, the right tools can cut down on the time, labor, and myriad decisions that go into each and every data presentation.

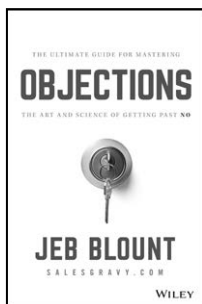
ISBN: 978-1-119-27816-0 • Paper • US\$49.95 • Jul 2018 • 368pp

**LinkedIn Sales Navigator For Dummies**

Perry van Beek (Previously Announced)

With the help of *LinkedIn Sales Navigator For Dummies*, you'll learn how to write effective InMail messages and engage with prospects on the world's most successful professional networking site. Along with utilizing those features, you'll also benefit from access to full profiles outside of your network, guidance on how to best optimize your own profile for sales opportunities, and much more. Use lead recommendations to get in front of the right buyer; analyze your social selling efforts with real-time data; reach more leads with customized InMail messages; and saves 30–60 minutes a day previously spent on acquisitions. If you're a B2B sales professional who is new to LinkedIn Sales Navigator, this is the one-stop resource you can't be without.

ISBN: 978-1-119-42768-1 • Paper • US\$29.95 • Jul 2018 • 336pp

**Objections****The Ultimate Guide for Mastering The Art and Science of Getting Past No**

Jeb Blount

Following in the footsteps of his blockbuster bestsellers *Fanatical Prospecting* and *Sales EQ*, Jeb Blount's *Objections* is a comprehensive and contemporary guide that engages your heart and mind. In his signature right-to-the-point style, Jeb pulls no punches and slaps you in the face with the cold, hard truth about what's really holding you back from closing sales and reaching your income goals. Then he pulls you in with examples, stories, and lessons that teach powerful human-influence frameworks for getting past NO — even with the most challenging objections. What you won't find, though, is old school techniques straight out of the last century. As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence in your ability to face and effectively handle objections in any selling situation. And, with this new-found confidence, your success and income will soar.

ISBN: 978-1-119-47738-9 • Cloth • US\$26.95 • May 2018 • 240pp



NON-PROFIT ORGANIZATIONS / FUNDRAISING & GRANTSMANSHIP

**Scaling Global Change****A Social Entrepreneur's Guide to Surviving the Start-up Phase and Driving Impact**

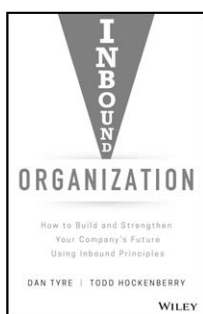
Erin Ganju & Cory Heyman

Scaling Global Change provides social entrepreneurs with the strong organizational foundation they need to change the world. Through the story of Room to Read, one of the fastest-growing nonprofits in the last 18 years, this book features clear, real-world lessons for growing a non-profit or social enterprise, with special insight into girls' education and literacy programming in lower-income countries. By outlining theories of program, operational, and system-level change, the discussion delves into the meat of the entrepreneurial spirit and applies it directly to everyday strategic decisions. The book begins with an overview of essential communication, vision, and execution fundamentals, and then dives into a discussion of metrics, monitoring, planning, leadership, and more. Clear guidance on internal operations, fundraising, team building, management, and other central topics provides a roadmap for new and experienced leaders, while further exploration of influence, strategy, and government funding relates the wisdom of experience from the perspective of a successful organization.

ISBN: 978-1-119-48385-4 • Cloth • US\$29.95 • Apr 2018 • 336pp



ORGANIZATIONAL DEVELOPMENT

**Inbound Organization****How to Build and Strengthen Your Company's Future Using Inbound Principles**

Dan Tyre & Todd Hockenberry

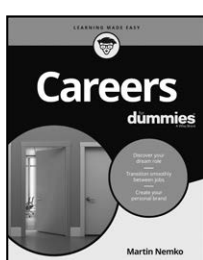


We're in a major shift in a fundamental aspect of how businesses grow, how buyers purchase, and how businesses build meaningful conversations and customer relationships. Companies who align their mission, strategies, action plans, and tools with the way buyers think, learn, discover, and purchase will have a huge competitive advantage. Organizations need to adjust their mindset and build a strategic foundation to deal with these facts and not just update a business plan. *Inbound Organization* shows leaders how to build their company's future around Inbound principles and strengthen the structural foundations necessary to deal with the changes in buyer behavior. It explains how and why Inbound ideas and how to create a remarkable customer experience belong in the boardrooms and on the desks of founders, entrepreneurs, business leaders, and anyone who has a responsibility to lead their organizations into the future.



ISBN: 978-1-119-48245-1 • Cloth • US\$24.95 • Apr 2018 • 288pp

PERSONAL CAREER DEVELOPMENT

**Careers For Dummies**

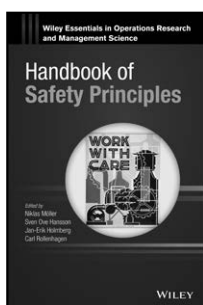
Marty Nemko

If you're slogging through your days in a boring or unrewarding job, it may be time to make a big change. *Careers For Dummies* is a comprehensive career guide from a top career coach and counselor that will help you jump start your career and your life. Dive in to learn more about career opportunities, with a plethora of job descriptions and the certifications, degrees, and continuing education that can help you build the career you've always wanted. Whether you're entering the workforce for the first time or a career-oriented person who needs or wants a change, this book has valuable information that can help you achieve your career goals. Find out how you can build your personal brand to become more attractive to potential employers, how to create a plan to "get from here to there" on your career path, and access videos and checklists that help to drive home all the key points. If you're not happy in your day-to-day work now, there's no better time than the present to work towards change.



ISBN: 978-1-119-48233-8 • Paper • US\$24.95 • Jun 2018 • 336pp

PRODUCTION OPERATIONS MANAGEMENT

**Handbook of Safety Principles**

Niklas Möller, Sven Ove Hansson, Jan-Erik Holmberg & Carl Rollenhagen

Safety principles are paramount to addressing structured handling of safety concerns in all technological systems. This handbook captures and discusses the multitude of safety principles in a practical and applicable manner. It is organized by five overarching categories of safety principles: Safety Reserves; Information and Control; Demonstrability; Optimization; and Organizational Principles and Practices. With a focus on the structured treatment of a large number of safety principles relevant to all related fields, each chapter defines the principle in question and discusses its application as well as how it relates to other principles and terms. This treatment includes the history, the underlying theory, and the limitations and criticism of the principle. Several chapters also problematize and critically discuss the very concept of a safety principle.

ISBN: 978-1-118-95069-2 • Cloth • US\$149.95 • Feb 2018 • 832pp



PROJECT MANAGEMENT

**Project Management JumpStart**

4th Edition

Kim Heldman



Solid project management skills are in high demand today. Nearly every major industry — engineering, finance, construction, software development, etc. — is looking for trained project managers to ensure that projects are completed on time and on budget. In this in-depth introductory guide, aspiring project managers will learn project management fundamentals. Fully revised to align with the newest edition of *A Guide to the Project Management Body of Knowledge - PMBOK Guide(C), 6th edition* — this fourth edition of *Project Management JumpStart* includes updated project management methods and practices as well as new examples and study questions. In a readable and entertaining approach, this book addresses project management from a practical, rather than theoretical, standpoint. Coverage includes project management principles, Project Management Institute's (PMI) project management standards, practical application of project management for the work place, defining project goals, creating project schedules and budgets, and more!



ISBN: 978-1-119-47222-3 • Paper • US\$29.95 • Jul 2018 • 360pp



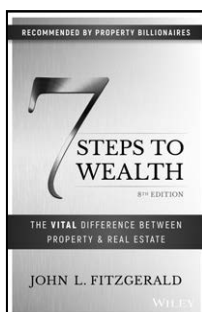
The Multiple Facets of Innovation Project Management Volume 4

Sandrine Fernez-Walch

For firms and other organizations, innovation has become a means of anticipating and managing major changes in their external context and overcoming societal challenges such as sustainable development. As a result, they must innovate repeatedly and continuously. This book explores the multiple facets of innovation project management, defined as the set of activities implemented to bring into being and successfully complete one or several innovation projects. It combines research experience, in cooperation with practitioners, and a theoretical, transversal and global overview inspired from different research streams. The author develops methodologies and frameworks that might be put into practice, provides a case study of research conducted with an air systems manufacturing firm, and outlines avenues for further reflection on innovation project management practice improvement.

ISBN: 978-1-78630-067-6 • Cloth • US\$109.95 • Feb 2018 • 176pp

PROPERTY & REAL ESTATE



7 Steps to Wealth

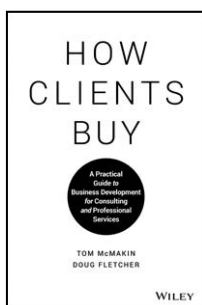
The Vital Difference Between Property and Real Estate, 8th Edition

John L. Fitzgerald

7 Steps to Wealth is the only real estate book in Australia endorsed by three of Australia's property billionaires. It shares John L. Fitzgerald's own 35-year proven property strategy, supported statistically and with real life case studies from readers of earlier editions. Now in its 8th edition the book is completely up-to-date with the latest census data, location criteria and growth forecasts. Most importantly the book exposes the difference between property and real estate, proving that it's only the land that appreciates and that the buildings that sit on the land actually depreciate. Indeed *7 Steps to Wealth* uses Warren Buffet's secret of compound growth but adapted for Australian property investors. Fitzgerald proves that certain residential land is Australia's best growth asset — and will continue to be given current record population growth.

ISBN: 978-0-7303-5860-2 • Paper • US\$17.95 • Mar 2018 • 192pp

SALES MANAGEMENT



How Clients Buy

A Practical Guide to Business Development for Consulting and Professional Services

Tom McMakin & Doug Fletcher

How Clients Buy is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job — not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients.

ISBN: 978-1-119-43470-2 • Cloth • US\$28.95 • Feb 2018 • 272pp



The 60 Second Sale

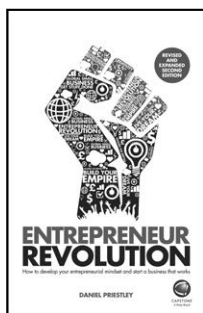
The Ultimate System for Building Lifelong Client Relationships in the Blink of an Eye

Dave Lorenzo

First impressions are essential in relationships and relationships are essential to sales. In the first 60 seconds you meet someone, you either make a connection with them, or you don't. When you are working to sell to a prospect, you have just 60 seconds to connect with them, establish your credibility, and have them understand you can add value to their life. In *The Sixty Second Sale*, readers will be introduced to The 15-Step 60 Second Sales System. This system is a combination of marketing and sales techniques that allows you to control who you target and how you approach them, while positioning you as a credible, helpful expert. Readers will learn to create a high-value opportunity immediately; position them to close the deal quickly; and help them grow their relationships into a multi-million dollar business opportunities.

ISBN: 978-1-119-49976-3 • Cloth • US\$TBA • Jun 2018 • 256pp

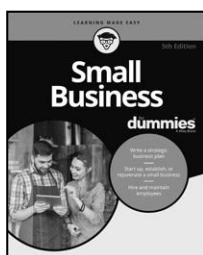
SMALL BUSINESS & ENTREPRENEURSHIP

**Entrepreneur Revolution****How to Develop your Entrepreneurial Mindset and Start a Business that Works, 2nd Edition**

Daniel Priestley

Entrepreneur Revolution means taking the initiative to do something that you love, something that you're good at, and something that will make you money. This masterclass in gaining an entrepreneurial mindset will show how to change the way you think, the way you network, and the way you make a living. The book includes new statistics, activities, case studies, and research; takes a look at how the brain can affect the entrepreneurial mindset; offers new ideas for entrepreneurs starting a new business; and helps you shake off old ideas and make a great, independent leap forward. This inspiring and practical book shows you how to break free from The Industrial Revolution mindset, quit working so hard, follow your dream — and make a fortune along the way.

ISBN: 978-0-85708-782-9 • Paper • US\$22.00 • Jun 2018 • 240pp

**Small Business For Dummies****5th Edition**

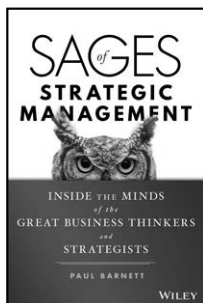
Dummies Press

Calling upon their five decades-plus of combined experience running small businesses, Eric Tyson and Jim Schell once again provide readers with their time-tested advice and the latest information on starting and growing a small business. This new edition will cover all aspects of small business from the initial business plan to the everyday realities of finance, marketing, management, and what it takes to achieve and maintain success in an ever-changing economic landscape. Updates to this new edition include how technology is reshaping marketing; how technology and ecommerce tools like Shopify are transforming how small businesses sell and collect money; expanded coverage of technology in general, especially and including the use of the Cloud; impact of new tax laws, including coverage of tax reform which may soon pass Congress; use of B corps and "impact investing"; updated and expanded coverage of financing and cash flow management tools; and updated coverage of the best places to get small business loans.

ISBN: 978-1-119-49055-5 • Paper • US\$24.95 • Jul 2018 • 432pp



STRATEGIC MANAGEMENT

**Sages of Strategic Management****Inside the Minds of the Great Business Thinkers and Strategists**

Paul Barnett

Sages of Strategic Management features the latest razor sharp insights from some of the most important management thinkers, and an exploration of the most important and urgent management issues. Each expert interviewed brings decades of experience to bear on enduring and topical matters from financial management, leadership, and organizational design to competition, collaboration, and competitive advantage. And from technology driven disruption to stakeholder versus stockholder focus and emerging opportunities and risks. One of the most basic tenets of business is that it evolves. Managers who fail to keep pace quickly find themselves left behind, but blindly jumping on the latest bandwagon can easily stall forward progress. In some ways, the more business changes, the more it stays the same — and this book gives you a clear set of perspectives from those with the most respected credentials.

ISBN: 978-1-119-22899-8 • Cloth • US\$39.95 • Jun 2018 • 400pp

**The Cloud-Based Demand-Driven Supply Chain**

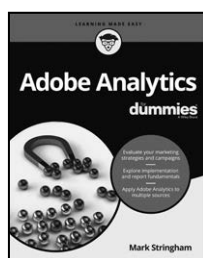
Vinit Sharma

With the help of this accessible book, you'll get a clear sense of cloud computing and understand how to communicate the benefits, drawbacks, and options to your clients so they can make the best choices for their unique needs. Plus, case studies give you the opportunity to relate real-life examples of how the latest technologies are giving organizations worldwide the opportunity to thrive as supply chain solutions in the cloud. The book demonstrates how improvements in forecasting, collaboration, and inventory optimization can lead to cost savings and explores why cloud computing is becoming increasingly important. It takes a close look at the types of cloud computing and makes sense of demand-driven forecasting using Amazon's cloud.

ISBN: 978-1-119-47733-4 • Cloth • US\$49.95 • Aug 2018 • 240pp



STRATEGIC MARKETING

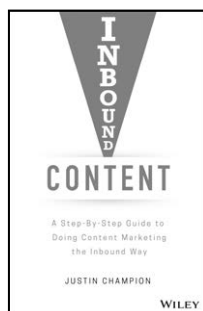
**Adobe Analytics For Dummies**

Mark Stringham

If you're a marketer in need of a non-technical, beginner's reference to using Adobe Analytics, this book is the perfect place to start. *Adobe Analytics For Dummies* arms you with a basic knowledge of the key features so that you can start using it quickly and effectively. Even if you're a digital marketer who doesn't have their hands in data day in and day out, this easy-to-follow reference makes it simple to utilize Adobe Analytics. With the help of this book, you'll better understand how your marketing efforts are performing, converting, being engaged with, and being shared in the digital space. The marketing world is continually growing and evolving, and *Adobe Analytics For Dummies* will help you stay ahead of the curve.



ISBN: 978-1-119-44608-8 • Paper • US\$29.95 • Jul 2018 • 384pp

**Inbound Content****A Step-By-Step Guide to Doing Content Marketing the Inbound Way**

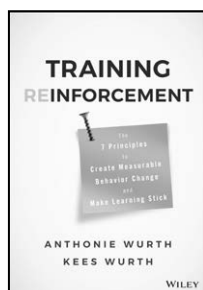
Justin Champion

Content marketing is a strategic marketing and business process focused on creating and distributing valuable, relevant, and consistent content. This content is meant to attract and retain a clearly defined audience and, ultimately, drive profitable customer action. When done correctly, content marketing helps create a relationship with your audience, which leads to trust. And if your audience trusts you, they'll be more willing to do business with you when they're ready to make a purchasing decision. *Inbound Content* will teach readers how their content should attract the right people to their site, convert those people into leads, and nurture and help close them into customers.

ISBN: 978-1-119-48895-8 • Cloth • US\$24.95 • Apr 2018 • 256pp



TRAINING & DEVELOPMENT

**Training Reinforcement****The 7 Principles to Create Measurable Behavior Change and Make Learning Stick**

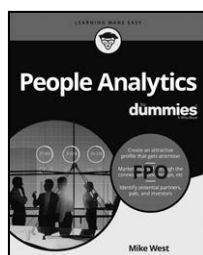
Anthonie Wurth & Kees Wurth

Training Reinforcement offers expert guidance for more effective training outcomes. Last year, US companies spent over \$165 Billion on training; while many training programs themselves provide valuable skills and concepts, even the best-designed programs are ineffective because the learned behaviors are not reinforced. Without reinforcement, learned information gets shuffled to the back of the mind in the "nice to know" file, never again to see the light of day. This book bridges the canyon between learning and doing by providing solid reinforcement strategies. Written by a former Olympic athlete and corporate training guru, this methodology works with human behavior rather than against it; you'll learn where traditional training methods fail, and how to fill those gaps with proven techniques that help training "stick." There's a difference between "telling" and "teaching," and that difference is reinforcement. Learned skills and behaviors cannot be truly effective until they are engrained, and they can only become engrained through use, encouragement, and measureable progress. This book provides a robust reinforcement framework that adds long-term value to any training program.

ISBN: 978-1-119-42555-7 • Cloth • US\$31.95 • Jun 2018 • 394pp



TRAINING & HUMAN RESOURCE DEVELOPMENT / ORGANIZATION DEVELOPMENT

**People Analytics For Dummies**

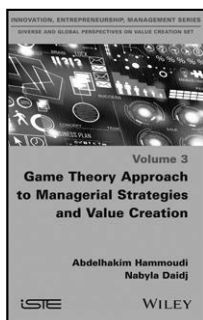
Mike West

Developing a successful workforce requires more than a gut check. Data can help guide your decisions on everything from where to seat a team to optimizing production processes to engaging with your employees in ways that ring true to them. People analytics is the study of your number one business asset — your people — and this book shows you how to collect data, analyze that data, and then apply your findings to create a happier and more engaged workforce. If your organization is ready to better understand why high performers leave, why one department has more personnel issues than another, and why employees violate, *People Analytics For Dummies* makes it easier.

ISBN: 978-1-119-43476-4 • Paper • US\$29.95 • Jul 2018 • 360pp



BUSINESS & CORPORATE ECONOMICS



Game Theory Approach to Managerial Strategies and Value Creation

Innovation, Entrepreneurship, Management Series, Volume 3

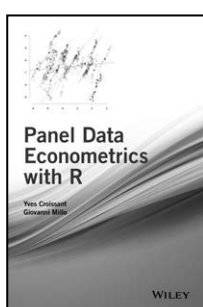
Abdelhakim Hammoudi & Nabyla Daidj

Economic players must often choose between several strategic options in a fierce competitive environment where interactions with competitors make decisions particularly complex. Game theory offers useful insights to choose an optimal decision or at least a basis for making rational decision given the constraints of the stakeholders' environment. In presenting the concepts and the logical structure of the reasoning offered by game theory and their applications, the book explains the rational process of decision making in the framework of firm management and market competition. By avoiding the usual complexity of presentation often due to mathematical formalism, the book proposes a reflection and practical insights of game theory for practitioners (managers, strategists) and social, managerial and economic researchers. The book will expose both general teachings and a comprehensive analysis applied to specific case studies of various sectors of the economy.



ISBN: 978-1-84821-973-1 • Cloth • US\$119.95 • Feb 2018 • 282pp

ECONOMETRICS



Panel Data Econometrics with R

Yves Croissant & Giovanni Milla

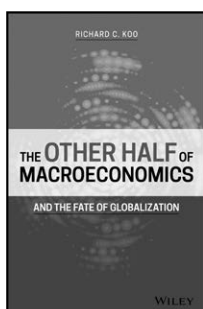


Panel Data Econometrics with R provides a tutorial for using R in the field of panel data econometrics. Illustrated throughout with examples in econometrics, political science, agriculture and epidemiology, this book presents classic methodology and applications as well as more advanced topics and recent developments in this field including error component models, spatial panels and dynamic models. They have developed the software programming in R and host replicable material on the book's accompanying website.

ISBN: 978-1-118-94916-0 • Cloth • US\$97.95 • Aug 2018 • 320pp



MACROECONOMICS



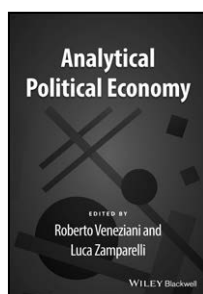
The Other Half of Macroeconomics and the Fate of Globalization

Richard C. Koo

The failure of the vast majority of economists in government, academia and the private sector to predict either the post-2008 Great Recession or the degree of its severity has raised serious credibility issues for the profession. The repeated failures of central banks and other policymakers in all advanced countries to meet their inflation or growth targets in spite of astronomical monetary easing, have left the public rightfully suspicious of the establishment and its economists. *The Other Half of Macroeconomics and the Fate of Globalization* elucidates what was missing in economics all along and what changes are needed to make the profession relevant to the economic challenges of today. Once the other half of macroeconomics is understood both as a post-bubble phenomenon and as a phase of post-industrial economies, it should be possible for policy makers to devise appropriate measures to overcome difficulties advanced countries are facing today such as stagnation and income inequality.



ISBN: 978-1-119-48215-4 • Cloth • US\$37.50 • Jan 2018 • 320pp



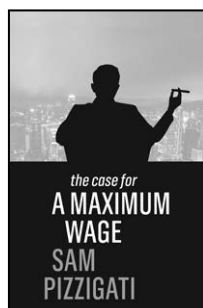
Analytical Political Economy

Roberto Veneziani & Luca Zamparelli

Offering a unique picture of recent developments in a range of non-conventional theoretical approaches in economics, this book introduces readers to the study of Analytical Political Economy and the changes within the subject. It includes a wide range of topics and theoretical approaches that are critically and thoroughly reviewed. Contributions within the book are written according to the highest standards of rigor and clarity that characterize academic work and provides comprehensive and well-organized surveys of cutting-edge empirical and theoretical work covering an exceptionally wide range of areas and fields. The topics include macroeconomic theories of growth and distribution; agent-based and stock-flow consistent models; financialization and Marxian price and value theory. It investigates exploitation theory; trade theory; the role of expectations and 'animal spirits' on macroeconomic performance as well as empirical research in Marxian economics.



ISBN: 978-1-119-48336-6 • Paper • US\$34.95 • May 2018 • 408pp



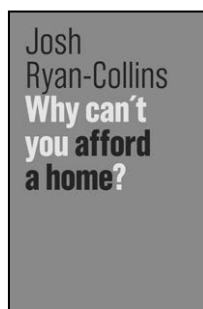
The Case for a Maximum Wage

Sam Pizzigati

Could capping top incomes tackle our rising inequality more effectively than conventional approaches to narrowing our vast economic divides? In this engaging book, leading analyst Sam Pizzigati details how egalitarians worldwide are demonstrating that a "maximum wage" could be both economically viable and politically practical. One major city in the United States has already enacted a penalty levy on enterprises with wide divides between worker and executive pay. Activists in other global jurisdictions are working to deny these inequality-generating enterprises government contracts, subsidies, and tax breaks. Governments could go further still and start using their tax systems to enforce fair income ratios between rich and poor across the board. The ultimate goal? That ought to be, Pizzigati argues, a world without a super rich. His clear-sighted analysis vividly explains why we need to create that world — and how we could speed its creation.



ISBN: 978-1-5095-2491-4 • Cloth • US\$45.00 | ISBN: 978-1-5095-2492-1 • Paper • US\$12.95 • May 2018 • 140pp



Why Can't You Afford a Home?

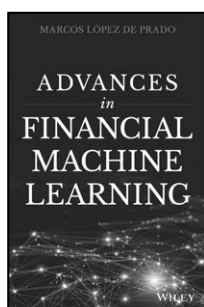
Josh Ryan-Collins

In this compelling book, leading economist Josh-Ryan Collins argues that to understand this crisis, we must examine a crucial paradox at the heart of modern capitalism. Two of the key ingredients of contemporary capitalist societies, private home ownership and a lightly regulated commercial banking system, are not mutually compatible. Their interaction leads to a 'doom loop' in which unlimited credit and money flows into an inherently finite supply of viable property, resulting in ever higher house prices. The result is declining levels of home ownership, rising inequality and debt, stagnant growth and financial instability. The only way out of this vicious circle is to radically rethink how we structure our tax and financial systems and accept that home ownership may not always be the solution. This engaging and topical book will be essential reading for anyone who wants to understand why they can't find an affordable home, and what we can do about it.



ISBN: 978-1-5095-2325-2 • Cloth • US\$45.00 | ISBN: 978-1-5095-2326-9 • Paper • US\$12.95 • Jun 2018 • 140pp



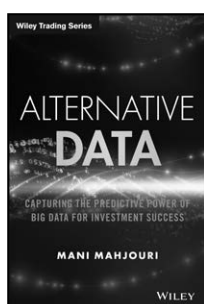


Advances in Financial Machine Learning

Marcos López de Prado

Machine learning (ML) is changing virtually every aspect of our lives. Today ML algorithms accomplish tasks that until recently only expert humans could perform. As it relates to finance, this is the most exciting time to adopt a disruptive technology that will transform how everyone invests for generations. Readers will learn how to structure Big data in a way that is amenable to ML algorithms; how to conduct research with ML algorithms on that data; how to use supercomputing methods; how to backtest your discoveries while avoiding false positives. The book addresses real-life problems faced by practitioners on a daily basis, and explains scientifically sound solutions using math, supported by code and examples. Readers become active users who can test the proposed solutions in their particular setting. Written by a recognized expert and portfolio manager, this book will equip investment professionals with the groundbreaking tools needed to succeed in modern finance.

ISBN: 978-1-119-48208-6 • Cloth • US\$49.95 • Feb 2018 • 400pp



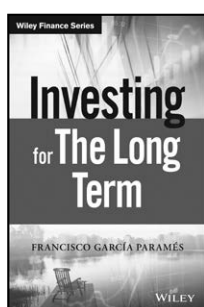
Alternative Data

Capturing the Predictive Power of Big Data for Investment Success

Mani Mahjouri

Alternative Data opens a gateway to the future of investing, using Open Halo technology to provide real-time performance analysis and breathtaking data visualization. Once solely available to the elites, this technology utilizes observational and transactional data covering vast numbers of stocks to analyze and forecast a company's performance, often months ahead of any official announcement. This book shows you how to leverage this capability to make smarter investment decisions and predict market moves based on much more than conjecture. It takes you inside the datasets and shows you how to turn them into profit. The companion website features interactive videos that reinforce major topics, giving you everything you need to start getting creative with data. Today's investors have access to data at an unprecedented scale; failing to leverage that data is like leaving money on the table. *Alternative Data* is your key guide for getting up and running with next-level visualizations that fuel smart decisions in any market.

ISBN: 978-1-119-46500-3 • Cloth • US\$49.95 • Jun 2018 • 256pp

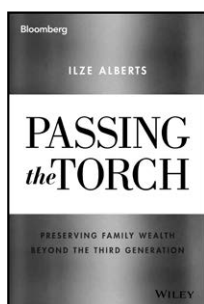


Investing for the Long Term

Francisco García Paramés

World-renowned investor Francisco García Paramés shares his advice and tips on making smart investments in this must-have book for those looking to make smarter choices for their portfolio. *Investing for the Long Term* is divided in two parts. The first is formed by three chapters covering Francisco's education and first steps, his initial experience as an investor working alone, and the team work after 2003. The second part of the book covers the cornerstones of Francisco's philosophy. It follows with an explanation of why one has to invest in real assets, and specifically in shares, to maintain the purchasing power of one's savings, avoiding paper money (fixed income) at all costs. The rest of the book shows how to invest in shares. Discover the amazing investing principles of one of the most successfully fund managers in the world and examine how one man and his company weathered the two of modern times' biggest economic crashes.

ISBN: 978-1-119-43119-0 • Cloth • US\$27.95 • Apr 2018 • 200pp



Passing the Torch

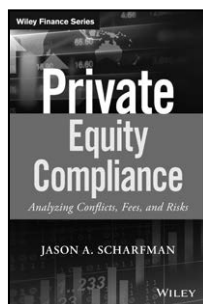
Preserving Family Wealth Beyond the Third Generation

Ilze Alberts

Passing the Torch teaches high net-worth families how to foster a strong family dynamic to be truly generational. Inside, first-generation wealth creators will learn how to create a culture of sustainability and growth and endow subsequent generations with the tools and mindset necessary to prosper. Subsequent generations will learn how to receive the torch, sustain and grow the family's capital and pass the torch to the next generation. Discover the importance of emotional intelligence and learn to view generational wealth from a behavioral lens. The book helps you to transcend financial instruction to find a sense of purpose and direction and map out your family's legacy. Whether you're consulting an advisor or taking matters into your own hands, this is the essential reference you need to sustain wealth for generations to come.

ISBN: 978-1-119-48644-2 • Cloth • US\$39.95 • Apr 2018 • 192pp





Private Equity Compliance

Analyzing Conflicts, Fees, and Risks

Jason A. Scharfman

Private Equity Compliance provides current and practical guidance on key private equity (PE) compliance challenges and trends. Packed with detailed, practical guidance on developing and managing a private equity compliance program, it offers up-to-date case studies and an analysis of critical regulatory enforcement actions on private equity funds in areas including conflict of interest, fees, expenses, LP fund raising disclosures, and valuations. The book provides real-world compliance guidance and offers information that is tailored to the current compliance practices employed by GPs in the private equity industry. It provides guidance on managing the compliance risks associated with cybersecurity and information technology risk and serves as a PE-focused complement to the author's previous book, *Hedge Fund Compliance*. If you're a private equity investor or compliance officer looking for trusted guidance on analyzing conflicts, fees, and risks, this is one reference you can't be without.

ISBN: 978-1-119-47962-8 • Cloth • US\$74.95 • Jul 2018 • 240pp



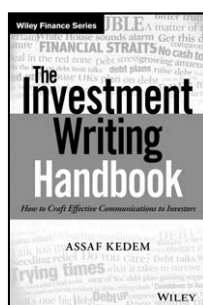
The Credit Default Swap Basis

2nd Edition

Moorad Choudhry

While credit default swaps and credit derivatives are of great concern to many in the field of finance, the *Second Edition of The Credit Default Swap Basis* does not directly focus on these issues. It is instead about an aspect of CDS behavior, the basis, which is of importance to all users of CDS products. An understanding of the basis is essential to anyone involved in the credit-risky debt capital markets, whether you're an investor, trader, or broker. In this updated Second Edition, author Moorad Choudhry, a market practitioner who has published widely in the field of credit derivatives, explores this dynamic discipline and examines the structural changes in the CDS market, including new settlement mechanisms and contract standardization. Along the way, he describes how basis pricing has changed in the aftermath of the financial crisis and what that change means in regard to overall market and trading opportunities.

ISBN: 978-0-470-91583-7 • Cloth • US\$94.95 • Jul 2018 • 224pp



The Investment Writing Handbook

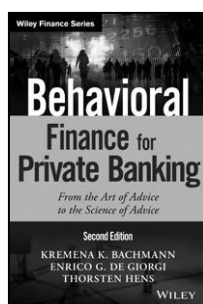
How to Craft Effective Communications to Investors

Assaf Kedem

The Investment Writing Handbook provides practical, accessible guidance for crafting more effective investor communications. Written by an award-winning writer, editor, and speechwriter, this book explains the principles and conventions that help writing achieve its purpose; whether you need to inform, educate, persuade, or motivate, you'll become better-equipped to develop a broad range of communications and literature for investor consumption. Examples from real-world financial institutions illustrate expert execution, while explanations and advice targeted specifically toward investor relations give you the help you need quickly. From white papers and investment commentary to RFPs, product literature, and beyond, this book is the financial writer's "bible" that you should keep within arm's reach. Investment writing is one of the primary influences on investors' attitudes. It educates, informs decisions, shapes opinions, and drives behavior — so shouldn't it be expertly-crafted to achieve its intended goal? This book explains the "tricks of the trade" to help you get your message across.

ISBN: 978-1-119-35672-1 • Cloth • US\$59.95 • Feb 2018 • 216pp

GENERAL FINANCE & INVESTMENTS



Behavioral Finance for Private Banking

From the Art of Advice to the Science of Advice, 2nd Edition

Kremena K. Bachmann, Enrico G. de Giorgi & Thorsten Hens

Behavioral Finance for Private Banking provides a complete framework for wealth management tailored to the unique needs of each client. Merging behavioral finance with private banking, this framework helps you gain a greater understanding of your client's wants, needs, and perspectives to streamline the decision-making process. Beginning with the theoretical foundations of investment decision making and behavioral biases, the discussion delves into cultural differences in global business and asset allocation over the life cycle of the investment to help you construct a wealth management strategy catered to each individual's needs. This new second edition has been updated to include coverage of fintech and neurofinance, an extension of behavioral finance that is beginning to gain traction in the private banking space.

ISBN: 978-1-119-45370-3 • Cloth • US\$89.95 • May 2018 • 224pp





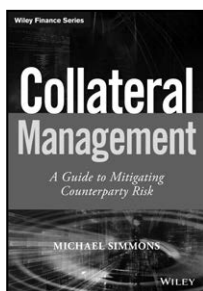
Big Mistakes

The Best Investors and Their Worst Investments

Michael Batnick

Big Mistakes: The Best Investors and Their Worst Investments explores the ways in which the biggest names have failed, and reveals the lessons learned that shaped more successful strategies going forward. Investing can be a rollercoaster of highs and lows, and the investors detailed here show just how low it can go; stories from Warren Buffet, Bill Ackman, Chris Sacca, Jack Bogle, Mark Twain, John Maynard Keynes, and many more illustrate the simple but overlooked concept that investing is really hard, whether you're managing a few thousand dollars or a few billion, failures and losses are part of the game. Much more than just anecdotal diversion, these stories set the basis for the book's critical focus: learning from mistakes. While learning from your mistakes is always a valuable experience, learning from the mistakes of others gives you the benefit of wisdom without the consequences of experience. This book provides an incomparable, invaluable resource for investors of all stripes.

ISBN: 978-1-119-36655-3 • Cloth • US\$34.95 • May 2018 • 192pp



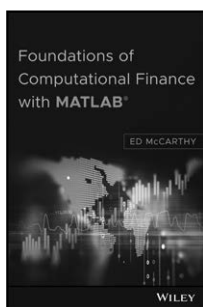
Collateral Management

A Guide to Mitigating Counterparty Risk

Michael Simmons

In the wake of recent financial crises, firms of all sizes have adjusted their policies to incorporate more frequent instances of collateral management. *Collateral Management: A Guide to Mitigating Counterparty Risk* explains the connection between the need for collateral management in order to alleviate counterparty risk and the actions that firms must take to achieve it. Targeted at middle and back office managers seeking a hands-on explanation of the specifics of collateral management, this book offers a thorough treatment of the subject and attends to details such as internal record management, daily procedures used in making and receiving collateral calls, and settlement-related issues that affect the movements of cash and securities collateral. An expert in financial topics ranging from trade lifecycle to operational risk, author Michael Simmons offers readers insight into a field that, so far, is struggling to produce enough expertise to meet its high demand.

ISBN: 978-0-470-97350-9 • Cloth • US\$95.00 • Aug 2018 • 160pp

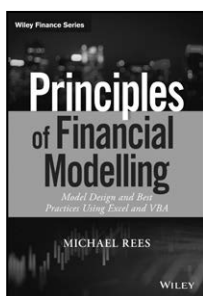


Foundations of Computational Finance with MATLAB®

Ed McCarthy

Foundations of Computational Finance with MATLAB® is an introductory text for both finance professionals looking to branch out from the spreadsheet, and for programmers who wish to learn more about finance. As financial data grows in volume and complexity, its very nature has changed to the extent that traditional financial calculators and spreadsheet programs are simply no longer enough. Today's analysts need more powerful data solutions with more customization and visualization capabilities, and MATLAB provides all of this and more in an easy-to-learn skillset. This book walks you through the basics, and then shows you how to stretch your new skills to create customized solutions. Part I demonstrates MATLAB's capabilities as they apply to traditional finance concepts, and PART II shows you how to create interactive and reusable code, link with external data sources, communicate graphically, and more.

ISBN: 978-1-119-43385-9 • Cloth • US\$37.95 • May 2018 • 384pp



Principles of Financial Modelling

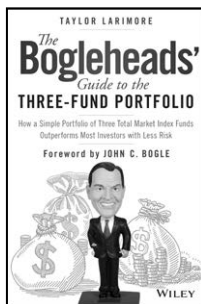
Model Design and Best Practices Using Excel and VBA

Michael Rees

Principles of Financial Modelling: Model Design and Best Practices Using Excel and VBA covers the full spectrum of financial modelling tools and techniques in order to provide practical skills that are grounded in real-world applications. Based on rigorously-tested materials created for consulting projects and for training courses, this book demonstrates how to plan, design and build financial models that are flexible, robust, transparent, and highly applicable to a wide range of planning, forecasting and decision-support contexts. This book integrates theory and practice to provide a high-value resource for anyone wanting to gain a practical understanding of this complex and nuanced topic. The companion website provides approximately 235 Excel files (screen-clips of most of which are shown in the text), which demonstrate key principles in modelling, as well as providing many examples of the use of Excel functions and VBA macros. These facilitate learning and have a strong emphasis on practical solutions and direct real-world application.

ISBN: 978-1-118-90401-5 • Cloth • US\$100.00 • Apr 2018 • 528pp





The Bogleheads' Guide to the Three-Fund Portfolio

How a Simple Portfolio of Three Total Market Index Funds Outperforms Most Investors with Less Risk

Taylor Larimore & John C. Bogle (Foreword by)

The Bogleheads' Guide to The Three-Fund Portfolio describes the most popular portfolio on the Bogleheads forum. This all-indexed portfolio contains over 15,000 worldwide securities, in just three easily-managed funds, that has outperformed the vast majority of both professional and amateur investors. If you are a new investor, or an experienced investor who wants to simplify and improve your portfolio, *The Bogleheads' Guide to The Three-Fund Portfolio* is a short, easy-to-read guide to show you how.

ISBN: 978-1-119-48733-3 • Cloth • US\$24.95 • Jun 2018 • 144pp



The Design Thinking Playbook

Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems

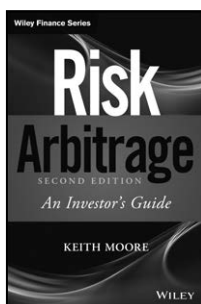
Michael Lewrick, Patrick Link & Larry Leifer

The Design Thinking Playbook is an actionable guide to the future of business. By stepping back and questioning the current mindset, the faults of the status quo stand out in stark relief — and this guide gives you the tools and frameworks you need to kick off a digital transformation. Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve wicked problems. It is equally applicable to (re-)design products, services, processes, business models, and ecosystems. It inspires radical innovation as a matter of course, and ignites capabilities beyond mere potential. This book describes how Design Thinking is applied across a variety of industries, enriched with other proven approaches as well as the necessary tools, and the knowledge to use them effectively. Packed with solutions for common challenges including digital transformation, this practical, highly visual discussion shows you how Design Thinking fits into agile methods within management, innovation, and startups.

ISBN: 978-1-119-46747-2 • Paper • US\$34.95 • May 2018 • 352pp



INSTITUTIONAL & CORPORATE FINANCE



Risk Arbitrage

An Investor's Guide, 2nd Edition

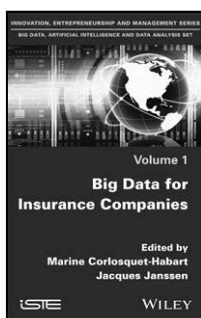
Keith M. Moore

Risk Arbitrage is the definitive guide to the field and features a comprehensive overview of the theory, techniques, and tools that traders and risk managers need to be effective. This new edition is completely updated and fully revised to reflect the changes to laws and technology and includes new case studies and a detailed discussion of computer-based trading systems. Readers gain deep insight into the factors and policies that affect merger transactions, and the new developments that allow individuals to compete with professionals in managing risk arbitrage portfolios. The book provides techniques for computing spreads and determining risk, with practice exercises that allow readers to become confident with new methods before using them professionally. *Risk Arbitrage* provides the essential guidance needed to participate in the business.

ISBN: 978-0-470-37974-5 • Cloth • US\$94.95 • Apr 2018 • 352pp



INSURANCE & RISK MANAGEMENT



Big Data for Insurance Companies

Innovation, Entrepreneurship and Management Series, Volume 1

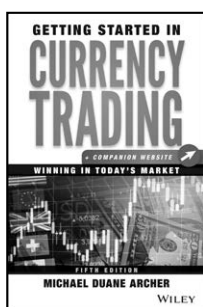
Marine Corlosquet-Habart & Jacques Janssen

This book will be a "must" for people who want good knowledge of big data concepts and their applications in the real world, particularly in the field of insurance. It will be useful to people working in finance and to masters students using big data tools. The authors present the bases of big data: data analysis methods, learning processes, application to insurance and position within the insurance market. Individual chapters will be written by well-known authors in this field.

ISBN: 978-1-78630-073-7 • Cloth • US\$134.95 • Feb 2018 • 190pp



PERSONAL FINANCE



Getting Started in Currency Trading

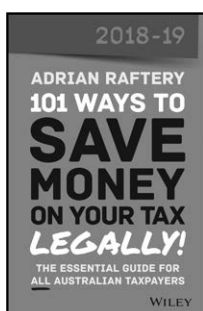
Winning in Today's Market + Companion Website, 5th Edition
Michael Duane Archer

Getting Started in Currency Trading is an excellent introduction and reference manual for beginning and intermediate traders. The FOREX market has evolved dramatically in recent years, and this new edition is designed to help you adapt and take advantage of these changes. It includes relevant FOREX terms, clearly defined with examples; offers coverage of how to open a trading account; and provides a step-by-step walk through of the physical processes of placing and liquidating currency orders. The book covers information on trading strategy and tactics, complete with fundamental and technical analysis with new section with complete coverage on bitcoin and cryptocurrencies and includes a complete coverage of the popular social trading scene. Everything needed to assist the FOREX trader in the decision-making process is just a page away!



ISBN: 978-1-119-48689-3 • Paper • US\$24.95 • Jun 2018 • 464pp

PERSONAL FINANCE / CONSUMER TAX



101 Ways to Save Money on Your Tax — Legally! 2018-2019

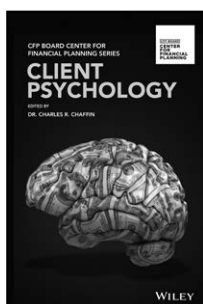
The Essential Guide for All Australian Taxpayers
Adrian Raftery

101 Ways to Save Money on Your Tax — Legally! is the quintessential guide for every Australian taxpayer. Updated annually to keep pace with changing tax laws, this book shows you how to maximise your return and keep more of your hard-earned money. Why pay more than your fair share? This year's edition explains all of the changes to the May 2018 budget, and provides indispensable advice from Mr. Taxman himself! This invaluable guide goes beyond tax prep to help you position yourself for an even better return next year! Learn where and how to invest, the traps you should avoid and how you can start planning now so you can owe less the next time around. It's not about "cheating the system" — by clarifying obscure language and complicated rules, this book simply helps you reclaim the money that belongs to you.



ISBN: 978-0-7303-5926-5 • Paper • US\$18.95 • May 2018 • 288pp

PERSONAL FINANCE / FINANCIAL ADVISING



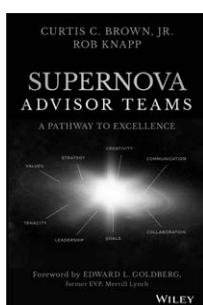
Client Psychology

Charles R. Chaffin & CFP Board

The second in the CFP Board Center for Financial Planning Series, *Client Psychology* explores the biases, behaviors, and perceptions that impact client decision-making and overall financial well-being. This book, written for practitioners, researchers, and educators, outlines the theory behind many of these areas while also explicitly stating how these related areas directly impact financial planning practice. Additionally, some chapters build an argument based solely upon theory while others will have exclusively practical applications. It defines an entirely new area of focus within financial planning practice and research: *Client Psychology*; serves as the essential reference for financial planners on client psychology; builds upon and expands the body of knowledge for financial planning; and provides insight regarding the factors that impact client financial decision-making from a multidisciplinary approach.



ISBN: 978-1-119-43626-3 • Cloth • US\$49.95 • Feb 2018 • 336pp



Supernova Advisor Teams

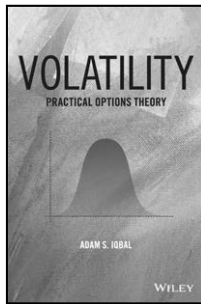
A Pathway to Excellence
Curtis C. Brown Jr. & Rob Knapp

Teams are the principle building blocks of the strategy of successful organizations. The focus of your organization may be on service, quality, cost, value, speed, efficiency, performance, or any other similar goals, but teams remain the central methodology of most organizations across sectors. Vertical teams and horizontal teams can transcend organizational silos and boundaries if properly focused and supported. Building collaborative teams can improve the client experience. In *Supernova Advisor Teams: A Pathway to Excellence*, you'll discover the macro rationale and justification for teams, as well as the micro benefits of team formation. From on-boarding a new team member to finding effective ways to bolster the ones you already have, this book shows you how to turn any team into a cohesive, productive unit with like-minded goals.



ISBN: 978-1-119-47745-7 • Cloth • US\$34.95 • Apr 2018 • 240pp

TRADING



Volatility

Practical Options Theory

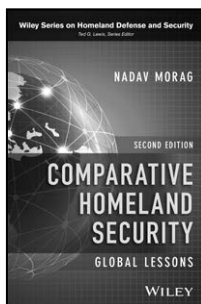
Adam S. Iqbal

Volatility: Practical Options Theory provides financial professionals, academics, students and others with an intuitive as well as technical understanding of both the basic and advanced ideas in options theory to a level that facilitates practical options trading. The approach taken in this book will prove particularly valuable to options traders and other practitioners tasked with making pricing and risk management decisions in an environment where time constraints mean that simplicity and intuition are of greater value than mathematical formalism. The most important areas of options theory, namely implied volatility, delta hedging, time value and the so-called options greeks are explored based on intuitive economic arguments alone before turning to formal models such as the seminal Black-Scholes-Merton model. The reader will understand how the model free approach and mathematical models are related to each other, their underlying theoretical assumptions and their implications to level that facilitates practical implementation.

ISBN: 978-1-119-50161-9 • Cloth • US\$59.95 • Jun 2018 • 208pp



HOMELAND SECURITY



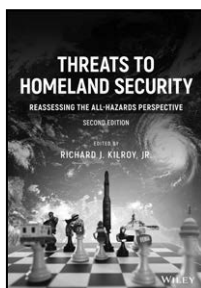
Comparative Homeland Security

Global Lessons, 2nd Edition

Nadav Morag

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Indonesia

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