

Business, Finance, Accounting & Economics

May to August 2020



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1

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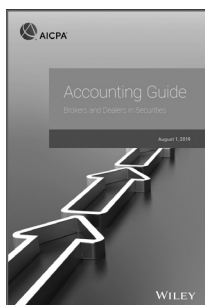
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Lead Title

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



Accounting Guide

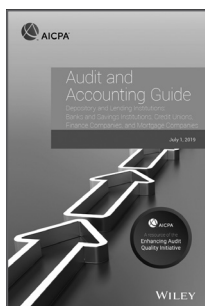
Brokers and Dealers in Securities 2019

AICPA

It is critical to understand the complexities of the specialized accounting and regulatory requirements needed for the broker-dealer industry. This comprehensive guide has been designed to be beneficial for a wide range of professionals within the broker-dealer industry. Updates to this edition are to conform the content to current accounting standards and regulatory requirements. The updates include:

- SEC Release No. 34-86073, Amendment to Single Issuer Exemption for Broker-Dealers;
- ASU No. 2018-09, Codification Improvements; and,
- SEC Release Nos. 33-10532; 34-83875; IC-33203, Disclosure Update and Simplification.

Trade • 9781948306669 • Oct 2019 • Paper • 464pp • US\$98.95 • Previous ed: 9781945498992



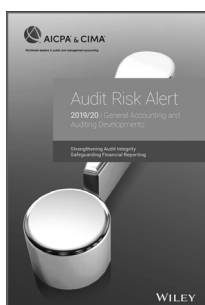
Audit and Accounting Depository and Lending Institutions

Banks and Savings Institutions, Credit Unions, Finance Companies and Mortgage Companies 2019

AICPA

The financial services industry is undergoing significant change. This has added challenges for institutions assessing their operations and internal controls for regulatory considerations. Updated for 2019, this industry standard resource offers comprehensive, reliable accounting implementation guidance for preparers. It offers clear and practical guidance of audit and accounting issues, and in-depth coverage of audit considerations, including controls, fraud, risk assessment, and planning and execution of the audit.

Trade • 9781948306720 • Nov 2019 • Paper • 896pp • US\$108.95 • Previous ed: 9781948306058



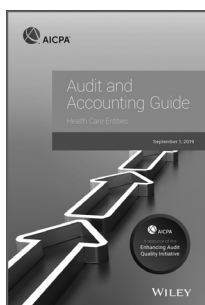
Audit Risk Alert

General Accounting and Auditing Developments 2019/2020

AICPA

This alert provides auditors with an overview of recent economic, industry, technical, regulatory, and professional developments that may affect how auditors conduct audits and other engagements. An entity's internal management can also use this alert to address areas of audit concern.

Trade • 9781948306904 • Feb 2020 • Paper • 96pp • US\$58.95 • Previous ed: 9781948306294

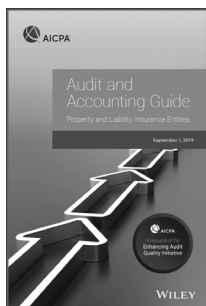


Health Care Entities, 2019

AICPA

Considered the industry's standard resource, this guide will help accountants, auditors, and financial managers to understand the complexities of the specialized accounting and regulatory requirements of the health care industry. Updated for 2019, this edition has been prepared and reviewed by industry experts and provides hands-on, practical guidance for those who work in and with health care entities. A critical resource for auditors, this edition includes new accounting standards and relevant GASB and FASB updates (including those related to private companies).

Trade • 9781948306782 • Dec 2019 • Paper • 768pp • US\$98.95 • Previous ed: 9781948306157



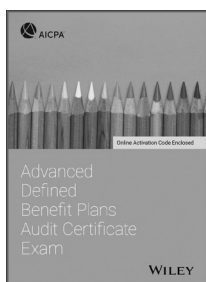
Property and Liability Insurance Entities 2019

AICPA

Stay up-to-date on current GAAP and statutory accounting and audit guidance for property and liability insurance entities. This guide provides a good grounding on the industry, its products and regulatory issues, and the related transaction cycles that a property and liability insurance entity is involved with.

Trade • 9781948306843 • Jan 2020 • Paper • 672pp • US\$98.95 • Previous ed: 9781945498527

CORPORATE FINANCE

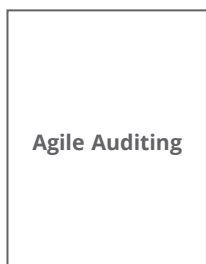


Advanced Defined Benefit Plans Audit Certificate Exam

AICPA

The Advanced Defined Benefit Plans Audit Certificate exam tests your ability to plan, perform and evaluate defined benefit plans, in accordance with AICPA standards and DOL rules and regulations. This exam is offered in a timed online format and consists of 75 multiple choice questions. In order to successfully pass the examination, you must be able to evaluate and analyze the core concepts related to client acceptance, engagement planning, engagement analysis, concluding an engagement and guiding principles for defined benefit plan audits. Upon completion, you will be awarded with a certificate in the form of a digital badge. Digital badges allow you to distinguish yourself in the marketplace and show your commitment to quality. The badge can be posted to your social media profiles and linked to your resume or email signature, providing maximum visibility to your achievement.

Trade • 9781119695783 • Mar 2020 • Paper • 4pp • US\$298.95



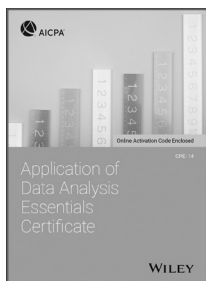
Agile Auditing

Fundamentals and Applications

Raven Catlin, Danny M. Goldberg & Cecilia Watkins

Agile auditing is a way of completing an audit quickly while staying on budget and providing to the customers high-quality results focus on the areas of greatest importance or greatest material risk to the business. Agile auditing allows for flexibility whereby it is easier to adapt to changes based on current risk evaluations. This book provides actionable, adaptable solutions to deal with the disruptive technologies in the auditing field - artificial intelligence, machine learning, robotics process automation, and data analytics.

Trade • 9781119693321 • Aug 2020 • Cloth • 288pp • US\$54.95

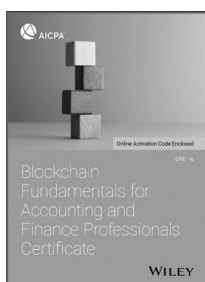


Application of Data Analysis Essentials Certificate

AICPA

The Application of Data Analysis Essentials Certificate (14.0 CPE Credits) offers hands-on experience regarding how to analyze data and calculate fundamental aspects of your data sets. This certificate program provides the core concepts and definitions of data analytics, which explain the anatomy of data as a medium, and provides fundamental statistical analysis techniques for beginning to glean useful information from data. This certificate is Part 2 of the Data Analyst Certificates Bundle – a comprehensive five-part program that provides training and practical guidance on the topic of data analytics.

Trade • 9781119696612 • Mar 2020 • Paper • 4pp • US\$878.95

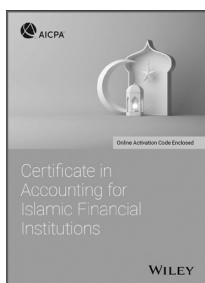


Blockchain Fundamentals for Accounting and Finance Professionals Certificate

AICPA

The Blockchain Fundamentals for Accounting and Finance Professionals Certificate (16.0 CPE Credits) teaches you the characteristics of blockchain and cryptoassets; how to identify opportunities and risks for application within your own organization, and much more. Upon completion, you will be awarded with a certificate in the form of a digital badge. Digital badges allow you to distinguish yourself in the marketplace and show your commitment to quality. The badge can be posted to your social media profiles and linked to your resume or email signature, providing maximum visibility to your achievement.

Trade • 9781119696520 • Mar 2020 • Paper • 4pp • US\$688.95

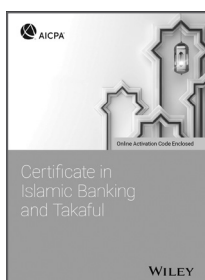


Certificate in Accounting for Islamic Financial Institutions

AICPA

The Certificate in Accounting for Islamic Financial Institutions covers the reporting framework and standards of Islamic financial institutions, understanding and analysing financial statements of Islamic financial institutions, analysing and classifying Islamic financing transactions as well as the economic consequences in terms of risk and return. The individual certificates will give you skills in Shari'ah compliance and the complexities of the contracts that underpin this compliance. You will also develop confidence in the use of the contracts that underpin Islamic finance, and the terminology that sets Islamic finance apart from conventional finance.

Trade • 9781119696841 • Mar 2020 • Paper • 4pp • US\$218.95

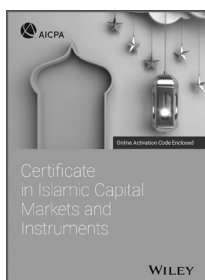


Certificate in Islamic Banking and Takaful

AICPA

The *Certificate in Islamic Banking and Takaful* covers the nature and development, categories, mechanisms, models, products/services and managerial functions of Islamic financial institutions. The individual certificates will give you skills in Shari'ah compliance and the complexities of the contracts that underpin this compliance. You will also develop confidence in the use of the contracts that underpin Islamic finance, and the terminology that sets Islamic finance apart from conventional finance.

Trade • 9781119696889 • Mar 2020 • Paper • 4pp • US\$218.95

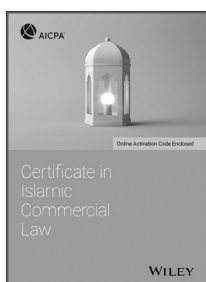


Certificate in Islamic Capital Markets and Instruments

AICPA

The *Certificate in Islamic Capital Markets and Instruments* covers the nature and development of Islamic capital markets, relevant international agencies, Islamic Bonds & Sukuk, Islamic mutual funds, Islamic stock screening and Islamic structured products. This individual certificate is one of four certificates that make up the Diploma in Islamic Finance.

Trade • 9781119696902 • Mar 2020 • Paper • 4pp • US\$218.95

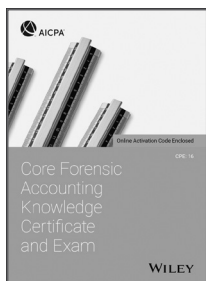


Certificate in Islamic Commercial Law

AICPA

The Certificate in Islamic Commercial Law covers Islamic law and Islamic commercial jurisprudence in Islamic finance and discusses the sources, principles, concepts, methodology, standards and applications of Islamic law in relation to financial system, industry and environment. This individual certificate is one of four certificates that make up the Diploma in Islamic Finance.

Trade • 9781119696919 • Mar 2020 • Paper • 4pp • US\$218.95



Core Forensic Accounting Knowledge Certificate and Exam

AICPA

To excel in forensic accounting, you must have a solid understanding of core forensic accounting topics before developing skills in the specialized niche forensic accounting practice areas. Through narration by industry subject matter experts and application exercises, this certificate program covers the areas essential to the planning, performance and reporting for all forensic accounting engagements including evidence identification and gathering, discovery, interview techniques, deposition and testimony, reporting requirements and more.

Trade • 9781119696469 • Mar 2020 • Paper • 4pp • US\$568.95

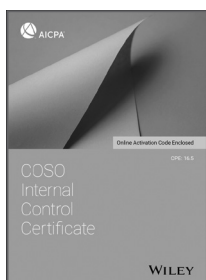


COSO Enterprise Risk Management Certificate

AICPA

The only COSO-authorized certificate program on the 2017 COSO ERM framework, this new certificate program offers you the unique opportunity to learn the concepts and principles of the updated ERM framework and be prepared to integrate it into your organization's strategy-setting process to drive business performance. Plus, you'll earn up to 13.5 hours of CPE. Seven self-paced modules provide you with the knowledge necessary to understand and apply COSO's Enterprise Risk Management - Integrating with Strategy and Performance. The ERM Framework assists management and boards of directors with their respective duties for managing risk. It does so by explaining five easy-to-understand components that accommodate different viewpoints and operating structures, and enhance strategies and decision-making.

Trade • 9781119696315 • Mar 2020 • Paper • 4pp • US\$938.95

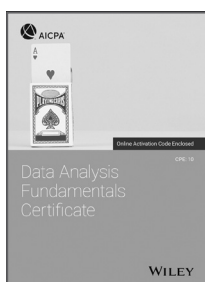


COSO Internal Control Certificate

AICPA

The updated COSO Internal Control Certificate (16.5 CPE Credits) offers you a unique opportunity to develop your expertise in designing, implementing and monitoring a system of internal control in today's technology driven world. The COSO Internal Control Certificate is an online, self-study learning program. You have 12 months to access the learning materials, making it easy to fit around your work and personal commitments. Nine self-paced modules provide you with the knowledge necessary to understand and apply COSO's Internal Control--Integrated Framework (IC framework).

Trade • 9781119696261 • Mar 2020 • Paper • 4pp • US\$1,498.95

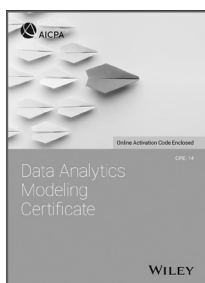


Data Analysis Fundamentals Certificate

AICPA

The Data Analysis Fundamentals Certificate (10.0 CPE Credits) provides you with the knowledge on the different job roles involved in the analytics practice and the most commonly encountered technologies in today's data ecosystem. This certificate is Part 1 of the Data Analyst Certificates Bundle – a comprehensive five-part program that provides training and practical guidance on the topic of data analytics.

Trade • 9781119696636 • Mar 2020 • Paper • 4pp • US\$498.95

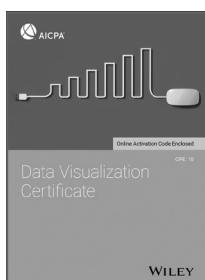


Data Analytics Modeling Certificate

AICPA

The Data Analytics Modeling Certificate (14.0 CPE Credits) will expand your ability to work with structured and unstructured data to drive a successful analytics practice. This certificate is Part 3 of the Data Analyst Certificates Bundle – a comprehensive five-part program that provides training and practical guidance on the topic of data analytics.

Trade • 9781119696650 • Mar 2020 • Paper • 4pp • US\$878.95

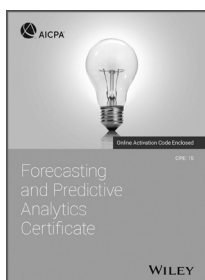


Data Visualization Certificate

AICPA

The Data Visualization Certificate (10.0 CPE Credits) will guide you through every major facet of one of the most important areas of your data practice — data visualization. Building from underlying technology, architecture, and analysis considerations, you will learn how to translate data into meaningful information, visualize the information, and communicate findings and lessons. This certificate is Part 5 of the Data Analyst Certificates Bundle – a comprehensive five-part program that provides training and practical guidance on the topic of data analytics.

Trade • 9781119696728 • Mar 2020 • Paper • 4pp • US\$878.95

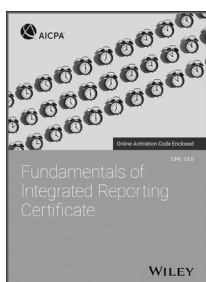


Forecasting and Predictive Analytics Certificate

AICPA

The Forecasting and Predictive Analytics Certificate (15.0 CPE Credits) will teach you fundamental techniques used for predictive analytics: regression, classification, clustering, optimization, and simulation. Beginning with basic models for revealing and establishing relationships, you will learn to apply increasingly sophisticated modeling techniques for practical data analysis, as well as commonly encountered problems so you can determine the fit and usefulness for prediction of your models, and apply them to typical business problems. This certificate is Part 4 of the Data Analyst Certificates Bundle – a comprehensive five-part program that provides training and practical guidance on the topic of data analytics.

Trade • 9781119696674 • Mar 2020 • Paper • 4pp • US\$878.95

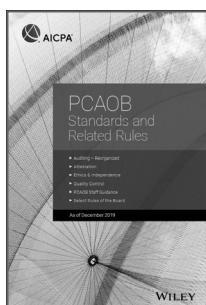


Fundamentals of Integrated Reporting Certificate

AICPA

Accredited by the International Integrated Reporting Council (IIRC), the Fundamentals of Integrated Reporting Certificate program (13.5 CPE Credits) is an online self-study certificate program that will ensure you understand the benefits of Integrated Reporting for your organization, develop your knowledge of the IIRC's International Framework and prepare you to successfully implement Integrated Reporting.

Trade • 9781119696506 • Mar 2020 • Paper • 4pp • US\$528.95



PCAOB Standards and Related Rules

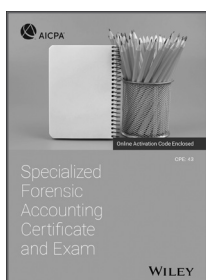
2019

AICPA

Auditors of public companies' opinions of the accuracy of a financial statement matters for the health of the company are important. This title is a must-have for practitioners, it includes two new auditing standards: Auditing Accounting Estimates, Including Fair Value Measurements (AS 2501) and Using the Work of an Auditor-Engaged Specialist (AS 1210)

This guides also includes related amendments to other auditing sections, recently issued staff guidance on these topics, and staff guidance on critical audit matters.

Trade • 9781950688043 • Feb 2020 • Paper • 1840pp • US\$218.95 • Previous ed: 9781948306539

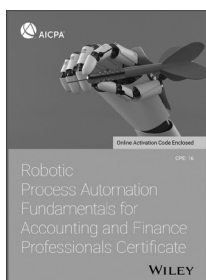


PFP Practical Applications Certificate Program

AICPA

The Personal Financial Planning (PFP) Practical Application Certificate (13.0 CPE Credits) is an informative and engaging learning experience that will enhance your knowledge of personal financial planning. Learn to navigate the regulatory environment, understand the PFP standards, use fundamental concepts in a systematic planning process, and utilize your technical knowledge for the benefit of your clients. Part of the Personal Financial Planning Certificate Program, this certificate program is comprised of five courses, including four case studies, covering the clients' planning life cycle.

Trade • 9781119696094 • Mar 2020 • Paper • 4pp • US\$498.95

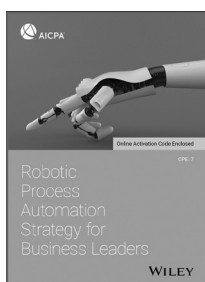


Robotic Process Automation Fundamentals for Accounting and Finance Professionals Certificate

AICPA

The Robotic Process Automation Fundamentals for Accounting and Finance Professionals Certificate (16.0 CPE Credits) focuses on robotic process automation benefits and how the use of software robots can enable your business or clients to become more competitive and agile. You will gain an understanding of the risks, opportunities, and organizational impact of automation while learning the decision criteria and key considerations needed to build a business case and run a successful proof-of-concept. You will also understand the steps and governance needed to implement or advise clients on how to implement successfully.

Trade • 9781119696858 • Mar 2020 • Paper • 4pp • US\$688.95

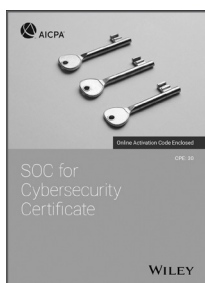


Robotic Process Automation Strategy for Business Leaders

AICPA

As a business leader or a strategic business partner, you should be considering Robotic Process Automation (RPA). Whether you sponsor, drive, initiate or are responsible for managing a robotic process automation strategy, this three-course self-study online program will prepare you for the future. You will get an overview of RPA, learn how it's transforming businesses and understand how RPA provides a significant competitive advantage. You will also learn key considerations and steps needed to begin building your RPA strategy including, how to address the cultural shift needed to overcome the "fear of robots" and understand the critical role human intelligence plays to ensure a successful strategy.

Trade • 9781119696810 • Mar 2020 • Paper • 4pp • US\$248.95

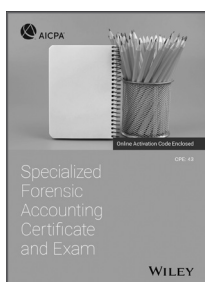


SOC for Cybersecurity Certificate

AICPA

The SOC for Cybersecurity Certificate Program (14.5 CPE Credits) will teach you how to help your clients navigate threats as a trusted business adviser for their cybersecurity risk management programs. This self-study certificate helps you understand how to perform SOC for Cybersecurity attestation examinations using the AICPA's new cybersecurity risk management reporting framework. After you complete the three-part webcast series, you will be awarded a certificate in the form of a digital badge.

Trade • 9781119696445 • Mar 2020 • Paper • 4pp • US\$998.95

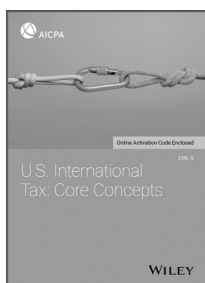


Specialized Forensic Accounting Certificate and Exam

AICPA

The Specialized Forensic Accounting Certificate program (43.0 CPE Credits) covers unique areas including bankruptcy, property damages, family law and more. Because each forensic accounting engagement is unique with its facts and objectives, the forensic accountant needs to use appropriate specialized forensic knowledge, tools and procedures during the engagement. A basic knowledge of each area is helpful. However, no one practitioner would be expected to know them all, but rather would seek expert assistance where necessary. Through narration by industry subject matter experts and application exercises, this certificate program covers unique areas of a forensic engagement including bankruptcy, business/individual/intellectual property damages, mergers and acquisitions, family law, divorce and more.

Trade • 9781119696490 • Mar 2020 • Paper • 4pp • US\$878.95



U.S. International Tax

Core Concepts

AICPA

The U.S. International Tax: Core Concepts (9.0 CPE Credits) covers topics such as distinguishing the differences between various types of global tax systems and certain characteristics of each, entity classifications and different forms of operating a business in a foreign country. The two-part series of self-study online courses is part of the U.S. International Tax Certificate, a comprehensive learning program developed in partnership with Grant Thornton geared to help global finance and accounting professionals navigate the highly complex world of international taxation.

Trade • 9781119696865 • Mar 2020 • Paper • 4pp • US\$228.95

CORPORATE/MANAGERIAL ACCOUNTING

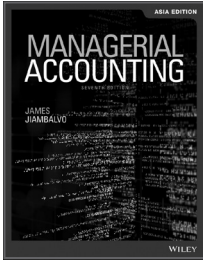
Management
and Cost
Accounting**Management and Cost Accounting**

An Introduction

Andrew Wilkinson

The book is aimed primarily at first year university students reading for accounting degrees or for second year undergraduates studying for degrees in business studies, business administration and management. It also covers the requirements of the relevant examinations of the first level papers of the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA), these being the ACCA's F2 Management Accounting unit and CIMA's CO1 Fundamentals of Management Accounting examination.

Textbook • 9781118901908 • Feb 2020 • Paper • 500pp • US\$69.95

**Managerial Accounting**

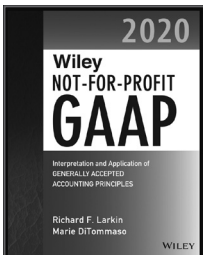
7th Edition Asia Edition

James Jiambalvo

To be a successful manager, you need to understand how foundational managerial accounting concepts apply to the business world. *Managerial Accounting* helps students make direct connections between the classroom and the boardroom by presenting robust cases and managers' comments on real company issues. Known for its "You Get What You Measure" framework, this edition presents an updated focus on building students' decision-making and critical thinking skills through incremental analysis and data analytics coverage. Appropriate for both introductory and MBA Managerial Accounting courses, *Managerial Accounting, 7th edition* helps prepares students for their role as future leaders.

Textbook • 9781119668305 • Nov 2019 • Paper • 496pp • US\$80.00

CPA / REVIEW

**Wiley Not-For-Profit GAAP 2020**

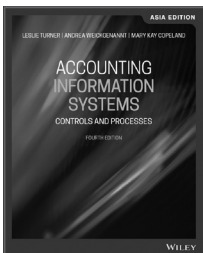
Interpretation and Application of Generally Accepted Accounting Principles

Richard Larkin & Marie DiTommaso

Not-for profit organizations have unique characteristics, so they must adhere to a specific set of generally accepted accounting principles (GAAP). *Wiley Not-For-Profit GAAP 2020* provides practical guidance on how to identify and apply the relevant standards. This guide is indispensable for professionals responsible for preparing and auditing not-for-profit accounts. You will learn how to interpret the relevant accounting principles and how to apply them, all while minimizing unnecessary effort and eliminating potentially costly errors.

Trade • 9781119595953 • Jul 2020 • Paper • 552pp • US\$84.95 • Previous ed: 9781119511656

GENERAL & INTRODUCTORY ACCOUNTING

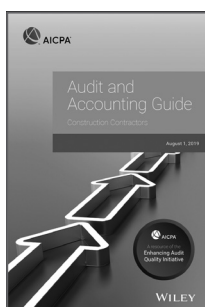
**Accounting Information Systems**

4th Edition Asia Edition

Leslie Turner, Andrea B. Weickgenannt & Mary Kay Copeland

Now in its fourth edition, this popular textbook explains IT controls using the AICPA Trust Services Principles framework—a comprehensive yet easy-to-understand framework of IT controls—and allows for incorporating hands-on learning to complement theoretical concepts. A full set of pedagogical features enables students to easily comprehend the material, understand data flow diagrams and document flowcharts, discuss case studies and examples, and successfully answer end-of-chapter questions. The book's focus on ease of use, and its straightforward presentation of business processes and related controls, make it an ideal primary text for business or accounting students in AIS courses.

Textbook • 9781119667445 • Dec 2019 • Paper • 592pp • US\$80.00

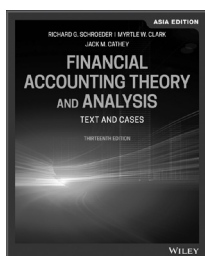


Audit and Accounting Guide Construction Contractors, 2019

AICPA

The construction industry has seen significant changes in the past couple years. Whether you are in public accounting, performing assurance services, or operate in the industry, this guide has the information you need to perform at your best. Considered the construction industry standard resource, this 2019 edition features new accounting information and new auditing considerations, particularly with regards to considerations for FASB ASC 606. This guide is an indispensable reference document packed with information on new requirements and relevant changes to the FASB Accounting Standards Codification.

Trade • 9781948306683 • Oct 2019 • Paper • 320pp • US\$128.95 • Previous ed: 9781948306010



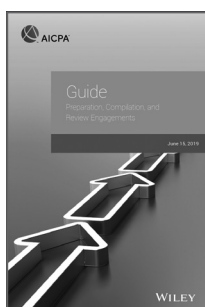
Financial Accounting Theory and Analysis

Text and Cases, 13th Edition Asia Edition

Richard Schroeder, Myrtle W. Clark & Jack M. Cathey

Enabling students to develop an informed perspective on accounting theory, the text reviews the development and current state of accounting theory and summarizes current disclosure requirements for various financial statement items. The new edition has been fully revised to reflect current methods of accounting education, including the incorporation of ethics into the curriculum, the analysis of a company's quality of earnings and sustainable income, the use of the internet as a source of information, the international dimensions of accounting, and more. Designed for undergraduate and graduate accounting majors, the text aligns with the latest curriculum changes in the CPA exam.

Textbook • 9781119667674 • Oct 2019 • Paper • 672pp • US\$80.00



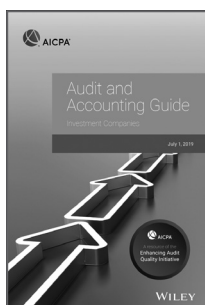
Guide

Preparation, Compilation, and Review Engagements, 2019

AICPA

Whether you're a new or seasoned accountant, it's time for a PCRE refresher. Issued by the Accounting and Review Services Committee (ARSC), this edition contains the latest developments in performing preparation, compilation and review engagements.

Trade • 9781948306706 • Nov 2019 • Paper • 320pp • US\$108.95 • Previous ed: 9781948306034



Investment Companies, 2019

AICPA

Whether you are a financial statement preparer or auditor, it is critical to understand the complexities of the specialized accounting and regulatory requirements for investment companies. Your industry standard resource, this 2019 edition supports practitioners in a constantly changing industry landscape, covering continuous regulatory developments and schedule of changes and advice.

Trade • 9781948306805 • Nov 2019 • Paper • 768pp • US\$188.95 • Previous ed: 9781948306171

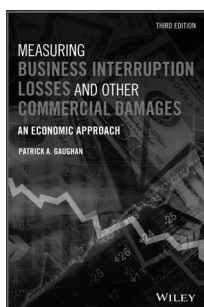
INTERNATIONAL ACCOUNTING

**International GAAP 2020***Ernst & Young LLP*

International GAAP 2020 is a comprehensive guide to interpreting and implementing International Financial Reporting Standards (IFRS), setting IFRS in a relevant business context, and providing insights into how complex practical issues should be resolved in the real world of global financial reporting. This book is an essential tool for anyone applying, auditing, interpreting, regulating, studying, or teaching IFRS. Written by financial reporting professionals from around the world, this guide to reporting under IFRS provides a global perspective, clearly explaining complex technical accounting issues and setting IFRS in a practical context. Numerous worked examples and hundreds of illustrations from the published financial reports of major listed companies from around the world are included. The 2020 edition has been fully revised and updated with information on the latest IFRS changes and current issues.

Trade • 9781119669944 • Dec 2019 • Paper • 5440pp • US\$205.00

VALUATION

**Measuring Business Interruption Losses and Other Commercial Damages**

An Economic Approach, 3rd edition

Patrick Gaughan

This book explains the methodology for how lost profits should be measured, and how to deal with the many common types of cases in business interruption lawsuits in commercial litigation. It contains exhibits, tables, and graphs, how to do industry research, equity risk premium, research studies on the marketability discount, anti-trust, punitive damages, and more. This new edition will include updated data, case studies, and case law references, and new content on international economic analysis, forecasting, and anti-trust law.

Trade • 9781119647911 • Jun 2020 • Cloth • 512pp • US\$159.95 • Previous ed: 9780470400142

The Art of Business Valuation**The Art of Business Valuation**

Accurately Valuing a Small Business

Gregory Caruso

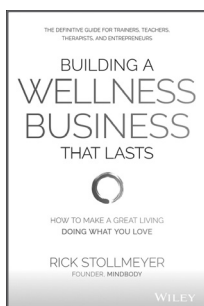
If you conduct small business valuations, you may be seeking guidance on topics and problems specific to your work. *The Art of Business Valuation* fills a previous void in valuation resources. It provides a practical and comprehensive framework for small and very small business valuation (Companies under \$10 million of revenues and often under \$5 million of revenues), with a specialized focus on the topics and problems that confront valuers of these businesses.

Larger businesses typically have at least Reviewed Accrual Accounting statements as a valuation starting point. However, smaller businesses rarely have properly reviewed and updated financials. *Focus on What Matters* looks at the issue of less reliable data, which affects every part of the business valuation. You'll find valuation solutions for facing this challenge.

As a small business valuator, you can get direction on working with financial statements of lower quality. You can also consider answers to key questions as you explore how to value each small business.

Trade • 9781119605997 • Aug 2020 • Cloth • 224pp • US\$59.95

BUSINESS & MANAGEMENT SPECIAL TOPICS

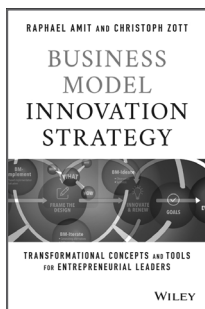
**Building a Wellness Business That Lasts**

How to Make a Great Living Doing What You Love

Rick Stollmeyer

Author Rick Stollmeyer is the Co-Founder and CEO of Mindbody, Inc., the leading technology platform for the wellness industry. Across more than two decades, Rick built Mindbody from a garage startup into a multi-billion-dollar technology platform for the wellness industry, helping thousands of wellness business owners achieve their visions in the process. This experience gave Rick a front row seat to the explosive growth of the wellness industry. He brings that unique experience and his passion for entrepreneurialism to *Building a Wellness Business That Lasts*. Whether your goal is to open a neighborhood wellness business, work independently from home, or launch the next highly successful wellness brand, this book will inspire and inform you at the same time, and will serve as a powerful guide you can refer back to on your path to success.

Trade • 9781119679066 • Jul 2020 • Cloth • 200pp • US\$27.95



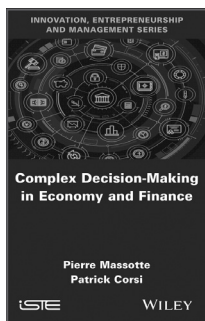
Business Model Innovation Strategy

Transformational Concepts and Tools for Entrepreneurial Leaders

Raphael Amit & Christoph Zott

Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders is the first book of its kind. Inside, the authors explain business models for an academic market as well as a trade audience, so it can serve as a long-term reference for new and established business professionals. Business model innovation is a key strategic issue that both founders of new firms and senior managers of incumbent firms need to address. For faculty teaching business models in undergraduate, MBA, exec MBA courses, or short executive courses, this modular, thirteen chapter, up-to-full-semester text book is filled with in-class exercises and examples from around the world, and provides systematic and focused materials on this essential business topic.

Trade • 9781119689683 • Aug 2020 • Cloth • 320pp • US\$28.95



Complex Decision-Making in Economy and Finance

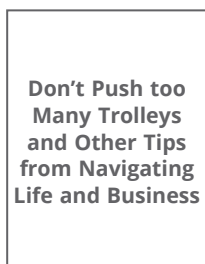
Pierre Massotte & Patrick Corsi

Pertinent to modern industry, administration, finance and society, the most pressing issue for firms today is how to reapproach the way we think and work in business.

With topics ranging from improving productivity and coaxing economic growth after periods of market inactivity, *Complex Decision-Making in Economy and Finance* offers pragmatic solutions for dealing with the critical levels of disorder and chaos that have developed throughout the modern age.

This book examines how to design complex products and systems, the benefits of collective intelligence and self-organization, and the best methods for handling risks in problematic environments. It also analyzes crises and how to manage them. This book is of benefit to companies and public bodies with regards to saving assets, reviving fortunes and laying the groundwork for robust, sustainable societal dividends. Examples, case studies, practical hints and guidelines illustrate the topics, particularly in finance.

Reference • 9781786305022 • Jan 2020 • Cloth • 372pp • US\$164.95

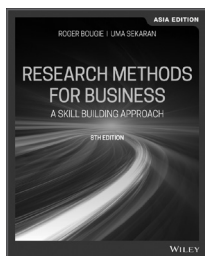


Don't Push too Many Trolleys and Other Tips from Navigating Life and Business

Ying Tan

Introducing himself as a hard-working family man who has had navigated life's ups and downs through perseverance and hard work, Ying Tan initially wrote the book with the intent to impart the most valuable principles he has taken away from his experiences in life to his children, as they become young adults and go out into the world. Unlike many of the self-appointed "gurus" filling the self-development space, Ying Tan is not positioning himself as an "expert". Rather, his story is told from a personal and humble perspective. From the importance of "taking responsibility for your life," to "minding your manners," his tips are applicable to anyone, whether they are just starting out in adult life or are mid-way through building a complex business.

Trade • 9781119699064 • Aug 2020 • Cloth • 224pp • US\$24.95



Research Methods for Business

8th Edition Asia Edition

Uma Sekaran & Roger Bougie

Research Methods For Business explains the principles and practices of using a systematic, organized method for solving problematic issues in business organizations. Designed to help students view research from the perspective of management, this popular textbook guides students through the entire business research process. Organized into six main themes, the text enables students to develop the skills and knowledge required to successfully create, conduct, and analyze a research project. Now in its eighth edition, this popular textbook has been thoroughly updated to incorporate substantial new and expanded content, and reflect current research methods and practices.

Textbook • 9781119683537 • Dec 2019 • Paper • 432pp • US\$80.00



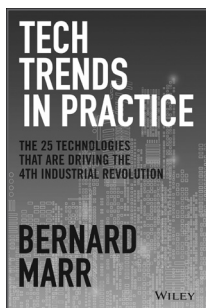
Startup Communities

Building an Entrepreneurial Ecosystem in Your City, 2nd Edition

Brad Feld

First published in 2012, *Startup Communities* has become the essential roadmap to building supportive entrepreneurial communities, based on Brad Feld's original "Boulder Thesis. Startup communities continue to pop up around the world, prompting a fresh new edition, fully revised, on what makes a startup community ecosystem first click, then hum, and in time, excel. From Boulder to Beijing, entrepreneurial ecosystems are driving innovation and small business energy. *Startup Communities* documents the global and local buzz, strategy, long-term perspective, and dynamics of building communities of entrepreneurs who can feed off one another's talent, creativity, and support.

Trade • 9781119617655 • Jul 2020 • Cloth • 224pp • US\$26.95 • Previous ed: 9781118441541



Tech Trends in Practice

The 25 Technologies that are Driving the 4th Industrial Revolution

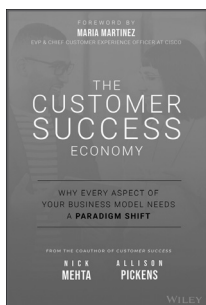
Bernard Marr

Discover how 25 powerful technology trends are transforming 21st century businesses

How will the latest technologies transform your business? *Tech Trends in Practice* will give you the knowledge of today's most important technology trends, and how to take full advantage of them to grow your business. Best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of technology in providing innovative businesses solutions for companies of varying sizes and across

different industries. The book presents 25 real-world technology trends along with their potential contributions to organisational success. You'll learn how to integrate existing advancements and plan for those that are on the way.

Trade • 9781119646198 • Apr 2020 • Cloth • 312pp • US\$39.95



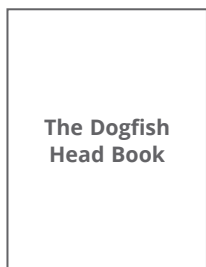
The Customer Success Economy

Why Every Aspect of Your Business Model Needs a Paradigm Shift

Nick Mehta & Allison Pickens

If leaders aren't integrating their digital offerings into a philosophy of Customer Success, they will be defeated in the next decade, because technical excellence and other traditional competitive advantages are becoming too easy to imitate. This book will give examples and specifics of how companies can transform. This book will address the pains of transforming organizational charts, leadership roles and responsibilities and strategies, so the whole company works together in total service to the customer. It will give leaders an understanding of how their digital implementations will make them more Amazon-like, deliver recurring revenue, less churn and customer retention.

Trade • 9781119572763 • Apr 2020 • Cloth • 352pp • US\$27.95



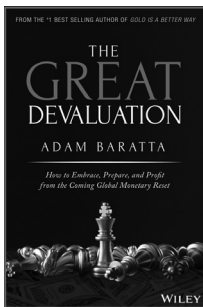
The Dogfish Head Book

25 Years of Off-Centered Adventures

Sam Calagione, Mariah Calagione & Andrew C. Greeley

The Dogfish Head Book will celebrate the past 25 years of Dogfish Head and will serve as a living guide to business and life. It is a handbook to help individuals and groups alike navigate their exploration of goodness and how to be true to themselves and the journeys they are on. Fully designed and in color, the book will include photos and recipes and be outlined by the Dogfish Head Rules of Thumb. It will appeal to food and beer lovers, entrepreneurs, and branding professionals. *The Dogfish Head Book* will be a great gift for Dogfish Head fans, full of new content and memorabilia (photos, recipes, and archived material) that celebrates Dogfish Head's rich story.

Trade • 9781119649571 • Jun 2020 • Cloth • 256pp • US\$24.95



The Great Devaluation

What Every Businessperson in America Needs to Know about The Global Monetary System

Adam Baratta

From bestselling author Adam Baratta, *The Great Devaluation* is about the imminent and future failure of the global monetary system. It covers the history of The Federal Reserve, how it was formed, why it was formed, and the secretive nature of the independent institution. The book also highlights how going off of the gold standard has facilitated the long-term devaluation of the US Dollar and has made the institution the most powerful in the world.

Trade • 9781119691464 • Jul 2020 • Cloth • 256pp • US\$24.95

BUSINESS & SOCIETY

Greener Marketing

Greener Marketing

John Grant

This major update of the bestselling *The Green Marketing Manifesto* will include additional material on the current new wave of interest in sustainability. We look at brands who have found a fresh sense of purpose by championing a relevant cause. The book is packed with case studies, tools, research insights. Covering issues like eco labelling, transparency, circular economy, rebound effects, impact investment, new coalitions and developments ranging from sustainable finance, to blockchain and traceability, to regenerative farming.

Trade • 9781119689119 • Jun 2020 • Cloth • 320pp • US\$26.00

GENERAL & INTRODUCTORY BUSINESS & MANAGEMENT

10,000 No's

10,000 No's

Matthew Del Negro

Part memoir, part revelation of like-minded achievers, part workbook for those looking to improve themselves and develop their grit –10,000 “No”s tells the story of a man in one of the most competitive professional fields of modern American Society – professional Acting. Although he boasts a career that many actors might envy, Matthew Del Negro’s journey has been extremely slow and, yet, simultaneously high-brow.

Through an examination of personal stories, excerpts from extensive interviews with professional athletes, best-selling authors, Forbes List entrepreneurs, cancer survivors, healers, nutritionists, brain-trainers, writers, directors, producers, actors and more, Del Negro tells the story of how to not only succeed in business, but to do so while keeping one’s soul intact.

Trade • 9781119691822 • Jun 2020 • Cloth • 256pp • US\$24.95

65 Roses and A Trunki

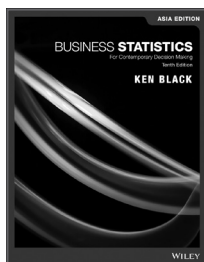
65 Roses and A Trunki

Defying the Odds in Life And Business

Rob Law

This is the extraordinary success story of entrepreneur Rob Law, designer and inventor of Trunki, the award-winning children’s ride-on suitcase that’s sold millions of units worldwide. Born with cystic fibrosis, Rob watched his twin sister die from the same illness at sixteen. Told he could not expect to live into his twenties, he made a promise that he was going to defy the odds and live a long and successful life. Despite being humiliated in Dragons Den where his business was described as “worthless”, Rob went on to create a new category of consumer product, build a global business brand, become an accomplished athlete, get an MBE from the Queen, bring joy to millions of children all over the world and become a father to three children after being told he would die childless.

Trade • 9781119628590 • Jul 2020 • Cloth • 256pp • US\$20.00



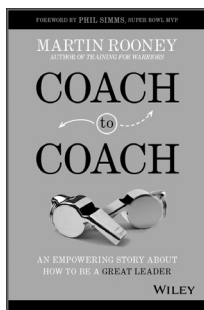
Business Statistics

10th Edition Asia Edition

Ken Black

Business Statistics continues the tradition of presenting and explaining the wonders of business statistics through a clear, complete, student-friendly pedagogy. In this 10th edition, author Ken Black uses current real-world data to equip students with the business analytics techniques and quantitative decision-making skills required to make smart decisions in today's workplace.

Textbook • 9781119668220 • Dec 2019 • Paper • 832pp • US\$80.00



Coach to Coach

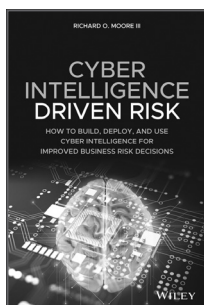
An Empowering Story About How to Be a Great Leader

Martin Rooney

Learn the secrets for becoming the inspirational coach everyone is waiting for

Coaches can influence your life in ways that can be negative or positive. A coach can either build you up or tear you down. If you're a parent, a teacher, a co-worker, or a leader, you are also a coach. Which kind of coach do you want to be? *Coach to Coach* helps you answer this question and shares the secrets to bringing out the best in a person, both on and off the field. For more than twenty years, author Martin Rooney has coached professional sport stars, Olympic champions, and business leaders to high levels of performance, analyzing thousands of real-life examples of what works and what doesn't. Reading like a simple parable, this engaging book gives you an easy-to-use yet highly effective formula for becoming a better coach for your teams, in your business, and in your personal life.

Trade • 9781119662198 • Feb 2020 • Cloth • 208pp • US\$22.95



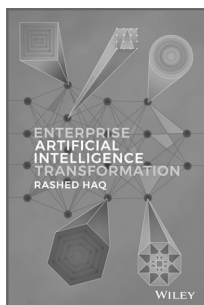
Cyber Intelligence Driven Risk

How to Build, Deploy, and Use Cyber Intelligence for Improved Business Risk Decisions

Richard Moore III

Over the past decade, organizations have continued to acquire specialized technologies and hire personnel to protect against cybersecurity risks. Yet only a handful of organizations have developed risk management programs driven by cyber intelligence and led by dedicated intelligence analysts who can turn information into business and risk management decision support structures. The objective of the book will be approached from building a functional cyber intelligence driven risk program and explaining in granular detail how each function and capability can be properly leveraged to make informed business decisions in the era of increased emergent cyber threats and attacks.

Trade • 9781119676843 • Jul 2020 • Cloth • 224pp • US\$44.95



Enterprise Artificial Intelligence Transformation

Rashed Haq

The first of its kind, this book grants technology leaders the insight to create and scale their AI capabilities and bring their companies into the new generation of technology. As AI continues to grow into a necessary feature for many businesses, more and more leaders are interested in harnessing the technology within their own organizations. In this new book, leaders will learn to master AI fundamentals, grow their career opportunities, and gain confidence in machine learning.

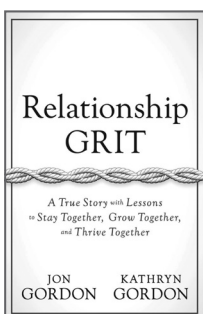
Trade • 9781119665939 • Apr 2020 • Cloth • 352pp • US\$39.95

Everyday Creative

Everyday Creative**A Dangerous Guide for Making Magic At Work***Mykel Dixon*

Australian businesses are at a crossroads. The economy is stalling. Old models of growth are becoming less relevant. If we are to succeed in the current economic climate we need to rethink our approach to team and talent development and find more effective ways to attract, retain & leverage independent thinkers. This book spotlights that original thinking is the source of our competitive advantage and driver of sustainable success. It is about Creative Leadership and the courage to seek, nurture and liberate original thinking. It makes Creativity an accessible and essential skill for all people to develop regardless of role, title or department.

Trade • 9780730383734 • Jun 2020 • Paper • 240pp • US\$20.00

**Relationship Grit****A True Story with Lessons to Stay Together, Grow Together, and Thrive Together***Jon Gordon & Kathryn Gordon*

From bestselling author Jon Gordon and wife Kathryn Gordon, *Relationship Grit* details what it takes to build strong relationships—both personal and professional. Jon has inspired millions of readers around the world. He is the author of 20 books, including eight bestsellers. Kathryn is a wife, mother, businesswoman, actor, movie producer and mentor.

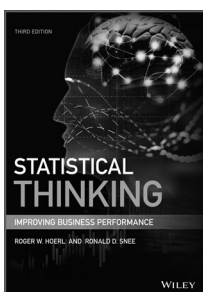
Trade • 9781119430339 • May 2020 • Cloth • 160pp • US\$22.95

Smart Cities Deconstructed

Smart Cities Deconstructed**How Asia is Using Technology to Improve a Billion Lives***James Caton*

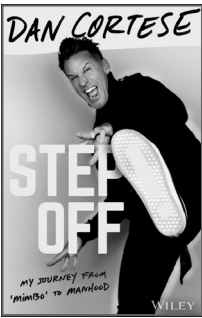
Focusing on the development efforts for smart city designs in China and India, this smart city primer shares urban development visions, which are designed to securely integrate information, the Internet of Things, and communications technology for cities. You can learn how a smart city design can enhance management of a city's assets, including local department information systems, schools, libraries, transportation systems, hospitals, power plants, water supply networks, waste management, law enforcement, and other community services. Additionally, this guide explains how the urban informatics and technology of an intelligent program could improve city services.

Trade • 9781119670001 • Aug 2020 • Cloth • 208pp • US\$49.95

**Statistical Thinking****Improving Business Performance, 3rd Edition***Roger Hoerl & Ron D. Snee*

Statistical Thinking: Improving Business Performance, 3rd Edition helps managers understand the role of statistics in implementing business improvements. It guides professionals who are learning statistics in order to improve performance in business and industry. It also helps graduate and undergraduate students understand the strategic value of data and statistics in arriving at real business solutions. Instruction in the book is based on principles of effective learning, established by educational and behavioral research.

Trade • 9781119605713 • Jul 2020 • Cloth • 592pp • US\$144.95 • Previous ed: 9781118094778



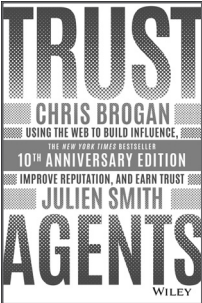
Step Off! My Journey from Mimbo to Manhood

Dan Cortese

Recognized from *Seinfeld* and MTV, Dan Cortese now gives readers a personal and humorous look at the life and career of an American TV actor and host.

Step Off! is a hilarious look inside the eccentric experiences of a Hollywood favorite. He discusses life from his own honest, outrageous Hollywood perspective. Cortese shares the lessons he's learned—and a few he hasn't—working on screen for over two decades as an American actor. He also reveals details about his most rewarding job: being a father.

Trade • 9781119653479 • May 2020 • Cloth • 216pp • US\$24.95



Trust Agents

Using the Web to Build Influence, Improve Reputation, and Earn Trust, 10th Anniversary Edition

Chris Brogan & Julien Smith

Celebrating a decade in print, this *New York Times* bestseller has been thoroughly revised and updated to reflect the new business realities of social networks and the latest digital technologies. All-new content and supplemental materials show business leaders how to attract the right kind of attention, communicate directly to specific groups, and leverage human innovation and originality in this age of Artificial Intelligence and automation. From using the latest social apps and platforms to build trusted networks of influence, to implementing laser-focused marketing strategies to cut through the digital clutter, critical information is supported by real-world examples and case studies, advanced theory, and practical, actionable guidance.

Trade • 9781119665960 • Jul 2020 • Cloth • 256pp • US\$24.95 • Previous ed: 9780470743089



Urgent!

Dermot Crowley

One of the most destructive forces for professionals today is dealing with urgency. Some urgency is necessary to drive action and momentum and get stuff done. However it is the unnecessary urgency that can be the most toxic, causing stress and burnout caused by poor planning, lack of resources, procrastination, and the incessant yet unimportant emails. This book teaches readers the skills to use urgency for good to help achieve your goals, to drive success and minimise teams for yourself, your teams and your business.

Trade • 9780730384656 • Jul 2020 • Paper • 220pp • US\$19.00

MANAGEMENT



50 Ways to Kick Start Your Meetings

Sivasailam Thiagarajan

An enormous amount of time, money, and other resources are wasted in inefficient meetings. Most meetings are plagued by lack of efficiency, focus, collaboration, engagement, creativity, and common goals. This book is a collection of 50 field-tested ready-to-use opening activities to jumpstart different types of organizational meetings. Each activity is clearly described in a structured text format with details of purpose, participants, time requirements, supplies, equipment, room set-up, preparation, step-by-step instructions, variations, and links to the ensuing meeting.

Trade • 9781119690894 • Jul 2020 • Cloth • 224pp • US\$24.95

Future State 2025

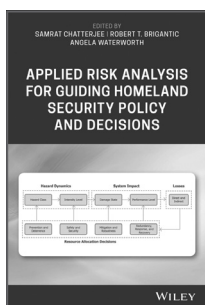
Future State 2025

How Top Technology Executives Disrupt and Drive Success in the Digital Economy

Hunter Muller

Future State 2025 gives CIOs an essential playbook for learning how to implement and sustain innovation and invention. Drawing on the experiences of many of the world's leading CIOs, the book reveals the strategies and techniques they used to put in place the newest techniques and technologies.

Trade • 9781119574798 • Jun 2020 • Cloth • 224pp • US\$44.95

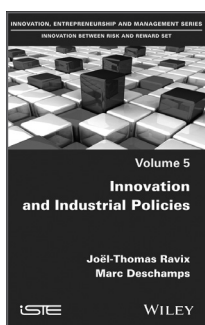


Applied Risk Analysis for Guiding Homeland Security Policy and Decisions

Samrat Chatterjee, Robert T. Brigantic & Angela M. Waterworth

Compiled by a group of highly qualified editors, this book provides a clear connection between risk science and homeland security policy making and includes top-notch contributions that uniquely highlight the role of risk analysis for informing homeland security policy decisions. Featuring discussions on various challenges faced in homeland security risk analysis, the book seamlessly divides the subject of risk analysis for homeland security into manageable chapters, which are organized by the concept of risk-informed decisions, methodology for applying risk analysis, and relevant examples and case studies.

Reference • 9781119287469 • May 2020 • Cloth • 528pp • US\$129.95

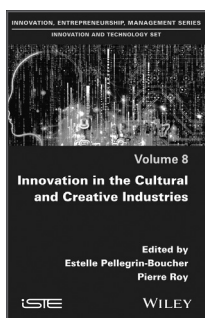


Innovation and Industrial Policies

Joël-Thomas Ravix & Marc Deschamps

Microeconomic policies – in particular, industrial and innovation policies – are appraised and enforced within the framework of the rules relative to free movement and competition. This book introduces the current wave of innovative industrial policies in France. By giving a historical context to their development, the evolution of key economic concepts and theories are put into perspective. In addition, with the aim of articulating horizontal and vertical interventions, this book analyzes the difficulties for public authorities when it comes to linking these ?matrix? policies.

Reference • 9781786300720 • Oct 2019 • Cloth • 194pp • US\$119.95



Innovation in The Cultural and Creative Industries

Estelle Pellegrin-Boucher & Pierre Roy

Technological innovations, sociological and consumer trends, and growing internationalization are transforming the cultural and creative industries (CCIs). These changes present new challenges for CCIs that require original and inventive answers. *Innovation in the Cultural and Creative Industries* analyzes the powerful strategies put in place by CCI organizations such as Nintendo, the Lascaux Cave and Daft Punk. The case studies presented in this book cover video games, books, music, museums, fashion, film and architecture. Each chapter is organized around five key points: a theoretical framework that focuses on a specific concept, a description of the methodological mechanism mobilized, a presentation of the industry concerned, the analysis of the innovative strategy and a recap of the lessons and best practices demonstrated by the case.

Reference • 9781786303790 • Oct 2019 • Cloth • 214pp • US\$134.95

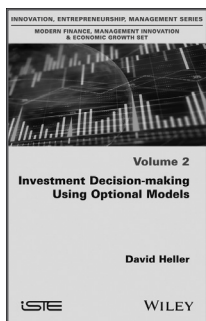


Innovation Trends in The Space Industry

Victor Dos Santos Paulino

Ever since their inception, space activities have been innovative, but not driven by commercial considerations – that is, until the end of the Cold War, when the commercialization of space escalated. As a result, the direction of the innovation changed in order to leverage new business opportunities, which reached a turning point in the 2010s. This book discusses the developmental trends of the world space sector in detail, by analyzing their long-term evolution, and studying why this innovative industry sometimes experiences technological and organizational delays. *Innovation Trends in the Space Industry* also provides a framework to diagnose more accurately the potential technological threats that are currently faced by existing space tech manufacturers.

Reference • 9781786304919 • Jan 2020 • Cloth • 230pp • US\$134.95

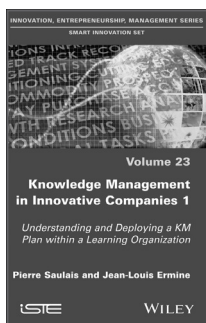


Investment Decision-Making Using Optional Models

David Heller

In order to create value, companies must allocate their resources effectively and evaluate investment alternatives. This book examines, from a theoretical and empirical point of view, how managerial flexibility can be integrated into investment decisions through the optional approach. Unlike the traditional net present value method, the actual options take into account indeterminate elements. These lead to unpredictable cash flows at the time of the investment decision, especially in the context of complex and risky projects. The book puts into perspective the use of optional models and their interactions. The different categories of options are the subject of practical applications, through analysis of investment decisions where uncertainty is growing. Therefore, studies make it possible to consider the flexible nature of investment choices by integrating new information and risk over time.

Reference • 9781786305220 • Feb 2020 • Cloth • 200pp • US\$119.95



Knowledge Management in Innovative Companies 1

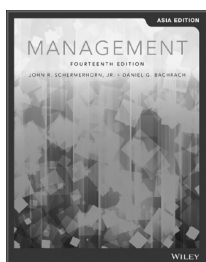
Understanding and Deploying a KM Plan Within a Learning Organization

Pierre Saulais & Jean-Louis Ermine

The status of knowledge management (KM) as a mature science has long been recognized in the academic world. However, in the economic arena, its connection with companies and organizations has been more gradual. Jean-Louis Ermine established a theoretical and practical framework for KM in his book, *Knowledge Management: The Creative Loop*. In this latest tome, practical examples are illustrated with real case studies. Modeled on the four-step operational approach inspired by “the creative loop”, this book includes four sets of real case studies – each one following the basic presentation of the fundamental material per step.

Pierre Saulais is Associate Researcher at the Institute of Knowledge and Innovation South East Asia (IKI SEA, Bangkok University), Thailand. **Jean-Louis Ermine** is Emeritus Professor of Mines Telecom Institute, Paris-Saclay, France.

Reference • 9781786303202 • Oct 2019 • Cloth • 172pp • US\$119.95



Management

14th Edition Asia Edition

John R. Schermerhorn, Jr.

Management 14th edition continues to offer the same balanced theory approach as with previous editions. Students need an active and engaged learning classroom environment that brings personal meaning to course content and the instructor's course objectives. Schermerhorn communicates with students through rich, timely features and cases that bring management topics, theories, and concepts to life. The underlying goal is to translate foundation theories into lasting tools for students as they move beyond the classroom where their skills will be put to the test.

Textbook • 9781119677895 • Jan 2020 • Paper • 496pp • US\$80.00

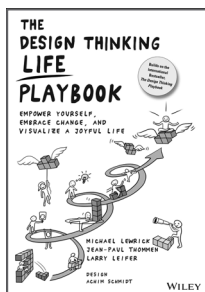
The 8 Keys of A Winning Team

The 8 Keys of A Winning Team

Tim Baker

Most team problems can be traced back to a simple misunderstanding, communication breakdown, or relationship malfunction. It's the relationships-dimension—not the task-dimension—that continually challenges team leaders. Using examples and stories from the All Blacks rugby team, this book shows how to apply their success formula in the world of sport to the world of work with a clear, easy-to-use roadmap to build a strong team identity that drives superior performance.

Trade • 9780730384052 • Aug 2020 • Paper • 220pp • US\$19.00



The Design Thinking Life Playbook

Empower Yourself, Embrace Change, and Visualize a Joyful Life

Michael Lewrick, Jean-Paul Thommen & Larry Leifer

Design Thinking has been used widely in business to bring a disciplined approach to innovation, but it can be just as easily applied to your personal life and career – with amazing results. This inspirational book, drawing on design thinking and positive psychology, will help you imagine new possibilities for your life, test them in the real world, expand on what works, and move on from what doesn't. With hundreds of creative 4-color images, the authors present a mix of design thinking methods, coaching tools and systemic advice for personal development. *The Design Thinking Playbook* is for all those who want to initiate change through self-empowerment and have the courage to think, act, and take advantage of their opportunities proactively.

Trade • 9781119682240 • Apr 2020 • Paper • 352pp • US\$28.95



The Design Thinking Quick Start Guide

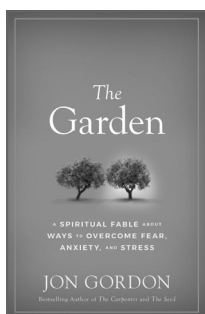
A 6-Step Process For Generating and Implementing Creative Solutions

Isabell Osann

Apply Design Thinking and lead teams to new solutions in 6 steps. What is creativity? How do you become creative? *The Design Thinking Quick Start Guide* answers these questions and presents the methods needed to start being creative and coming up with new ideas in a playful way. From the 6-3-5 method to brainstorming, you will find methods for generating ideas within the pages of this book. This simple introduction to Design Thinking and Innovation provides checklists, procedures and techniques for brainstorming and implementation, so you reach your goal creatively.

This is one of the bestselling business books in Germany with 12,000 copies sold in the first year in the German edition.

Trade • 9781119679899 • Jan 2020 • Paper • 144pp • US\$24.95

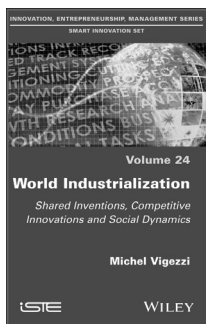


The Garden

Jon Gordon

From bestselling author Jon Gordon, *The Garden* follows a brother and sister through the challenges of growing up. One day, their neighbor shows them a magical garden in the neighborhood. As they spend time with their neighbor, and explore the garden, they learn the power of perseverance and positivity—even during difficult times.

Trade • 9781119430322 • Aug 2020 • Cloth • 188pp • US\$TBA



World Industrialization

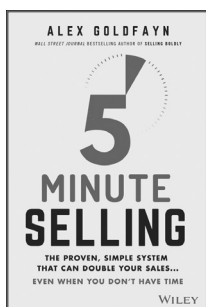
Shared Inventions, Competitive Innovations and Social Dynamics

Michel Vigezzi

Based on the paradigms of economics and management, inspired by the history of technology and the sociology of technological change, the concepts of shared inventions and competitive innovations make it possible to analyze the industrialization of the world in a fresh and efficient way. As a new approach, shared inventions are classified in this book as a set of existing knowledge that's often associated with the rediscovery of old techniques. Determining capitalized and collective intelligence, this knowledge and reinvention allows us to create inventions which will be shared, first in their construction, then in their use. This book also highlights four key areas in global industrialization: the emergence of machinism with the defense of Arts and Crafts from 1698–1760; the changes the Industrial Revolution wrought in developed nations from 1760–1850; the link between technology and social relations within modern companies from 1850–1914; and, from 1914 onwards, the birth of extended machinism, its world wars and its global crises.

Reference • 9781786303967 • Oct 2019 • Cloth • 200pp • US\$119.95

MARKETING & SALES



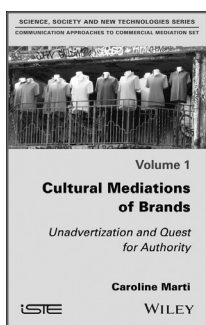
5-Minute Selling

The Proven, Simple System that Can Double Your Sales...Even When You Don't Have Time

Alex Goldfayn

5-Minute Selling presents a proven, simple process that can double your sales, even if you don't have time for an elaborate new sales system. When you spend your days scrambling to take orders and resolving customer issues, there is little time for new sales techniques. This book is for you. In *5-Minute Selling*, Alex Goldfayn describes how thousands of his clients and workshop attendees have generated dramatic annual sales growth with short bursts of action throughout the day. With three-second efforts throughout the day, you can add 50 to 100% to your sales.

Trade • 9781119687658 • Jul 2020 • Cloth • 208pp • US\$24.95



Cultural Mediations of Brands

Unadvertization and Quest For Authority, Volume 1

Caroline Marti

Brands, which are major economic entities and major symbols of market mediations, are increasingly appearing in the social arena as cultural actors in their own right.

The communicative approach at the heart of this book illuminates the contemporary transformations of communication, highlighting three main types of cultural mediations: media, education, and cultural heritage institutions. *Cultural Mediations of Brands* thus provides a theoretical and critical analysis of the brand and the symbolic effectiveness attributed to it.

Reference • 9781786304575 • Jan 2020 • Cloth • 266pp • US\$144.95



Data-First Marketing

How Marketers Must Compete to Win in The Age of Analytics

Janet Driscoll Miller & Julia Lim

When it comes to data-driven marketing in business-to-business (B2B) companies, the adoption has been slow, but the opportunity is tremendous. Marketing data – from buyer behavior to statistics on marketing campaign effectiveness and ROI – is already available to B2B marketers in various Martech platforms they are already using or can be made readily available with some changes to data collection and integration efforts tied to each company's key performance indicators (KPIs), yet most B2B marketing teams do not take advantage of this information. For B2B companies, the shift to thinking about data in strategic ways requires a top-to-bottom transformation which we refer to as *Data-First Marketing*. The growing maturation of marketing technology tools for ROI reporting, attribution and marketing intelligence make this the perfect time for the early adopters in the B2B marketing space to create true competitive advantage for their companies. *Data-First Marketing* describes the benefits and provides a blueprint for implementing data-driven marketing with business strategy and goals.

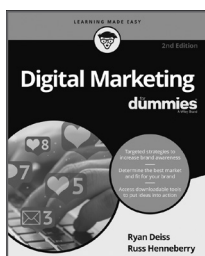
Trade • 9781119701217 • Aug 2020 • Cloth • 256pp • US\$24.95

Decoded

Decoded**The Science Behind Why We Buy, 2nd Edition***Phil Barden*

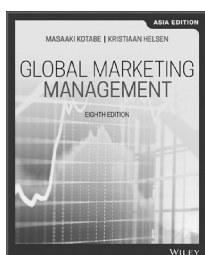
If you understand why people buy, you are already one step ahead in reaching out to them effectively with your products and services. *Decoded: The Science Behind Why We Buy, 2nd Edition* offers a groundbreaking exploration into the science of purchasing. The book specifically demonstrates why decision science has proven invaluable to the field of marketing by helping to explain purchasing behaviours. You'll gain useful insight into the latest research on consumer motivations that lead to purchasing decisions. Learn more about what happens in the human brain as buyers make their choices. The revised edition provides new material that marketers can apply to informed, successful practices.

Trade • 9781119673088 • Jul 2020 • Paper • 288pp • US\$18.95 • Previous ed: 9781118345603

**Digital Marketing for Dummies****2nd Edition***Ryan Deiss & Russ Henneberry*

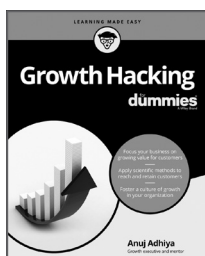
Digital Marketing for Dummies has the tools you need to step into the digital world and bring your marketing process up to date. In this book, you'll discover how digital tools can expand your brand's reach and help you acquire new customers. Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving!

Trade • 9781119660484 • Jul 2020 • Paper • 336pp • US\$29.95 • Previous ed: 9781119235590

**Global Marketing Management****8th Edition Asia Edition***Mike (Masaaki) Kotabe*

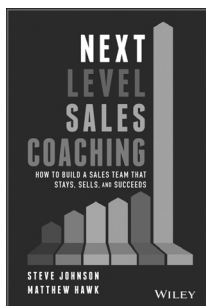
Designed for students majoring in business, this thoroughly updated eighth edition both describes today's multilateral realities and explores the future of marketing in a global context. Building upon four main themes, the text discusses marketing management in light of the drastic changes the global economy has undergone, the explosive growth of information technology and e-commerce, the economic and political forces of globalization, and the various consequences of corporate action such as environmental pollution, substandard food safety, and unsafe work environments. Each chapter contains review and discussion questions to encourage classroom participation and strengthen student learning.

Textbook • 9781119667186 • Dec 2019 • Paper • 768pp • US\$80.00

**Growth Hacking for Dummies***Anuj Adhiya*

Airbnb. Uber. Spotify. Growth hacking requires the skills of marketers, data analysts, programmers, and product managers to come together with the goal of achieving consistent business growth. Making that growth happen requires some changes in process and team structure that might not be obvious. This book, written by a growth marketing expert who's worked with the leading gurus in growth hacking, lays out the plan for creating a nimble organization focused on growth.

Trade • 9781119612131 • Mar 2020 • Paper • 384pp • US\$26.95



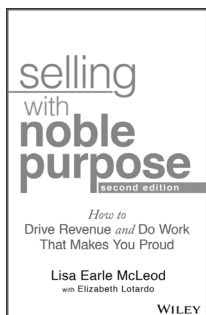
Next Level Sales Coaching

Creating Sales Teams That Stay, Sell, and Succeed

Steve Johnson & Matthew Hawk

Clients all want the same thing: to increase market share. Market share improves when sales performance improves. Sales improve when your team is better trained and coached, they feel better about themselves and their jobs, they stay longer, gain more experience, grow their networks, and mentor others. Most books focus on the symptoms but don't tell you how to solve the problems. *Next Level Sales Coaching* tells you, step-by-step, how to solve these problems. This book advises sales executives, customer service managers, business owners, and other professional managers on how to face common and dangerous challenges, including: inconsistent sales performance, turnover, retaining high performers, lack of management infrastructure to train, coach, inspire, and retain successful salespeople, managing a multi-generational workforce.

Trade • 9781119685487 • Jul 2020 • Cloth • 256pp • US\$24.95



Selling with Noble Purpose

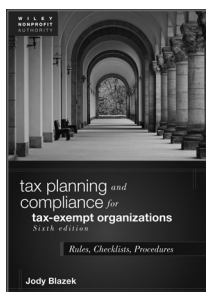
How to Drive Revenue and Do Work That Makes You Proud, 2nd Edition

Lisa Earle McLeod

Since *Selling with Noble Purpose* was originally released in 2012, McLeod has spoken to thousands of salespeople and worked with over 100 companies. The firms who have operationalized *Selling with Noble Purpose* have grown revenue, improved retention, and beaten formidable competitors to win their markets. This second edition is their story. It draws from the latest data, case studies, and psychological research to prove that Selling with Noble Purpose drives companies' revenue, makes employees happier, and explores how the business imperative of "purpose" has changed and transformed companies over the past eight years.

Trade • 9781119700883 • Aug 2020 • Cloth • 256pp • US\$24.95 • Previous ed: 9781118408094

NON-PROFIT ORGANIZATIONS



Tax Planning and Compliance for Tax-Exempt Organizations

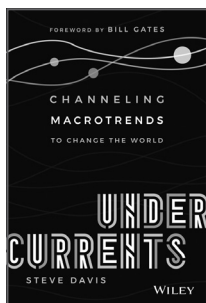
Rules, Checklists, Procedures, 6th Edition

Jody Blazek

Filled with practical tips and suggestions for handling such critical situations as preparing for and surviving an IRS examination, *Tax Planning and Compliance for Tax-Exempt Organizations*.

This book is an indispensable guide to navigating the complex maze of nonprofit tax rules and regulations. A clear and fully cited description of the requirements for the various categories of tax-exempt entities from public charities, private foundations, civic associations, business leagues, and social clubs to title-holding companies and governmental entities can be found. Practical guidance on potential for income tax on revenue-producing enterprises along with explanations of many exceptions to taxability is provided. Issues raised by Internet activity, advertising, publishing, providing services, and much more are explained.

Trade • 9781119540953 • Apr 2020 • Cloth • 912pp • US\$299.95 • Previous ed: 9780470903445



Undercurrents

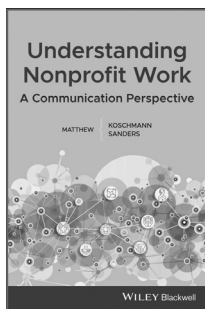
Channeling Macrotrends to Change The World

Steve Davis & (foreword by) Bill Gates

Undercurrents strives to create a shared understanding of the true shape of the world in the 21st century, supported by data, stories, experiences, and observations to promote well-being across many facets of society. *Undercurrents* frames Davis' ideas as a business leader and practitioner to help the interested become educated, the committed become activists, and the engaged become more effective. Six of the largest macrotrends shaping the world today includes:

- The world is becoming a diamond (the shift in the distribution of wealth)
- Communities are the customer
- Digital technology is a bridge; not a divide
- The last mile is no longer the hardest (the greatest need and hardest work lies in the path you take to get there)
- Adaptation and access trump invention
- Complex partnerships yield the best results

Trade • 9781119669234 • Aug 2020 • Cloth • 256pp • US\$29.95



Understanding Nonprofit Work

A Communication Perspective

Matthew Koschmann & Matthew L. Sanders

The purpose of this book is to demonstrate the application and utility of a communications approach across several key issues for nonprofit organizations and the nonprofit sector. Communication is central to nonprofit organizations and the activities of the nonprofit sector. Fundraising and donor relations, client relationships and service delivery, volunteer management and board governance, collaboration and cross-sector partnerships—all involve dynamic processes of human interaction. For this reason, communication scholars have developed a considerable amount of theoretical and empirical research on the nonprofit.

Reference • 9781119431251 • Aug 2020 • Paper • 212pp • US\$44.95

PRODUCTION OPERATIONS MANAGEMENT



PMP Project Management Professional Exam Certification Kit

Kim Heldman & Vanina Mangano

This set includes *PMP Project Management Professional Exam Study Guide: 2019 Update, 10th Edition* and the *Practice Tests* to accompany the study guide. The study guide provides comprehensive review for the Project Management Institute's (PMI) PMP certification exam. This new tenth edition has been completely revised to align with the latest version of the exam. Receive one year of free access to the Sybex online interactive learning environment, to help you prepare with superior study tools, rigorous chapter tests, and two practice exams that allows you to gauge your readiness and avoid surprises on exam day. The practice tests are an ideal additional study resource, providing practice questions covering all five performance domains.

Trade • 9781119675792 • Apr 2020 • Paper • 1032pp • US\$79.95

Project Management All-In-One For Dummies

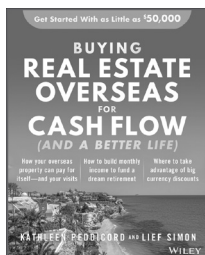
Project Management All-In-One For Dummies

Georgette Beatty

PMI expects organizations worldwide will need 87.7 million people in project management-focused roles by 2027. Among countries with the highest demand for PMI experts include China, India, U.S., Japan, Germany, Australia, UAE, Brazil, United Kingdom, Canada and Saudi Arabia. Both *Project Management For Dummies* and *Agile Project Management For Dummies* have been perennial bestsellers since their introduction in 2000, selling over 325,000 copies combined over all editions. *Project Management All-in-One For Dummies* is the premier go-to for PMs looking for hands-on information and advice to take their organizational, planning, and execution skills to new heights.

Trade • 9781119700265 • Jun 2020 • Paper • 614pp • US\$39.95

PROPERTY & REAL ESTATE



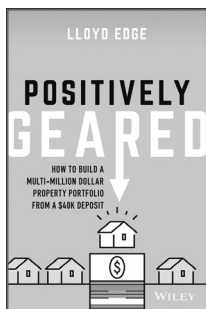
Buying Real Estate Overseas for Cash Flow (And a Better Life)

Get Started With as Little As \$50,000

Kathleen Peddicord & Lief Simon

How to Buy Real Estate Overseas focused on important opportunity foreign real estate represents in the investment climate for both the investor and the retiree. While investing in real estate overseas carries more important upside and advantages today than ever in our history, it also comes with particular and unexpected challenges and pitfalls. In the seven years since Peddicord's last book, world markets have shifted and cycled. *Buying Real Estate Overseas For Cash Flow (And A Better Life)* will address the current real estate investment climate.

Trade • 9781119696209 • Jul 2020 • Paper • 224pp • US\$28.95



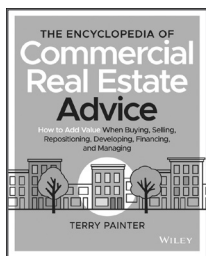
Positively Geared

How to Build a Multi-Million Dollar Property Portfolio from a \$40k Deposit

Lloyd Edge

Positively Geared offers a powerful approach for clever property investment, empowering readers to make money when they buy properties, not just when you sell them. This sustainable approach to wealth building will equip you with the knowledge, skills and insider strategies to not only build a diverse property portfolio, but also maintain a portfolio that achieves passive income to reach your goal of financial freedom. Working as a teacher, author Lloyd Edge started to grow his wealth with an initial \$30k investment. By the age of 40, he was able to retire from his nine-to-five job. Now a leading property investment strategist, Lloyd's shares his personal story and proven strategies with the hope of inspiring everyday Aussies – young and old – to dream big and proactively craft the lifestyle they really want.

Trade • 9780730384465 • Mar 2020 • Paper • 240pp • US\$20.00



The Encyclopedia of Commercial Real Estate Advice

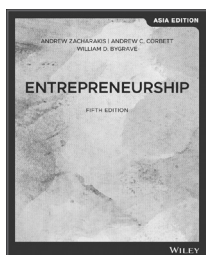
How to Add Value When Buying, Selling, Repositioning, Developing, Financing, and Managing

Terry Painter

The Encyclopedia of Commercial Real Estate Advice covers everything anyone would ever need to know on the subject. The over 300 entries inside not only have hard hitting advice, but many share enlightening stories from the authors experience working on hundreds of deals. This book is actually a good read, and pulls off making the subjects enjoyable, interesting, and easy to understand. As a bonus, there are over 150 time and money savings tips many of which could save or make you 6 figures or more.

Trade • 9781119629115 • Jul 2020 • Cloth • 500pp • US\$48.95

SMALL BUSINESS & ENTREPRENEURSHIP



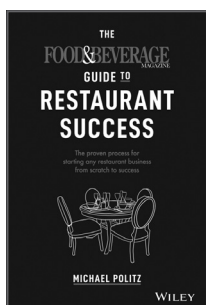
Entrepreneurship

5th Edition Asia Edition

Andrew Zacharakis, William D. Bygrave & Andrew C. Corbett

The fully revised and updated fifth edition integrates core concepts of entrepreneurship and practical case studies—enabling students to develop an inclusive perspective on how businesses are born, grow, and succeed or fail. The authors explore the entrepreneurial competitiveness of nations throughout the world, describe the critical factors for starting a new enterprise and building it into a successful business, and demonstrate how to build a workable business model. Clear, straightforward chapters cover each essential area of entrepreneurship, including marketing, strategy, team building, financial projections, business planning, and more.

Textbook • 9781119668879 • Jan 2020 • Paper • 512pp • US\$75.95



Food and Beverage Magazine: Guide to Restaurant Success

The Proven Process for Starting Any Restaurant Business From Scratch To Success

Michael Politz

Michael Politz has learned MANY lessons from during his time in the hospitality industry; some learned through great success, others learned through failure. But those lessons helped him grow from a small ice cream truck business to founder of a number of restaurants, a frozen food distribution business, a restaurant consulting business, and a massive online magazine for the food and beverage industry. Given what Michael has learned through his own successes and failures as well as those of his inner circle (which consists of names like Wolfgang Puck, Bobby Flay, Emeril Lagasse, and more), that knowledge will help frame this 'how to' guide for restaurateurs on every level. Whether you want to open a burger joint or a high end bistro, this handbook will help you to be sure you've dotted all your I's and crossed all your T's before, during, and after your launch.

Trade • 9781119668961 • Jun 2020 • Cloth • 308pp • US\$29.95



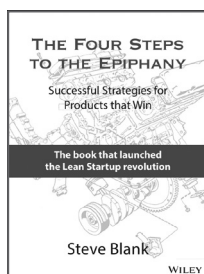
The Accidental Entrepreneur

The Survivor Edition

Janine Allis

Get the inside story of Boost Juice, a global phenomenon, and discover 30 strategies for business success from its founder, Janine Allis. Share in Janine's colourful stories as a serious business woman on Shark Tank, a mud-covered competitor on Australian Survivor, author, podcast host and ambassador for Australia for UNHCR Leading Women Fund.

Trade • 9780730384540 • Feb 2020 • Paper • 248pp • US\$20.00 • Previous ed: 9780730327738



The Four Steps to The Epiphany

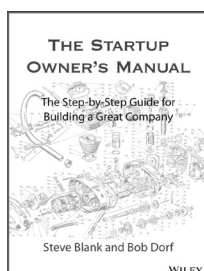
Successful Strategies for Products That Win

Steve Blank

The bestselling classic that launched 10,000 startups and new corporate ventures - *The Four Steps to the Epiphany* is one of the most influential and practical business books of all time. Steve Blank is the father of the Lean Startup movement and one of the world's most influential thinkers on innovation and entrepreneurship, and this book launched the Lean Startup approach to new ventures. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, *The Four Steps* helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success.

The Four Steps to the Epiphany was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product. The book has sold 67,400 copies.

Trade • 9781119690351 • Mar 2020 • Cloth • 384pp • US\$39.95



The Startup Owner's Manual

The Step-By-Step Guide for Building a Great Company

Steve Blank & Bob Dorf

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? *The Startup Owner's Manual* guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability.

The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product. The book has sold 273,000 copies.

Trade • 9781119690689 • Mar 2020 • Cloth • 608pp • US\$39.95



The Startup Playbook

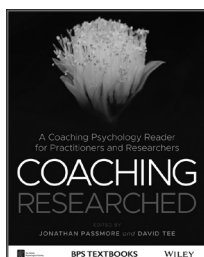
Founder-To-Founder Advice From Two Startup Veterans

Rajat Bhargava & Will Herman

The Startup Playbook is the go-to resource for any first-time entrepreneur interested in creating and building a new startup company. Bhargava and Herman address the specific issues and opportunities that founders face as they start and grow their businesses. Whether the reader is just dabbling with the idea of becoming a founder or ready to start their journey, *The Startup Playbook* can help anyone determine whether entrepreneurship is the right path for them.

Trade • 9781119708513 • May 2020 • Cloth • 384pp • US\$24.95

TRAINING & HUMAN RESOURCE DEVELOPMENT

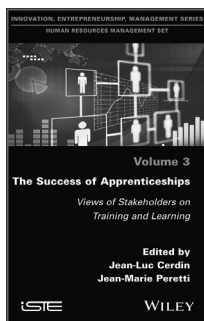
**Coaching Researched**

A Coaching Psychology Reader for Practitioners And Researchers

Jonathan Passmore & David Tee

This new work would bring together the best papers from the last 15 years of the BPS publication: *International Coaching Psychology Review*, showcasing and making more accessible this research to the growing number of coaching researchers in business, health and education, and practitioners where there is a growing interest in evidenced based practice.

Reference • 9781119656883 • Jul 2020 • Paper • 225pp • US\$TBA

**The Success of Apprenticeships**

Views of Stakeholders on Training and Learning

Jean-Luc Cerdin & Jean-Marie Peretti

The Success of Apprenticeships presents the observations and opinions of 48 actors regarding apprenticeships. These testimonies recount how apprenticeships allowed them to improve their expertise, their professional practices and their organization skills. This book also examines how their interactions in the work/study process allowed them not only to develop the skills of apprentices, but also the skills of those who accompanied them – the teacher-tutors and the business apprenticeships supervisors. The creation of an authentic community of apprentices subscribes to the formation of an ecosystem of learning, in which each individual harvests fruits in terms of the development of their personal abilities.

Reference • 9781786304735 • Jan 2020 • Cloth • 306pp • US\$154.95

ECONOMIC DEVELOPMENT

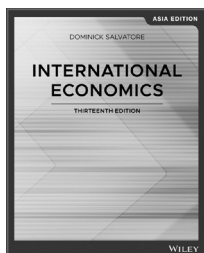
**The Myth of Economic Development***Celso Furtado, Jordan B. Jones & Mario Tosi Furtado*

Celso Furtado was a distinguished Brazilian economist who made important contributions to the study of the history of capitalism, dependency theory and the school of economic structuralism. This book is a key contribution to dependency theory. The basic idea of dependency theory is that poverty and underdevelopment in Latin America (and elsewhere on the periphery) was directly linked to the accumulation of capital in the advanced economies at the core of the global capitalist system. While agreeing with this idea, Furtado goes further and argues that the very idea of development in the periphery is a myth – and one that stifles creativity and blocks the imagination of alternative life forms.

Reference • 9781509540136 • Jul 2020 • Cloth • 90pp • US\$64.95

Reference • 9781509540143 • Jul 2020 • Paper • 90pp • US\$19.95

INTERNATIONAL ECONOMICS & TRADE

**International Economics**

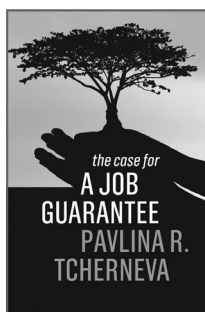
13rd Edition Asia Edition

Dominick Salvatore

International Economics, 13th Edition provides students with a comprehensive, up-to-date review of the field's essential principles and theory. This comprehensive textbook explains the concepts necessary to understand, evaluate, and address the economic problems and issues the nations of the world are currently facing, and are likely to face in the future. Balancing depth and accessibility, the text helps students identify the real-world relevance of the material through extensive practical applications and examples.

Textbook • 9781119667537 • Nov 2019 • Paper • 720pp • US\$80.00

POLITICAL ECONOMICS

**The Case For a Job Guarantee***Pavlina Tcherneva*

In this book, leading expert Pavlina R. Tcherneva challenges us to imagine a world where the phantom of unemployment is banished and anyone who seeks decent, living-wage work can find it - guaranteed. This is the aim of the Job Guarantee proposal: to provide a voluntary employment opportunity in public service to anyone who needs it. Tcherneva enumerates the many advantages of the Job Guarantee over the status quo and proposes a blueprint for its implementation within the wider context of the need for a Green New Deal. This compact primer is the ultimate guide to the benefits of one of the most transformative public policies being discussed today. It is essential reading for all citizens and activists who are passionate about social justice and building a fairer economy.

Reference • 9781509542093 • Jun 2020 • Cloth • 140pp • US\$45.00

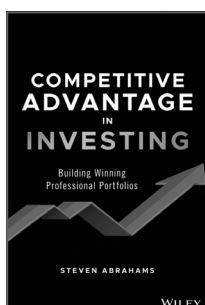
Reference • 9781509542109 • Jun 2020 • Paper • 140pp • US\$12.95

FINANCE & INVESTMENTS SPECIAL TOPICS

**Artificial Intelligence for Asset Management and Investment**
A Strategic Perspective*AI Naqvi*

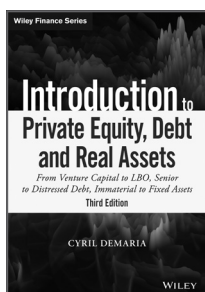
The rise of artificial intelligence is nothing short of a technological revolution. AI is poised to completely transform asset management and investment banking, yet its current application within the financial sector is limited and fragmented. Existing AI implementations tend to solve very narrow business issues, rather than serving as a powerful tech framework for next-generation finance. *Artificial Intelligence for Asset Management and Investment* provides a strategic viewpoint on how AI can be comprehensively integrated within investment finance, leading to evolved performance in compliance, management, customer service, and beyond.

Trade • 9781119601821 • Aug 2020 • Cloth • 288pp • US\$49.95

**Competitive Advantage In Investing**
Building Winning Professional Portfolios*Steven Abrahams*

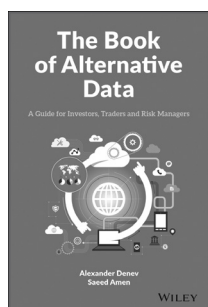
Links theory and practice for investment professionals and portfolio managers, demonstrating why some portfolios consistently perform better than others. This innovative book guides investment professionals on building and sustaining competitive advantage and helps policymakers and researchers apply theory in a wide range of practical settings. Author Steven Abrahams—Senior Managing Director at Amherst Pierpont Securities and former Adjunct Professor of Finance and Economics at Columbia Business School—draws from his experience in both academic theory and real-life strategic investing to bridge the two worlds. This valuable resource:

Trade • 9781119619840 • Mar 2020 • Cloth • 288pp • US\$49.95

**Introduction to Private Equity, Debt and Real Assets**From Venture Capital to LBO, Senior to Distressed Debt, Immaterial to Fixed Assets,
3rd Edition*Cyril Demaria*

The content has been fully revised to reflect developments and innovations in private markets, exploring new strategies, changes in structuring and the drive of new regulations. New sections have been added, covering fund raising and fund analysis, portfolio construction and risk measurement, as well as liquidity and start-up analysis. In addition, private debt and private real assets are given greater focus, with two new chapters analysing the current state of these evolving sectors.

Trade • 9781119537380 • May 2020 • Cloth • 616pp • US\$58.00 • Previous ed: 9781118571927



The Book of Alternative Data

A Guide for Investors, Traders and Risk Managers

Alexander Denev & Saeed Amen

The Book of Alternative Data is the first and only book to treat in a coherent and systematic way methodologies to harness non-traditional information sources to generate alpha, analyze markets and predict risk. This groundbreaking volume provides readers with a roadmap for navigating the complexities of an array of alternative data sources, and delivers the appropriate techniques to analyze them. The authors—leading experts in financial modeling, machine learning, and quantitative research and analytics—employ a step-by-step approach to guide readers through the dense jungle of generated data.

Trade • 9781119601791 • Jul 2020 • Cloth • 416pp • US\$49.95



The Legaltech Book

The Legal Technology Handbook for Investors, Entrepreneurs and Fintech Visionaries

Susanne Chishti, Sophia Adams Bhatti, Akber Datoo & Drago Indjic

Tech startups are now beginning to disrupt the legal sector by providing software which reduces or even eliminates the need for a lawyer (for instance, through the automation of legal writing, including contracts, will provision and immigration applications), or by setting up marketplaces or matching websites to connect clients with the right lawyer more efficiently. In saturated markets, such as the US, legal firms must embrace these innovations in order to compete. Uniquely in this sector, however, the advent of tech in other industries, particularly financial services, requires ongoing changes in the law and regulation. Written by prominent thought leaders in the global fintech and legal space, *The LegalTech Book* aggregates diverse expertise into a single, informative volume. Key industry developments are explained in detail, and critical insights from cutting-edge practitioners offer first-hand information and lessons learned.

Trade • 9781119574279 • May 2020 • Paper • 320pp • US\$32.50

FINANCIAL ENGINEERING



Market Momentum

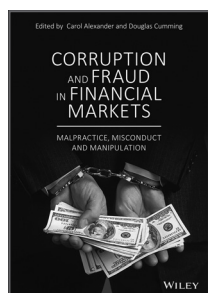
Theory And Practice

Stephen Satchell & Andrew Grant

Market Momentum: Theory and Practice is a detailed how-to reference, covering the behavioral and statistical causes of momentum while also exploring the practical side of implementation. It aims to allow readers to understand the causes of momentum, rather than treating it as a goose that lays golden (rotten?) eggs. *Market Momentum* provides a thorough introduction to the topic and an interpretation of the extant literature, incorporating new academic and practitioner research to bring the subject fully up to date. A companion website hosts spreadsheets which can be used by practitioners to apply the various momentum strategies presented in the book. There are also slide decks and other teaching materials for lecturers.

Trade • 9781119599326 • Aug 2020 • Cloth • 352pp • US\$74.00

GENERAL & INTRODUCTORY FINANCE & INVESTMENTS



Corruption and Fraud in Financial Markets

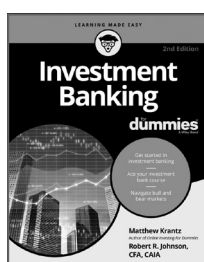
Malpractice, Misconduct and Manipulation

Carol Alexander & Douglas Cumming

Identifying malpractice and misconduct should be top priority for financial risk managers today

Corruption and Fraud in Financial Markets identifies potential issues surrounding all types of fraud, misconduct, price/volume manipulation and other forms of malpractice. Chapters cover detection, prevention and regulation of corruption and fraud within different financial markets. Written by experts at the forefront of finance and risk management, this book details the many practices that bring potentially devastating consequences, including insider trading, bribery, false disclosure, frontrunning, options backdating, and improper execution or broker-agency relationships. It gives you a deeper understanding of all these issues to help prevent you and your company from falling victim to unethical practices.

Trade • 9781119421771 • May 2020 • Cloth • 500pp • US\$85.00



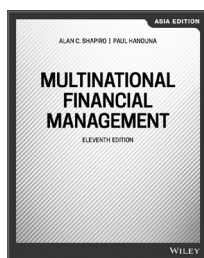
Investment Banking For Dummies

2nd Edition

Matthew Krantz & Robert R. Johnson

Investment Banking For Dummies 2e will help readers to understand how investment bankers help governments and business organizations raise money by issuing bonds, stocks and other financial products. This book tracks to typical university courses on the subject and helps students and professionals understand the fundamentals of investment banking.

Trade • 9781119658597 • Apr 2020 • Paper • 384pp • US\$26.95 • Previous ed: 9781118615775



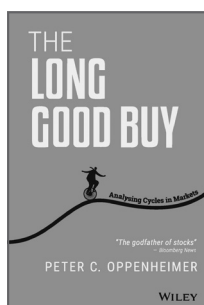
Multinational Financial Management

11th Edition Asia Edition

Alan Shapiro

The eleventh edition of *Multinational Financial Management* is a comprehensive survey of the essential areas of the international financial market environment, including foreign exchange and derivative markets, risk management, and international capital markets and portfolio investment. Designed for upper-level undergraduate and masters-level courses in international finance and management, this textbook offers readers a conceptual framework for analyzing key financial decisions of multinational firms. The authors both explain and simplify multinational financial management by illustrating how its basic principles share the same foundation as domestic corporate finance.

Textbook • 9781119668862 • Jan 2020 • Paper • 624pp • US\$80.00



The Long Good Buy

Analysing Cycles in Markets

Peter Oppenheimer

Written by a senior strategist at Goldman Sachs, *The Long Good Buy* is an accessible and easy-to-read guide to how financial markets work, what drives them, how the drivers change over time, and how to understand the interplay between stock markets and the real economy. It is a comprehensive study of everything from valuation, and the impact of growth and interest rates on equity market performance to how politics and other events impact the way the markets perform. It is packed full of case studies and uses data based on histories of up to 100 years.

Trade • 9781119688976 • Apr 2020 • Cloth • 250pp • US\$32.00

INSTITUTIONAL & CORPORATE FINANCE

Asset-Liability and Liquidity Management

Asset-Liability and Liquidity Management

Pooya Farahvash

Asset-Liability and Liquidity Management is a quantitative finance book, focused in the areas of Asset-Liability Management (ALM), Liquidity Risk and Funds Transfer Pricing (FTP), for bank, investment bank, hedge funds and investment professionals. It explains basic concepts and covers fundamentals of analytical finance in early chapters, and then follows with a comprehensive discussion of different financial valuation models and techniques for a wide range of products. Using fundamentals covered in earlier chapters, the book then focuses on two pillars of asset-liability management: economic value of equity and net interest income and explains them in rich detail. Concepts of liquidity risk and funds transfer pricing are each explained thoroughly in their own chapters. Since many of the subjects discussed in the book are analytical and based on statistical concepts, an Appendix is added to the end of the book to cover basic probability and statistics topics to promote a complete understanding of these topics applied to asset-liability and liquidity risk management.

Trade • 9781119701880 • Apr 2020 • Cloth • 960pp • US\$49.95

Value Creation Principles

Value Creation Principles

The Pragmatic Theory of The Firm Begins With Purpose and Ends With Sustainable Capitalism

Bartley Madden

Bartley J. Madden's *Value Creation Principles* specifies that a firm's knowledge-building proficiency is the fundamental cause of a firm's survival and prosperity as well as a pathway to significant improvements across a firm's typically siloed activities. This theory is about *connectedness* among the firm's purpose, its major activities, and its long-term overall performance, with attention to long-term financial performance. Madden argues that employees improve their knowledge-building proficiency with experience in traversing the knowledge-building loop, whether alone or preferably with a mentor. Success in understanding cause and effect, using that virtuous cycle of learning, reveals faulty or obsolete assumptions and leads to new assumptions whose reliability is then verified.

Trade • 9781119706625 • May 2020 • Cloth • 272pp • US\$29.95

Value Investing

Value Investing

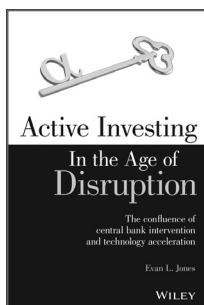
From Graham to Buffett and Beyond, 2nd Edition

Bruce Greenwald & Barbara Kiviat

The classic, seminal work in the field, *Value Investing* has been updated in a new, second edition to include the latest trends and a close look at some of the emerging investors who continue in the value investing tradition of Ben Graham and Warren Buffett. Featuring an exploration of the history of value investing and those that brought this investment approach to the fore, you will also discover the real-world techniques you can use to propel your own portfolio using a sound, proven approach to discovering value.

Trade • 9780470116739 • Jul 2020 • Cloth • 384pp • US\$54.95 • Previous ed: 9780471381983

INVESTMENTS & SECURITIES



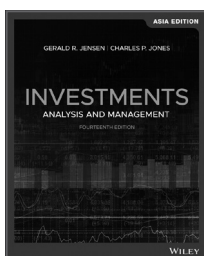
Active Investing in The Age of Disruption

Evan Jones

This book is primarily directed at equity investment strategies with lofty goals of alpha creation. Understanding the limits and potential of each unique investment methodology and portfolio strategy is a learning process in itself. Understanding which features of active investing need to be implemented and stressed from a risk perspective to achieve a defined set of goals is paramount to success. Active investing is a craft that can be honed with experience and research. Author Evan Jones, who runs direct investment within Duke University's \$18 billion, shares his own adaptive learning approach to excel and outperform in an age of disruptive forces.

It has been a very tough decade for active investment managers, but reading this book will inspire inspire.

Trade • 9781119688082 • Apr 2020 • Cloth • 208pp • US\$29.95



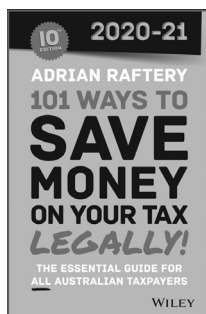
Investments

Analysis and Management, 14th Asia Edition Edition

Charles Jones

Ideally suited for beginning courses in investments, this textbook is designed as a practical guide to help students gain foundational knowledge of investing and develop the analytic skills necessary for deciphering investment issues. Carefully organized chapters guide students through fundamental investing concepts, portfolio and capital market theory, common stock analysis and valuation, fixed-income and derivative securities, the specifics of security analysis and portfolio management, and more. A broad range of pedagogical tools—including bulleted summaries, numbered examples, spreadsheet exercises, computational problems, and an extensive set of chapter review questions—strengthens student comprehension and retention.

Textbook • 9781119667568 • Nov 2019 • Paper • 664pp • US\$80.00



101 Ways To Save Money On Your Tax – Legally!

2020–2021

Adrian Raftery

101 Ways to Save Money on Your Tax – Legally! is the tax guide every Australian should own. Step-by-step instructions from Adrian Raftery, aka Mr. Taxman, will show you how to leverage every available deduction to lower your tax bill and keep more of your hard-earned money. Thoroughly updated for the 2020-2021 tax year, this new edition gives you the latest information on changes to the tax codes and how they affect your situation.

Trade • 9780730384625 • May 2020 • Paper • 320pp • US\$18.00 • Previous ed: 9780730371472

Ignore The Hype

Ignore The Hype

Financial Strategies Beyond The Media-Driven Mayhem

Brian Perry

Ignore the Hype helps the average investor filter the information (and misinformation) they receive from the financial media and provides context to the proliferation of trading and investing strategies the media promotes so they can avoid information overload and instead harness time-tested tools, techniques, and strategies to meet their financial goals. While some of the topics are reasonably advanced, they are explained in a clear-cut manner and accompanied by real world examples. Some chapter topics include:

Trade • 9781119691228 • Aug 2020 • Cloth • 256pp • US\$29.95

Money Mammoth

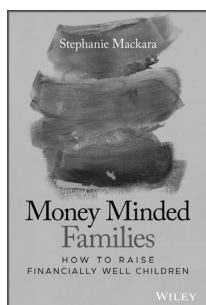
Money Mammoth

Unlocking The Secrets of Financial Psychology to Break from The Herd and Avoid Extinction

Edward Horwitz

It's estimated that over 70% of Americans are unengaged in basic financial planning and best practice household financial management. This book uncovers the underlying psychological and behavioral barriers which keep us from becoming engaged, and provides a path forward for those first critical steps towards financial well-being. Based on their cutting-edge research in financial psychology, Dr. Ed Horwitz and Dr. Brad Klontz show how we can harness the primal parts of our brain to not just tame our inner money mammoth but to use it to reach our financial goals.

Trade • 9781119636045 • Aug 2020 • Cloth • 288pp • US\$39.95



Money Minded Families

How To Raise Financially Well Children

Stephanie Mackara

Teach your children to make sound financial decisions. Prepare them to use their money wisely and with a purpose

Money issues challenge every family, no matter their background. That's why *Money Minded Families: How to Raise Financially Well Children* offers advice on how every adult and child can be "financially well." The book explores how we can align our individual values with finances, while planning for a more secure financial future. It looks at how we can save, spend, share, and invest with a purpose. The author supplies financial basics for families and direction on creating a family mission statement, in order to help drive mindful financial choices. Parents can also teach their children about positive financial health using the book's activities, which are organized by age.

Trade • 9781119635901 • Apr 2020 • Cloth • 160pp • US\$29.95



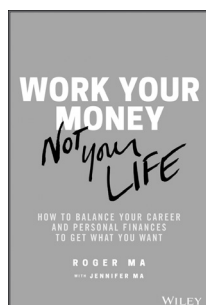
The Taxable Investor's Manifesto

Wealth Management Strategies to Last a Lifetime

Stuart Lucas

It's unusual to have an author in finance who manages his own capital in the same way he advises others. Stuart Lucas is a rare breed who has been practicing what he preaches for two decades. The high value advice in this *The Taxable Investor's Manifesto (TIM)* should be of interest to young earners who are generating positive net cash flow, mid-career managers, business owners, business executives, all the way to family office executives for families with multi-generational wealth. Given the emphasis on taxable financial assets the market is predominantly US-oriented, though the principles discussed apply to many tax jurisdictions. In addition to serving taxable investors, This personal finance book is written in a style that is accessible and engaging to anybody with interest and modest familiarity with personal finance. Using extensive footnoting, there are pathways to deeper research for those readers who are interested or who want to confirm the citations' relevance and rigor. The advice is action oriented and implementable.

Trade • 9781119692034 • Mar 2020 • Cloth • 176pp • US\$27.95



Work Your Money, Not Your Life

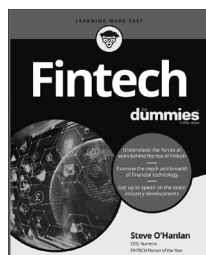
How To Balance Your Career And Personal Finances to Get What You Want

Roger Ma & Jennifer Ma

Studies show that if you're like the majority of young professionals, you feel dissatisfied with your job, your finances, or your overall station in life. It can seem impossible to disentangle the work stuff, the money stuff, and the personal stuff, because they're all inextricably linked. But the good news is, you don't have to go at it alone: *Work Your Money, Not Your Life* is your all-in-one guide to achieving both your career and financial goals so that you can get where you want to be. In his debut book, Roger Ma, an award-winning financial planner and a publisher strategist at Google, offers secrets on how you can craft a meaningful career, gain financial comfort, and achieve a greater sense of purpose – simply by sorting out your personal finances (and it isn't as bad as it sounds)!

Trade • 9781119600367 • Mar 2020 • Paper • 288pp • US\$19.95

TRADING

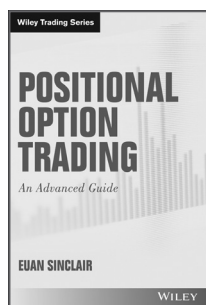


Fintech For Dummies

Steve O'Hanlan

The financial services technology industry is booming, with investment in excess of \$20 billion just in 2016. Brought to you by 2016's FINTECH Person of the year, Steve O'Hanlan, *Fintech For Dummies* will serve as an insider's look to the financial technology revolution and its growing impact on the global banking industry.

Trade • 9781119427261 • Jun 2020 • Paper • 368pp • US\$34.95



Positional Option Trading

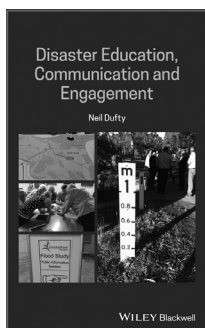
An Advanced Guide

Euan Sinclair

Positional Option Trading is a rigorous, professional-level guide on sophisticated techniques from professional trader and quantitative analyst Euan Sinclair. The author has over two decades of high-level option trading experience. He has written this book specifically for professional options traders who have outgrown more basic trading techniques and are searching for in-depth information suitable for advanced trading. Custom-tailored to respond to the volatile option trading environment, this expert guide stresses the importance of finding a valid edge in situations where risk is usually overwhelmed by uncertainty and unknowability. Using examples of edges such as the volatility premium, term-structure premia and earnings effects, the author shows how to find valid trading ideas and details the decision process for choosing an option structure that best exploits the advantage.

Trade • 9781119583516 • Aug 2020 • Cloth • 320pp • US\$74.95

EMERGENCY MANAGEMENT

**Disaster Education, Communication and Engagement**

Neil Dufty

Disaster Education, Communication and Engagement provides a much-needed evidence-based guide for designing effective disaster learning plans and programs that are tailored to local communities and their particular hazard risks. Drawing on the most recent research from disaster psychology, disaster sociology, and education psychology, as well as evaluations of disaster learning programs, the book contains practical guidance for putting in place a proven design framework. Written for emergency managers, students of emergency management, and humanitarian courses, *Disaster Education, Communication and Engagement* is a hands-on guide filled with ideas and templates for designing and evaluating targeted disaster learning programs.

Reference • 9781119569794 • Apr 2020 • Cloth • 320pp • US\$TBA

COLLEGE TEST PREP

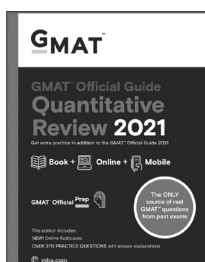
**GMAT Official Guide 2021 Bundle**

Books + Online

GMAC

Get access to over 1,810 real GMAT questions from past exams from the makers of the GMAT exam. The *GMAT Official Guide 2021 Bundle* includes the *GMAT Official Guide 2021*, *GMAT Official Guide Verbal Review 2021*, and *GMAT Official Guide Quantitative Review 2021* and gives test takers access to the ultimate GMAT preparation tool in one package.

Trade • 9781119689652 • Apr 2020 • Paper • 1760pp • US\$81.95 • Previous ed: 9781119576150

**GMAT Official Guide 2021 Quantitative Review**

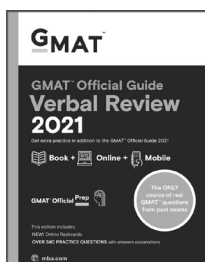
Book + Online

GMAC

Get extra practice on the quantitative portion of the GMAT exam with this supplement to the *GMAT Official Guide 2021* – the only source of real GMAT questions from past GMAT exams. The *GMAT Official Guide 2021 Quantitative Review* provides additional guidance focused on the quantitative portion of the exam and includes over 370 practice questions from past GMAT exams. You'll also get access to the GMAT Online Question Bank, customizable study tools, and a new mobile app for practicing on the go – even when you're not connected to the internet.

This product includes print book with a unique code to access the GMAT Online Question Bank and mobile app.

Trade • 9781119687849 • Apr 2020 • Paper • 288pp • US\$20.95 • Previous ed: 9781119576082

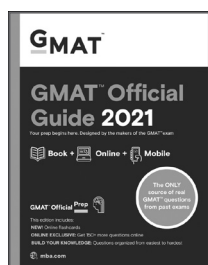
**GMAT Official Guide 2021 Verbal Review**

Book + Online

GMAC

GMAT Official Guide Verbal Review 2021 gets you ready for the toughest verbal test you've ever taken: the GMAT Verbal section. Written by the creators of the GMAT, the *Official Guide* takes you step-by-step through over 340 practice questions. Improve your reading comprehension, critical reasoning, and sentence correction skills using GMAT questions from past exams. The practice questions come complete with detailed answer keys and strategies.

Trade • 9781119687887 • Apr 2020 • Paper • 480pp • US\$20.95 • Previous ed: 9781119576112



GMAT Official Guide 2021

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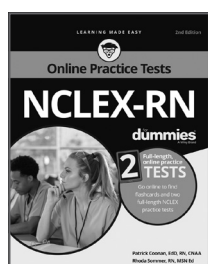
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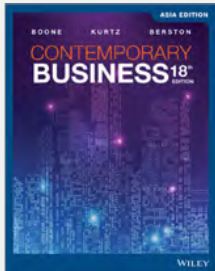
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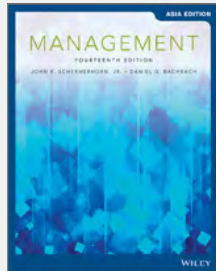
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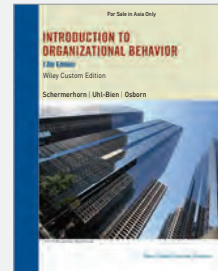
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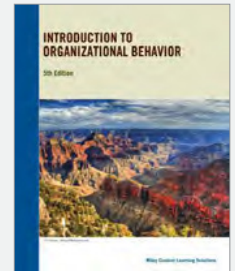
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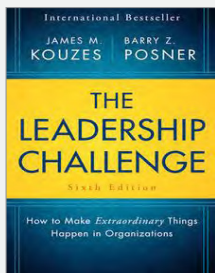
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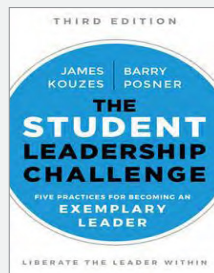
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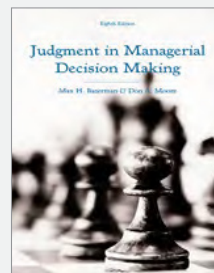
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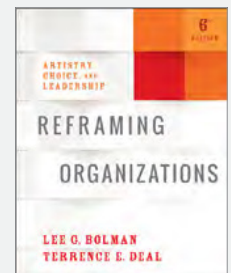
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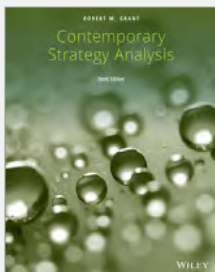
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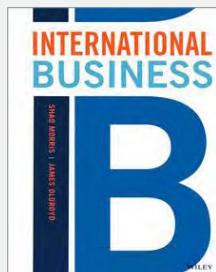
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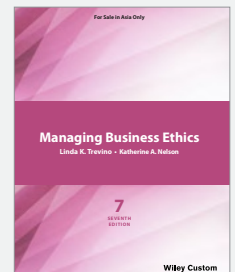
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