

WILEY

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9781394265831 Pub Date: 9/2/25 504 pages • Paperback Business & Economics / Accounting / Managerial

## Managerial Accounting: Principles, Application, and Artificial Intelligence

Joseph Ugrin, Amy Igou

## Up-to-date textbook on the field of Managerial Accounting

Managerial Accounting: Principles, Application and Artificial Intelligence is a textbook that provides a comprehensive background in managerial accounting while integrating recent advances in the field, including information technology, data analytics, and artificial intelligence. The book includes useful tools like simple machine learning algorithms, generative AI, and other technologies relevant for solving managerial problems while delivering core foundational knowledge on topics like costing products,

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9781394336531 Pub Date: 8/26/25 704 pages • Paperback Business & Economics / Accounting

## Financial Accounting Theory and Analysis: Text and Cases (15th Edition)

Richard G. Schroeder, Myrtle W. Clark, Jack M. Cathev



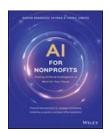
9781119744184 Pub Date: 8/26/25 Paperback Business & Economics / Taxation

## Taxation for Business Entities, with eBook Access Code: A Practical Approach

Gregory A. Carnes, Suzanne Youngberg

# An innovative approach to understanding the federal income tax laws for business and using them to develop tax-efficient strategies.

Presents the big picture to understanding the tax laws with a practice-based approach so students can develop critical thinking and problem-solving skills that prepare them to make effective decisions. *Taxation of Business Entities, 2026 Edition* introduces a comprehensive foundation for the income tax system so students can understand why a law exists and how to apply the law to practical tax problems encountered by businesses. Professional skill-



9781394298419
Pub Date: 7/29/25
Hardcover
Business & Economics /
Nonprofit Organizations &
Charities / Management

## AI for Nonprofits: Putting Artificial Intelligence to Work for Your Cause

Darian Rodriguez Heyman, Cheryl Contee

## How your nonprofit can use AI to drive social impact and change

In AI for Nonprofits: Putting Artificial Intelligence to Work for Your Cause, a team of leading nonprofit experts and social entrepreneurs delivers a startlingly insightful, strategic "how-to guide" for nonprofit and foundation leaders, board members, and volunteers, as well as higher education professionals and social entrepreneurs looking to deploy and integrate artificial intelligence tailored to their organization's mission and needs.

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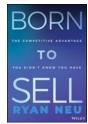
9781394202010 Pub Date: 8/26/25 256 pages • Hardcover Business & Economics / Production & Operations Management

## The Sustainability Imperative: A Roadmap to Combining Purpose and Profit

Roger Martella

## Deliver groundbreaking sustainability programs without losing sight of shareholder returns

In The Sustainability Imperative: A Roadmap to Combining Purpose and Profit Chief Sustainability Officer of General Electric, Roger Martella, delivers a practical and exciting new take on the rapidly converging areas of shareholder return and environmental sustainability. In the book, you'll learn how to improve your company's bottom line while, at the same time, making decisions that improve your organization's ability to offer environmentally responsible solutions.



9781394324330 Pub Date: 6/11/25 256 pages • Hardcover Business & Economics / Sales & Selling

## Born to Sell: The Competitive Advantage You Didn't Know You Have

Ryan Neu

#### Start selling like crazy by shifting your perspective, becoming a storyteller, and striving to help others

A manifesto for anyone who has ever thought, "I'm not a salesperson," Born to Sell: The Competative Advantage You Didn't Know You Have is your guide to sales that focuses on what really matters: authenticity, storytelling, and a deep understanding of the human side of connecting with customers. Written by Ryan Neu, who started off as an accountant and now runs Vendr, a highly successful SaaS marketplace with hundreds of millions in revenue to date, this book contains all of the insights an...



9781394267088 Pub Date: 9/3/25 Hardcover Business & Economics / Industries / Fashion & Textile Industry

# Electric Runway: How Emerging Technologies are Transforming the \$3 Trillion Fashion Industry Around the World

Amanda Cosco

## How technology is transforming the \$3 trillion fashion industry

From color-changing dresses to leather grown in labs, the fashions of the future are exciting, eccentric, and positively electric.

Drawing from her decade of experience as a journalist at the front lines of the fashion industry, Amanda Cosco's Electric Runway: How Emerging Technologies are Transforming the \$3 Trillion Fashion Industry Around the World delivers key insights on how the shift to digital is



9781394344864 Pub Date: 8/11/25 256 pages • Hardcover Business & Economics / Leadership

#### Flow Leadership: Unleash the Power of People, Purpose and Performance

Gaelle Devins

## Flow Leadership: Unleash the Power of People, Purpose, and Performance

Revolutionize your team's productivity, well-being, and organizational culture.

In **Flow Leadership**, Gaëlle Devins—experienced executive and founder of FlowFusion—delivers a groundbreaking approach to unlocking the full potential of your team. This book introduces the **3P Assessment & Model**, a powerful framework built on years of hands-on leadership, workshops, and academic research, helping leaders balance the three essential elements of



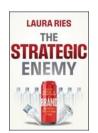
9781394342808 Pub Date: 8/19/25 272 pages • Hardcover Business & Economics / Leadership

## The Women of Microsoft: Empowering Stories from the Minds that Coded the World

Miri Rodriguez, Izabela Duiwe

# An inspiring exploration of the women who have shaped and led Microsoft and the lessons we can learn from them

In The Women of Microsoft: Empowering Stories from the Minds that Coded the World, a team of renowned digital storytellers recounts many of the fascinating journeys taken by the women who have shaped, guided, and led Microsoft over the last five decades. The book pays homage to the highs and lows, joys and sorrows, and opportunities and challenges of the women who have set out to make a difference in tech.



9781394323937 Pub Date: 9/17/25 Hardcover Comics & Graphic Novels / Nonfiction

## The Strategic Enemy: How to Build and Position a Brand Worth Fighting For

Laura Ries

# Dominate your company's brand categories with these proven positioning and differentiation strategies

Consumers are overwhelmed by choices and inundated with marketing messages. And despite an obsession with positioning amongst the world's most well-known companies, most of these brands retain an outdated focus on "being better" rather than on what really matters—being different.

In The Strategic Enemy: How to Build and Position a

Brand Worth Fighting For bestselling author and brand

# THE LINKEDIN EDGE JEB BLOUNT BRYNNE TILLMAN

9781394316717 Pub Date: 9/17/25 Hardcover Business & Economics / Sales & Selling / Management

#### The LinkedIn Edge: New Sales Strategies for Unleashing the Power of LinkedIn + AI to Cold Call Less and Sell More

Jeb Blount, Brynne Tillman

In today's cutthroat sales world, where sales professionals are constantly juggling multiple responsibilities and navigating a sea of relentless competitors, everyone is looking for an edge. What if that EDGE is found in a tool powerful enough to give you more time in your sales day, accelerate your productivity, and still leave room for the human touch that's vital to building relationships? Enter the game-changing world of proven LinkedIn strategies with Artificial Intelligence. Enter The LinkedIn Edge. Prolific sales author Jeb Blount partners with top LinkedIn



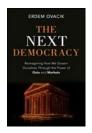
9781394331413 Pub Date: 9/3/25 Hardcover Business & Economics / Investments & Securities

#### Angel Investing: The Gust Guide to Making Money and Having Fun Investing in Startups (2nd Edition)

David S. Rose

## A practical roadmap to achieve annual returns of 25% or more with a well-designed angel portfolio

Angel Investing is a comprehensive, entertaining guide that walks readers through every step of the way to becoming a successful angel investor. From building your reputation as a smart investor, to negotiating fair deals, to adding value to your portfolio companies and helping them implement smart exit strategies, this book provides both the fundamental strategies and the specific tools you need to take full advantage of this rapidly growing asset



9781394315383 Pub Date: 6/17/25 288 pages • Hardcover Business & Economics / Entrepreneurship

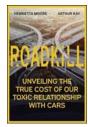
#### The Next Democracy: Reimagining How We Govern Ourselves Through the Power of Data and Markets

Erdem Ovacik

#### Explore why we feel stuck with our democracies, and radical new visions for governing ourselves and the planet

In *The Next Democracy*, social entrepreneur and Founder of Donkey Republic, Erdem Ovacik, delivers a startlingly insightful discussion of a new collective governance model based on markets and data that can improve our wellbeing as individuals, and as a society.

The author explains how we can develop the next generation of government that is data-driven iterative



9781394295999
Pub Date: 7/29/25
288 pages • Hardcover
Business & Economics /
Environmental Economics

## Roadkill: Unveiling the True Cost of Our Toxic Relationship with Cars

Henrietta L. Moore, Arthur Kay

## Learn how to shift gears and save the planet while we still can

Roadkill: Unveiling the True Cost of Our Toxic Relationship with Cars by Henrietta L. Moore and Arthur Kay dives deep into the pressing environmental and social challenges posed by our dependency on automobiles. The book critiques the common myths surrounding car culture, providing readers with a comprehensive understanding of the broader implications of car use. Through expert analysis, Moore and Kay challenge the notion that simply switching to electric vehicles is sufficient, instead



9781394294305 Pub Date: 9/10/25 Hardcover Business & Economics / Personal Success

#### Let Them See You: Empowering Change Through Authenticity

Madison Butler



9781394354245 Pub Date: 9/2/25 250 pages • Hardcover Business & Economics / Consulting

#### The Consultant's Handbook (2nd Edition)

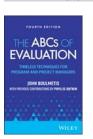
Samir Parikh

## Good news. Consulting skills aren't just for consultants anymore!

This best-selling book reveals proven techniques to boost your career—from sharp problem-solving and persuasive arguments to high-performance meetings and ambitious projects.

Based on the experience of working with Fortune 500 companies in more than 50 countries this comprehensive handbook pinpoints the fundamental skills required to consult effectively, irrespective of your experience level.

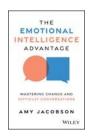
Built around ten core themes it untangles the variables



9781394296026 Pub Date: 8/19/25 320 pages ● Paperback Education / Evaluation & Assessment

#### ABC's of Evaluation (4th Edition)

John Boulmetis, Phyllis Dutwin



9781394337941 Pub Date: 7/28/25 224 pages • Paperback Business & Economics / Business Communication

#### The Emotional Intelligence Advantage: Mastering Change and Difficult Conversations

Amy Jacobson

# Proven strategies for navigating hard conversations, building team resilience and managing business transformation

In *The Emotional Intelligence Advantage,* leading expert Amy Jacobson shares a framework for resolving challenges in the workplace. How do you tackle tough conversations? How does your team react when a key process or system changes? And how can you overcome doubt and indecision to create a culture of alignment and trust? When it comes to modern leadership, you need to be aware of more than just the bottom line. You also need



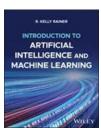
9781394255696 Pub Date: 9/10/25 Hardcover Business & Economics / Negotiating

## The Smart Negotiator: Unlocking the Power of AI and Human Insight in Effective Deal-Making

Keld Jensen

#### Reinvent your approach to negotiation

In The Smart Negotiator: Unlocking the Power of AI and Human Insight, internationally renowned trainer, speaker, and professor Dr. Keld Jensen takes you on a groundbreaking journey to redefine what it means to be a smart negotiator in a world where human skills meet the transformative capabilities of artificial intelligence. Through engaging commentary, real-world case studies, and AI-driven examples, this book unveils a new perspective on strategic negotiation—where timeless principles like trust and cooperation are amplified by cutting-edge



9781394344710 Pub Date: 9/3/25 320 pages • Paperback Computers / Information Technology

## Introduction to Artificial Intelligence and Machine Learning, with eBook Access Code

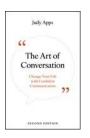
R. Kelly Rainer, James Locke

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9781394239085 Pub Date: 7/21/25 Paperback Business & Economics

#### The Mindful Leader: 7 Practices for Transforming Your Leadership, Your Organisation and Your Life (2nd Edition)

Michael Bunting



9781907326042 Pub Date: 9/29/25 240 pages • Paperback Business & Economics / Business Communication

#### The Art of Conversation (2nd Edition)

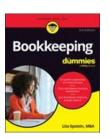
Judy Apps

#### Scaling Innovation: How Smart Companies Architect Profitable Growth

Madhavan Ramanujam, Eddie Hartman

#### You've built a great product—now what?

The brutal truth: most startups and scale-ups don't fail because of bad products. They fail because they never figure out how to grow fast—and profitably. Some chase market share at all costs, burning cash on customers who won't pay enough to sustain the business. Others over-monetize too soon, pushing away the customers they need to reach scale. Still others obsess over customer loyalty, missing larger markets and monetization potential. And then there are those who assume a great product will sell itself, only to realize too late that pricing, packaging...



9781394349791 Pub Date: 8/5/25 400 pages • Paperback Business & Economics / Bookkeeping

#### Bookkeeping For Dummies (3rd Edition)

Lita Epstein

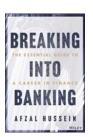
## Concise, easy-to-understand information on every aspect of bookkeeping

Bookkeeping For Dummies is a dear guide to tracking transactions, figuring out balance sheets, keeping ledgers or journals, creating financial statements, and operating accounts for businesses. This necessary resource offers relevant, up-to-date tax information and small business laws, so you'll have everything you need to conquer small business bookkeeping tasks. Looking for the latest on QuickBooks Online software, government reporting requirements, and keeping your data secure on the doud? This new edition has you cove...



9781119633068

Pub Date: 7/29/25



9781394305025 Pub Date: 8/11/25 288 pages • Paperback Business & Economics / Careers / Job Hunting

## Breaking into Banking: An Essential Guide to Finance Careers

Afzal Hussein

## Discover how to get your start in the finance and banking industries

In Breaking into Banking: The Essential Guide to a Career in Finance, renowned finance and careers commentator Afzal Hussein delivers a concise and up-to-date roadmap to getting your start in the world of finance and banking. You'll explore the different divisions and areas of the industry—induding investment banking, global markets, investment research, asset management, operations, technology, hedge funds, private equity, and venture capital—how they work, and what they do.



9781394337514 Pub Date: 5/28/25 256 pages • Hardcover Business & Economics / Time Management

## Become Time Rich: How to Stop Being Busy and Start Getting Wealthy

Llovd J. Ross

## Become wealthier—in every way that really matters—by effectively managing your time

In Become Time Rich: How to Stop Being Busy and Start Getting Wealthy, celebrated financial educator and business coach Lloyd Ross delivers an exciting, practical, and insightful new take on how to effectively manage your time to help you reach exceptional financial and lifestyle outcomes. The book teaches you how to achieve more by doing less and spending the time you save on things you love that also enrich your life.

You'll learn four nowerful Time Rich laws with the notential



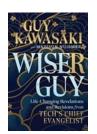
9781394349227 Pub Date: 6/17/25 256 pages • Hardcover Business & Economics / Industries / Computers & Information Technology

## **Agentforce:** Harnessing the Agency of AI to Scale, Grow, and Lead Any Industry

Martin Kihn

### Introducing AI agents, the groundbreaking third wave of AI's integration in the workforce

Agentforce: Harnessing the Agency of AI to Scale, Grow, and Lead Any Industry tells you how companies can create and control their own AI agents and build a virtual workforce. It goes behind-the-scenes on how Salesforce built a platform to drive AI agents, solving problems like hallucinations and bias through a framework that gives agents strict roles, data sources, actions, guardrails and channels to reach customers. This book draws from extensive research and exclusive access to Salesforce's



9781394324828 Pub Date: 8/19/25 246 pages • Hardcover Business & Economics / Motivational

#### Wiser Guy: Life-Changing Revelations and Revisions from Tech¿s Chief Evangelist

Guy Kawasaki, Madisun Nuismer

## A collection of honest, humorous, and heartfelt stories from a Silicon Valley icon

In this newly revised and updated edition, Canva's (and formerly Apple's) chief evangelist Guy Kawasaki delivers a surprising and inspirational collection of vignettes from his own life designed to enlighten and inspire.

You'll follow Guy as he:

- Gets his first "real job" in the jewelry business—not tech—where he learns how to sell
- Sacrifices his Apple career with a single retort



9781394318902 Pub Date: 9/3/25 Hardcover Business & Economics / Motivational

#### Innovation-ish: How Anyone can Create Breakthrough Solutions to Real Problems in the Real World

Richard Braden, Tessa Forshaw

## Finally, a book that can show you how to unlock your innovative and creative potential

In Innovation-ish: How Anyone can Create Breakthrough Solutions to Real Problems in the Real World, a design strategy CEO and a cognitive scientist deliver a startlingly insightful new take on how to unlock the innovative potential that already exists within you.

Shadow Rich and Tessa through their years of experience. Get behind the scenes access to classrooms, companies, and institutions alongside students and professionals in ust



9781119988632 Pub Date: 8/12/25 224 pages • Hardcover Body, Mind & Spirit / Mindfulness & Meditation

## **Open MBSR**: Reimagining the Future of Mindfulness

Mo Edilali

#### A Community-Centric Framework for Learning, Teaching, and Sharing Mindfulness

In Open MBSR: Reimagining the Future of Mindfulness, author Mo Edjlali charts a bold new path for mindfulness-based stress reduction. Building on Jon Kabat-Zinn's foundational work, this book addresses the systemic challenges undermining mindfulness today, from power concentration and Buddhist entanglement to rigid frameworks and one-dimensional thinking.

## Building the Metaverse: Immersive Technologies and Their Applications

Priya Jindal, Indrajit Ghosal, Vijay Prakash Gupta, Keshav Kaushik, Aryan Chaudhary



9781394366095 Pub Date: 10/27/25 170 pages • Hardcover Business & Economics

## Hyperintelligence: How the Universe Engineered It's Own Mind

Lars Tvede, Jacob Bock Axelsen, Daniel Kafer

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This book is a captivating journey through the evolution of intelligence, culminating in a thought-provoking vision of the future where AI takes center stage. The authors have developed a unified theory for the cosmic development of complexity and intelligence, with AI playing a pivotal role in the future stages.

It's written in an accessible and entertaining style, making it a great read for anyone curious about not only the future, but also how that future fits into the grand cosmic story that began 13.8 billion years ago.

9781394305087 Pub Date: 6/17/25 352 pages • Hardcover Business & Economics / Econometrics

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9781394318919 Pub Date: 9/3/25 Hardcover Business & Economics / Personal Success

## The Trailblazer's Playbook: Practical Tactics to Rise Against the Odds and Achieve Excellence

Svlvia Acevedo

## Discover how you can achieve the impossible from someone who's done it before

In The Trailblazer's Playbook: Practical Tactics to Rise Against the Odds to Achieve Excellence, celebrated executive, entrepreneur, and engineer and rocket scientist Sylvia Acevedo delivers an insightful and transformative manifesto for everyone who dares to defy the odds and achieve greatness. The author chronicles the relentless pursuit of excellence and the resilience you'll need to overcome extraordinary challenges.

The book takes you through an odvesey of the most



9781394321049 Pub Date: 9/17/25 Paperback Business & Economics / Motivational

## Breaking Chains, Building Futures: Pathways to Redemption, Education, and Excellence

Stanley Andrisse

## Explore the realities of life behind and beyond bars through a collection of compelling, first-hand

In Breaking Chains, Building Futures: Pathways to Redemption, Education, and Excellence, activist and endocrinologist Dr. Stanley Andrisse brings together a profoundly moving collection of first-hand accounts from individuals impacted by various lengths of incarceration. This powerful book sheds light on the struggles, triumphs, and enduring hope of people navigating life under the weight of harsh prison sentences and the daunting challenges of reentry.



9781394326136 Pub Date: 6/25/25 320 pages • Paperback Business & Economics / Workplace Culture

#### **Navigating a Toxic Workplace For Dummies**

Catherine Mattice

## This friendly, compassionate guide is the antidote to workplace toxicity

Toxic workplaces can be bad for your mental and physical health, and they're one of the leading causes of employee turnover. *Navigating a Toxic Workplace For Dummies* explores what causes work environments to turn sour, and what you—as an employee, manager or leader—can do about it. You'll learn why people engage in toxic behavior like bullying, harassment, exclusion, and disrespect at work. More importantly, you'll gain the tools and skills to counter that behavior with positivity. Every individual, at every level of an o...



9781394290178 Pub Date: 5/28/25 352 pages • Paperback Business & Economics / Development / Business Development

#### **Brand Licensing For Dummies**

Steven Ekstract, Stu Seltzer

#### Your guide to profiting from the world of licensing

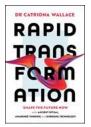
The brand licensing business is everywhere, turning intellectual property in sectors like entertainment, sports, and fashion into consumer products. Brand Licensing For Dummies offers advice from a pair of the leading experts on licensing to anyone entering the business of connecting content owners with product creators. In this clear guide, you'll learn about the inner workings of licensing and how both licensor and licensee benefit. Discover how to identify opportunities, negotiate deals, market licensed products, and navigate the legaliti...



9781394288977 Pub Date: 8/14/25 560 pages • Paperback Health & Fitness / Health Care Issues

## The Strategic Management of Health Care Organizations

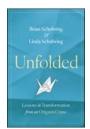
Peter M. Ginter, Linda E. Swayne, W. Jack Duncan



9781394300198 Pub Date: 10/13/25 304 pages • Paperback Business & Economics / Leadership

# Rapid Transformation: Shape the Future Now with Ancient Ritual, Awakened Thinking and Emerging Technology

Catriona Wallace



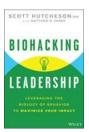
9781394338092 Pub Date: 6/4/25 144 pages • Hardcover Business & Economics / Motivational

## **Unfolded**: Lessons in Transformation from an Origami Crane

Brian Schubring, Linda Schubring

#### A provocative allegory to help individuals and leaders develop a sense of their true identity, permission to dream, and courage to transform

An allegory about an origami crane's dream of becoming a paper plane, *Unfolded* imparts a philosophy and strategy to help leaders meet their full potential, cultivate better relationships, and grow their leadership capacity. Through purposeful storytelling, the book encourages readers to join a journey of transformation, self-acceptance, and expression, helping them unpack their identity and build confidence in themselves.



9781394351510 Pub Date: 7/16/25 256 pages • Hardcover Business & Economics / Leadership

## Biohacking Leadership: Leveraging the Biology of Behavior to Maximize Your Impact

Scott Hutcheson

## Rethinking leadership through a scientific approach to human connection and performance

Built on a dual foundation of rigorous research and real-world application, *Biohacking Leadership: Leveraging the Biology of Behavior to Maximize Your Impact* explores how leaders can apply biohacking principles to understanding and leverage the biological and behavioral drivers of decision-making, influence, and impact. The first in a three-part series, this book discusses how to optimize your leadership by using neuroscience and biomechanics to enhance your mental and physical state, fostering more



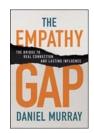
9781394299713 Pub Date: 8/18/25 240 pages • Hardcover Business & Economics / Strategic Planning

# Ideas Don't Die. Companies Do.: Future-proof your business by creating an ideas-obsessed enterprise

Hari Abburi

Rethink ideas as the real value to the future of your business in a technology-world where knowledge is increasingly a commodity

In *Ideas Don't Die. Companies Do.* renowned voice on disruptive agility and executive Hari Abburi delivers an insightful framework for leaders to future proof their companies by creating an idea obsessed enterprise. In the book, you'll learn why ideas are more important than customers to disrupt the industry and marketplace.



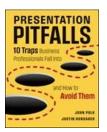
9781394332793 Pub Date: 9/2/25 Paperback Business & Economics / Leadership

## The Empathy Gap: The Bridge to Real Connection and Lasting Influence

Daniel Murray

#### A groundbreaking new handbook for business leaders who want to form stronger connections with the people they lead.

In *The Empathy Gap*, corporate strategy and management consultant Daniel Murray delivers a unique and unconventional approach to contemporary leadership, emphasising the power of empathy. Empathy is not just a secondary soft skill, but rather a powerful tool for driving performance, fostering innovation and leading in today's complex, diverse and fast-paced world. Exhibiting empathy is not a magical skill that some people have and



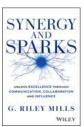
9781394345991 Pub Date: 9/3/25 352 pages • Paperback Business & Economics / Business Communication / Meetings & Precentations

#### Presentation Pitfalls: Ten Traps Business Professionals Fall Into and How to Avoid Them

John Polk, Justin Hunsaker

# A practical instruction book for creating business presentations that engage audiences and drive action

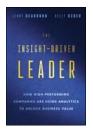
In Presentation Pitfalls: Ten Traps of Presenters and How to Avoid Them, a team of veteran data storytellers and communication experts delivers a transformative new approach to making business presentations. The authors walk you through exactly how to design and give effective presentations that: tell a clear story, leverage graphics, reduce noise, demonstrate confidence in yourself and your conclusions.



9781394338122 Pub Date: 9/10/25 Hardcover Business & Economics / Leadership

## Synergy and Sparks: Unlock Excellence through Communication, Collaboration and Influence

G. Rilev Mills



9781394308880 Pub Date: 6/17/25 288 pages • Hardcover Business & Economics / Human Resources & Personnel Management

#### The Insight-Driven Leader: How High-Performing Companies are Using Analytics to Unlock Business Value

Jenny Dearborn, Kelly Rider

## How to harness the data already in your company to solve your business problems

In today's fast-paced world, data is everywhere—but only actionable insights can drive real success. *The Insight-Driven Leader* offers a practical guide to transforming raw data into powerful workforce insights that solve critical business challenges. Through clear frameworks, compelling case studies, and proven strategies, Jenny Dearborn and Kelly Rider reveal how high-performing organizations combine business and workforce data to



9781394319541 Pub Date: 8/12/25 Hardcover Business & Economics / E-Commerce / Digital Marketing

## The New Science of Customer Relationships: Delivering the One-to-One Promise With AI

Thomas H. Davenport, Jim Sterne

## A practical strategy guide for building profitable customer relationships using the latest AI science and tech

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Crystal Haryanto, Richard Scheffler

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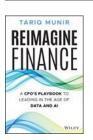
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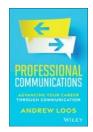
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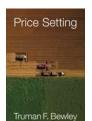
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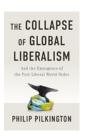
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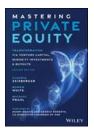
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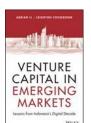
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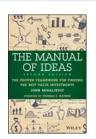
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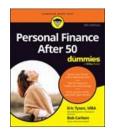
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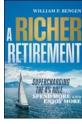
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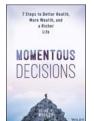
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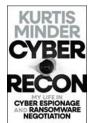
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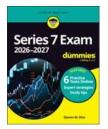
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