Kogan Page Autumn/Winter Catalogue 2025

From Blockbuster's fall to Netflix's rise, the high-stakes battles shaping the future of media are far from over

How getting everything we wanted changed entertainment forever

Publishing October 2025

Charlotte Henry



Meet the author of ' Streaming Wars in this exclusive video .

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In May, 2025 we relaunch our Creating Success series, featuring a fresh new cover design. Selling over a million copies, this series helps professionals become proficient in core business skills, from managing people through to interpreting data and is an essential collection for any business professional's bookshelf.

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Streaming Wars

How Getting Everything We Wanted Changed Entertainment Forever





This book

- Uncovers the deals and battles behind the growth of streaming companies and the creation of film and television in a polarized cultural landscape
- Tells the stories of key players including Netflix co-founders Reed Hastings and Mac Randolph, Apple TV's Zack Van Amburg and Jamie Erlicht and Spotify's Daniel Ek
- Assesses the costs to traditional media including the 2023 actors' and writers' strikes that upended Hollywood and accelerated the pace of change
- Illustrates the changing media landscape by taking in iconic programming such as *Orange is the New Black, House of Cards*, the English Premier League, Major League Baseball and NFL's Sunday Ticket

Keynote

Streaming broadcasters have given consumers all the content they could ever want. But at what cost? Understand the business battles that transformed the world of traditional media and ushered in the age of on-demand satisfaction.

Description

Streaming services of all kinds are the centre of our media and music diet. But it's a world full of rapid change and it's fair to say that the streaming wars have only just begun.

The Blockbuster bricks and mortar video chain famously blinked in the face of buying Netflix in 2000. And the rest is history. A history written by streaming companies including Disney+, Amazon Prime, Paramount, Apple TV, Spotify, ESPN+ and Netflix itself. It's a world turned upside down where tech companies have become media companies and media companies have become tech companies.

In *Streaming Wars*, journalist **Charlotte Henry** investigates the story of contemporary media streaming and the creation of films and television, music and sport in an increasingly diverse, disruptive and disintermediated landscape. Looking at the companies, the content and controversies, this book scrutinizes the key individuals behind these seismic media shifts.

So what happens now? Facing up to the future, the author shows us that we're at a key moment in the streaming wars. From password sharing, ad supported tiers, live tv and the costs of outbidding rivals through to rebundling, broadcast retrenchment and the radical impact of AI, *Streaming Wars* asks what's next for customers, companies and content.

Author Information

Charlotte Henry is a journalist covering tech, media and politics. Her byline has appeared in publications including *City AM*, the *Independent on Sunday*, *The Times Red Box*, the *Telegraph* and the *TLS*. She runs her own media outlet, *The Addition*, which gives insight into the crossover of media, technology and culture. **Charlotte Henry** is based in London, UK.

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Hardback:	9781398622555	\$71.00
Pages:	288	
Format (mm):	216x138	
Subject:	Business Stories	

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- A media upset 'the thing doesn't write itself'
- 1 Netflix grasping the first move(ie) advantage
- 2 The arrival of rivals
- 3 A world turned upside down: how tech became media and media become tech
- 4 Streaming sports a good deal for fans, or signs of things to come?
- 5 Live streamers You Tube and Twitch and prominent gamers
- 6 Audio battles, or the beauty of music at our fingertips
- 7 Who pays do customers get what they deserve?
- 8 Reacting to a new reality but what to do about AI?
- 9 We got everything we want, but who is it good for?

Work Happier

How to be Happy and Successful at Work

🕬 New Title



This book

- Is written by the author of *Happy Economics*, former MD of Waitrose and founder of WorkL and WorkL for Business
- Will help anyone in any role in any industry to take control of their working lives
- Explains what makes people happy or unhappy at work and how it can be measured and improved
- Addresses topics such as pay and hours, recognition, how to have pride in where you work, dealing with difficult situations and managing emotional wellbeing

Edition:	1	
Date:	03/28/2025	
Paperback:	9781398623651	\$19.99
Ebook:	9781398623750	\$19.99
Hardback:	9781398623767	\$71.00
Pages:	208	
Format (mm):	198x129	
Subject:	Wellbeing at Wor	k

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Introduction

- 1 Being positive and taking control of your life
- 2 Finding a happy job
- 3 Pay and hours
- 4 Movie star income?
- 5 Recognition
- 6 The power of information
- 7 Taking control of your job
- 8 Looking after your wellbeing
- 9 A sense of pride
- 10 Personal development
- 11 Difficult situations
- 12 Afterword
- 13 A work happier manifesto

Keynote

Take control of your own workplace happiness story, with this guide to helping you ensure that you're in the very best job in the very best organization.

Description

Being happy in the workplace can sometimes be difficult. But it's worth putting in the effort, because the results are worth it.

It's our own responsibility to be happy at work. It's not the responsibility of our boss, or our colleagues, or the organization for which we work. Being happy at work is also in your best interest too. Research shows that happy employees are likely to earn more, have better mental health and are more likely to be promoted.

In this book, WorkL founder **Mark Price** sets out what it is that makes people happy or not-so-happy at work and he explains how you can measure happiness and improve the situation.

Happy Work is written for anyone in any workplace anywhere. Whether you work on the shop floor or in the board room, if you're customer-facing or in a support role, this easy-to-read book will empower you to take control of your working life.

Author Information

Mark Price, based in London UK, is the former Managing Director of Waitrose and former Deputy Chair of the John Lewis Partnership. He is the founder of WorkL for Business and WorkL, Chair of the Fairtrade Foundation, NED of Coca-Cola, Chair of Business in the Community and Former President of the Chartered Management Institute (CMI). He was formerly Minster of State for Trade and Investment. Mark Price is the author of *Happy Economics*, also published by Kogan Page.

Making Business Child's Play

How to Build a Winning Brand



This book

- Tells the inside story of Childs Farm, a brand that has changed the lives of millions of children and their families
- Is written by female founder Joanna Jensen, columnist in The Sunday Times,
- Explains what you need to do if you have a great business idea, but are struggling at the thought of bringing it to market

Keynote

Learn what it takes to be a true business disruptor with this inside story from the founder of the award-winning brand Childs Farm.

Description

Joanna Jensen is the founder of the British multi-award winning, baby and child personal care brand, *Childs Farm*. Created in 2010 as a solution to her own daughter's sensitive and eczema-prone skin, every element of their range from content to bottle is thought through to ensure they are best for skin and best for planet.

Focusing on sustainability and with an eye to challenging an established market, *Childs Farm* received rave reviews from happy parents, proved to be a winning formula for the high street.

In this revealing book, Joanna Jensen, a true business disruptor, tells her personal and her business story. From being a single parent with two small children, to building an awardwinning brand stocked in supermarkets, this book details every step of the journey to becoming a successful brand creator, business owner and high street champion.

Child's Play is a book for anyone with a business idea and a passion to build a brand. Told with a unique voice, the book doesn't sugar-coat anything but is guaranteed to ignite passion and excitement for business.

Author Information

Joanna Jensen is Founder of the multi-award-winning baby and child personal care brand, Childs Farm. She is on the Angel Investor Committee of the Invest in Women Task Force, as well as the advisory board of Buy Women Built, Lemonade Dolls and Clothes Doctor Ltd and is a NED to Biscuiteers. Joanna Jenson is Chair of the EISA and the Parella Club, Paralympics GB. She writes a monthly column in The Sunday Times and is based in Marlborough, UK.

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Pages:	248	
Format (mm):	216x138	
Subject:	Business Stories	

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- Part One
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- Finding and keeping your idea
 Know your customer, know your
- customer, know your customer
 Be authentic, or why apostrophes don't matter
- 5 Branding gold dust (by Paul Yocum, Chief Growth and Marketing Officer, PZ Cussons)
- 6 Protect yourself; protect your brand
- 7 Touch, feel and taste, or why you
- shouldn't get rushed off your feet
 8 It starts with a good brief how to make things
- 9 Literally getting from A to B or D2C
- 10 Let's start at the very beginning and really know your stuff
- 11 What's your margin and the imperfect art of forecasting
- 12 Listen and repeat 'why money matters'
- 13 Identifying the successful engine of any business – getting it in front of customers
- 14 Joined at the hip and peas in a pod marketing and selling
- 15 Above it all, staying true and being resilient

Make Your Brain Work

Perform at a Higher Level

New Edition



This book

- Is based on insights from the latest scientific research, presented in an easy-to-follow style
- Features end of chapter tips and advice
- Identifies 15 areas that provide challenges at work - from time management and taming stress through to running meetings - and shows you how to manage them successfully
- New to this edition: QR codes with links to downloadable resources; updated businessfocused real world examples; rewritten to focus on mid-career readers; updated recommended reading and resources

Keynote

Perform more effectively with this easy-to-understand guide which will help you be more efficient and productive.

Description

Productivity, efficiency and effectiveness are all under your control. But in today's fast-paced, high-demand workplace it can be overwhelming as you try to juggle a growing list of responsibilities, maintain your personal wellbeing and plan for long-term career success.

Make Your Brain Work is a practical science-backed guide to help you sharpen your focus and help you perform at a higher level. It will help make your everyday life smoother and more rewarding. You'll learn how to tackle distractions, stay mentally sharp and build healthy workplace habits that will keep you performing at your best, without burning out.

Whether you're looking to fast-track your career or simply make each day more manageable, author **Amy Brann** gives you the tools to do this. You'll discover how to boost your creativity, make smarter decisions and keep up in a world where being adaptable is a skill that will get you noticed.

Your best self is within you and your brain has the ability to unlock this in your day-today life. Use the evidence-based brain-boosting techniques of *Make Your Brain Work* and perform better.

Author Information

Amy Brann is Founder and Director of Synaptic Potential and an expert in helping organizations harness their unrealised people potential through the power of neuroscience. Over the past 18 years, Amy has advised top businesses across the globe, including Tesco, Warner Brother, EY, Twinings, Novartis and BNP Paribas and is an Associate of the Moeller Institute at the University of Cambridge. She is the author of *Neuroscience for Coaches*, also published by Kogan Page and is based in Warwick, UK.

Rights Sold: Korean

Edition:	3	
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Ebook:	9781398622968	\$21.99
Hardback:	9781398622951	\$78.00
Pages:	288	
Format (mm):	216x138	
Subject:	Workplace Skills	

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- 9 How to motivate other people
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- 11 What to do when everyone demands innovation
- 12 Project confidence, communicate effectively
 - Section 03: Your Company
- 13 Being an effective leader, whatever your job title
- 14 Psychological safety and feeling safe at work
- 15 Manage other people effectively

The Vocational Assessor Handbook

Including a Guide to the QCF Units for Assessment and Internal Quality Assurance (IQA)

New Edition



This book

- Is a valuable resource for practising assessors and verifiers
- Provides clear guidance to the post-16 vocational education system in England and Wales including FE colleges and work-based training as well as a full explanation of available qualifications
- Advises on different types of assessment methods from exams to e-portfolios, presentations and simulations
- New to this edition: Initiatives following the introduction of T Level qualifications and the growth in apprenticeships; updates to the VET frameworks; revisions to language for Assessor and QA units; changes to training following the 2024 General Election

Keynote

Understand the fundamentals of the assessment and verification of vocational learning with this complete overview of the principles and practices involved.

Description

The Vocational Assessor Handbook is the only comprehensive guide for assessors and verifiers of vocational qualifications.

Written for anyone in occupational training, this book is essential reading for verifiers, teachers, training providers and work-based learning and apprenticeships. It also provides guidance for anyone working towards qualifications in Preparing to Teach in the Lifelong Learning Sector (PTLLS), Level 4 Certificate in Education and Training (CET) and the Level 5 Diploma in Education and Training (DET).

This handbook enables you to:

- understand the principles and practices of assessment
- assess occupational competence in the work environment
- assess vocational skills, knowledge and understanding
- plan, allocate and monitor work in your own area of responsibility

Author Information

Ian Greer has over 30 years' experience in vocational education and training. He has been a lecturer and senior manager in two of England's largest further education colleges, an external verifier and examiner for City & Guilds and a quality adviser for the Learning and Skills Council. He is based in Sheffield, UK.

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Format (mm):	234x156	
Subject:	Specific Careers	

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- The drive for a skilled workforce
 Overview of vocational qualifications and the QCF
- 3 National standards and qualifications development, delivery and regulation Section 02: Preparing to do the units: being a candidate
- 4 Making a good start
- 5 Starting your course or qualification
- 6 Assessment planning
- 7 Presenting your work
- 8 Checking you are on track for certification Section 03: Guidance on units for assessment and quality assurance
- 9 Section one: Units for assessors
- 10 Unit 1 Understanding the principles and practices of assessment
- 11 Unit 2 Assess occupational competence in the work environment
- 12 Unit 3 Assess vocational skills, knowledge and understanding
- 13 Section two: Units for internal quality assurers
- 14 Unit 4 Understanding the principles and practices of internally assuring the quality of assessment
- 15 Unit 5 Internally assure the quality of assessment Section 04: Coordinating internal quality assurance
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- 19 Appendix 2: Relevant legislation
- 20 Appendix 3: Official bodies concerned with quality assurance
- 21 Abbreviations for departments and organizations
- 22 Supporting materials
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Managing Multiple Projects

How Project Managers Can Balance Priorities, Manage Expectations and Increase Productivity



This book

- Provides project managers and leaders with five concepts to help understand their workload, combine schedules, engage stakeholders, manage their time and influence the project environment for success
- Includes checklists to improve productivity and templates of trackers, reports and common categories for prioritizing projects
- New to this edition: Increased coverage of how to balance using multiple project management methodologies, integrating change management, managing multigenerational and hybrid teams and using Al and robotic process automation

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Hardback:	9781398620568	\$134.00
Pages:	264	
Format (mm):	234x156	
Subject:	Project Manageme	ent

Author information: Elizabeth Harrin has over 20 years' experience in project roles across financial services and healthcare and currently works as a senior project manager. She is the founder of the award-wining website Rebel's Guide to Project Management, which provides training, education and mentorship to project managers, and also runs the project management community Project Management Rebels. She is based in Brighton, UK.

Keynote

Use this practical guide to build the skills and knowledge to manage multiple projects at once.

Data and Analytics Strategy for Business

Leverage Data and AI to Achieve Your Business Goals



Keynote

This book

- Explains for senior leaders how to improve business performance through the use of data and Al
- Uses the five 'waves' of data maturity to show how businesses can take advantage of their data and build a data strategy
- Demonstrates how to select the right data projects to maximize value with real-world examples from Tesco, Transport for London and Bupa
- New to this edition: Incorporates the latest AI developments that will impact the world of data and analytics and shows businesses how to implement AI effectively
- Provides guidance on data ethics, data integrity and data governance

Design, implement and execute a data strategy that harnesses AI with this guide to driving innovation and creating value.

Edition:	2	
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Paperback:	9781398622012	\$42.99
Ebook:	9781398622029	\$42.99
Hardback:	9781398622036	\$134.00
Pages:	328	
Format (mm):	234x156	
Subject:	Data	

Author information: Simon Asplen-Taylor is the founder and CEO of DataTick, a leading data, analytics and Al consultancy. He was the UK's first Chief Data Officer (CDO) and previously served as CDO for multiple FTSE firms including Bupa and led some of the largest data-led transformations in Europe. He is a Fellow of the Royal Statistical Society and serves on their Al Taskforce. In 2023, CEO Magazine named him Most Influential Data Analytics CEO, and in 2025 he was awarded a Top 100 Influential People award. He is based in London, UK.

Rights Sold: Arabic, Chinese (Simplified)

Data Strategy

How to Use Data and Artificial Intelligence to Transform Your Business

New Edition

Keynote



This book

- Offers the tools needed to develop and execute an effective data strategy
- Shows business leaders how to collect and turn raw data into valuable insights, actions and profit to drive business success
- Provides expertise on how to adopt a futureproof data approach by developing organizational knowledge and infrastructure
- New to this edition: The latest advances in generative AI, the potential of quantum computing, the emergence of synthetic data, updated real-world examples and expanded content on cybersecurity, data ethics and regulations
- Shows how businesses can monetize their data and improve their day-to-day processes

Execute a data strategy to improve your business decisions, build stronger products and gain a competitive advantage for your business.

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Hardback:	9781398619616	\$113.00
Pages:	288	
Format (mm):	234x156	
Subject:	Data	

Author information: Bernard Marr is one of the world's leading voices in business and technology. A futurist and strategic performance consultant, he has worked with many of the world's best-known organizations and writes a regular column for Forbes. Marr is also a major influencer with a combined following of 4 million people across his social media channels and was ranked by LinkedIn as one of the top 5 business influencers in the world. He is the author of *AI Strategy, The Intelligence Revolution, Data Strategy* and *Data-Driven HR*, all published by Kogan Page. He is based in Milton Keynes, UK.

Rights Sold: Arabic, Italian, Japanese, Spanish, Turkish

The Business Plan Workbook

A Step-By-Step Guide to Creating and Developing a Successful Business



Keynote

This book

- Enables readers to research a build a winning business plan for any type of organization
- Contains over 70 real-world examples from companies such as Hotel Chocolat, Not on the High Street and digital startups including Nubank, YuLife and Zepz
- New to this edition: revised to reflect changes in government policies, tax regulations, trade policies, and how to anticipate and adapt to new regulations; how to use AI to assist with business plans and analyze market segments
- Online resources: includes a slide deck for lecturers and presenters and a bank of downloadable templates

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Format (mm):	234x156	
Subject:	Business Strategy	

Author information: Colin Barrow has lectured in business schools in the UK, the USA, Australia, the Far East and throughout Europe. A former visiting fellow at Cranfield School of Management, he is the author of the 30 Day MBA series, Financial Management for the Small Business and Starting a Business from Home (all published by Kogan Page). He is based in Penzance, Cornwall, UK.

Rights Sold: Chinese (Simplified), Italian, Vietnamese

Social Entrepreneurship in Practice

Learn How to Create and Manage a Successful Social Enterprise

New Title



This book

- Provides a cutting-edge overview of current research, controversies and debates and likely future trends in social entrepreneurship
- Finely balances theoretical foundations with practical tools and international examples so that students gain a clear understanding of how theory can be applied in real-world scenarios
- Supported by a range of pedagogical features such as Learning Outcomes, 'Key Research', 'Expert View' and 'Call to Action' boxes
- Online resources: Lecture PowerPoint slides and teaching guide, multiple choice questions and exercises; worksheets, podcasts and videos with social entrepreneurs

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Hardback:	9781398615137	\$176.00
Pages:	336	
Format (mm):	240x170	
Subject:	Business Improver	ment

Author information: Zeineb Djebali is a Senior Lecturer at the Brett Centre for Entrepreneurship, University of Liverpool Management School, where she teaches entrepreneurship and social entrepreneurship to undergraduate and postgraduate students. She is also an entrepreneur in practice, having founded social enterprises globally following senior roles in not-for-profit and corporate sectors.

Keynote

Learn how to start a social enterprise with this practical, research-informed textbook that includes cutting-edge topics such as social business modelling, sustainability-driven innovation and crowdfunding.

Data Excellence

How Data Leadership Can Drive Stronger Organizational Performance



This book

- Delivers strategic and tactical coverage of what's required by data leaders when driving data performance improvement in their organizations
- Presents a powerful, intuitive methodology of the data leader as personal trainer responsible for conditioning and coaching their organization to achieve data-driven success
- Shares the tried-and-tested methodologies of a senior data leader who has executed datadriven transformation in multiple blue-chip organizations

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Format (mm):	234x156	
Subject:	Data	

Author information: Roberto M Maranca is currently Data Excellence Vice President at Schneider Electric and prior to that held C-suite leadership roles as the Group Data Officer for Lloyds Banking Group and Chief Data Officer at General Electric. He has been listed multiple times as one of Data IQ 100's most influential people in data and is a regular keynote speaker at leading data and business conferences. He is based in London, UK.

Keynote

Coach your organization for data-driven change and condition it to attain excellence in its data capabilities, mindset and performance with this guide for data leaders.

THE SUNDAY TIMES BESTSELLER

THE SUNDAY TIMES BESTSELLER "The inside scoop on billion-dollar companies" Nicole Lapin, New York Times bestselling author MARS **TECH TITANS, COMPLEX CRYPTO AND THE** FUTURE OF MONEY JAMES DA COSTA

9781398617025 • \$19.99

Explore the billion-dollar disruptors driving the future of fintech

HR Essentials Explained

New Series



Keynote

This book

- Introduces the complete HR lifecycle, specifically designed for HR professionals, and bridges the gap between the theory and real-world situations they now find themselves in
- Covers areas from talent acquisition and dealing with performance issues, to learning and development and ESG responsibilities
- Is part of the *HR Skills Guide* series containing practical, reliable advice on the key HR functions for early career professionals navigating the world of HR
- Features key definitions, real-world examples, practical exercises, advice on further reading and scenario planning to enable you play a pivotal role in effective HR strategies in any organization

Gain essential HR skills to kickstart your career with this practical guide to navigating all areas of the people profession.

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Hardback:	9781398624337	\$78.00
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Format (mm):	216x138	
Subject:	Human Resources	
	Management	

Author information: Prianka Jaidka is an awardwinning HR leader, based in Newcastle, UK. In 2024 she was featured in a Careers Ahead magazine article, 'Navigating your early career - practical HR tips for young professionals' and was a keynote speaker at Karren Brady's Women in Business & Tech 2024. The author also works in partnership with Newcastle Business School, providing careers insight sessions for HR students.

Talent Acquisition and Attraction Explained



Keynote

This book

- Is packed with effective ways to deepen the understanding of talent acquisition to help support effective talent strategies within any organization
- Covers areas from attracting, engaging and onboarding talent to enhancing candidate and hiring manager experience
- Part of the *HR Skills Guide* series containing practical, reliable advice on the key HR functions for early career professionals navigating the world of HR
- Features key definitions, real-world examples, practical exercises, advice on further reading and scenario planning to enable you to build a foundation for driving recruitment excellence

Gain essential HR skills to kickstart your career with this practical book on navigating talent acquisition, onboarding and the candidate experience to support your organization's talent strategies.

Edition:	2	
Ealuon.	Z	
Date:	09/28/2025	
Paperback:	9781398624375	\$21.99
Ebook:	9781398624368	\$21.99
Hardback:	9781398624382	\$78.00
Pages:	224	
Format (mm):	216x138	
Subject:	Talent Manageme	nt &
	Recruitment	

Author information: Rebecca Foden is a visionary leader in global early careers and talent acquisition, recognized for her groundbreaking work in advancing STEM recruitment, promoting social mobility, driving diversity and spearheading digital innovation. Named one of the Top 5 Most Innovative Women in Recruitment, she has successfully led transformative talent initiatives for renowned global brands such as Synopsys, EY and Transport for London. She is based in London, UK.

Employee Relations Explained

New Series



Keynote

Gain essential HR skills to kickstart your career with this practical guide to navigating all aspects of employee relations.

This book

- Provides a complete overview of employee relations, for both the individual and the collective organization, with a focus on how to be an effective HR practitioner
- Covers areas from absence and performance management to handling issues and employee complaints
- Part of the *HR Skills Guide* series containing practical, reliable advice on the key HR functions for early career professionals navigating the world of HR
- Features key definitions, real-world examples, practical exercises, advice on further reading and scenario planning to enable you to handle a wide range of issues within this crucial HR area

Edition:	3	
Date:	09/28/2025	
Paperback:	9781398624467	\$21.99
Ebook:	9781398624474	\$21.99
Hardback:	9781398624450	\$78.00
Pages:	224	
Format (mm):	216x138	
Subject:	Human Resources	
	Management	

Author information: Gemma Dale is a senior lecturer in the Business School at Liverpool John Moores University, teaching management, HR and personal development skills to first, second and third year undergraduates. She is an experienced HR professional, as Chartered Fellow of the CIPD and Fellow of the HEA, with over 20 years of experience working in a range of HR roles across multiple sectors. Gemma Dale is the author of *How to Work Remotely* and *Flexible Working*, also published by Kogan Page.

People Analytics Explained



Keynote



This book

- Outlines a detailed framework for HR practitioners to apply key technical concepts without feeling pressured to become data scientists
- Covers areas from building relationships and managing change to technical skills and common pitfalls
- Part of the *HR Skills Guide* series containing practical, reliable advice on the key HR functions for early career professionals navigating the world of HR
- Features key definitions, real-world examples, practical exercises, advice on further reading and scenario planning to help you leverage natural strengths to excel in people analytics and deliver value to your organization

Gain essential HR skills to kickstart your career with this practical book on excelling in people analytics.

Edition:	4	
Date:	09/28/2025	
Paperback:	9781398624429	\$21.99
Ebook:	9781398624436	\$21.99
Hardback:	9781398624412	\$78.00
Pages:	224	
Format (mm):	216x138	
Subject:	HR Analytics	

Author information: Kinsey Li is an accomplished HR leader with 10 years of experience and a proven track record of delivering complex transformation projects both in industry and as a consultant. Based in London, UK, she is Associate Director, HR Analytics and Insights at Ernst and Young (EY). She holds an MBA, a postgraduate certificate in business IT, a postgraduate certificate in business and a BA in commerce.

Employee Engagement and Wellbeing Explained

w New Series



Keynote

This book

- Explores why organizations should measure engagement, what 'good' looks like and helps readers think about how we know if employees are engaged
- Covers areas from increasing engagement and wellbeing interventions to HR and managers' roles in engagement and wellbeing
- Part of the *HR Skills Guide* series containing practical, reliable advice on the key HR functions for early career professionals navigating the world of HR
- Features key definitions, real-world examples, practical exercises, advice on further reading and scenario planning to help you be an effective HR practitioner in this essential area

Gain essential HR skills for career development with this practical guide to measuring and increasing HR's role in employee engagement and wellbeing.

Edition:	3	
Date:	09/28/2025	
Paperback:	9781398624504	\$21.99
Ebook:	9781398624511	\$21.99
Hardback:	9781398624498	\$78.00
Pages:	224	
Format (mm):	216x138	
Subject:	HR Analytics	

Author information: Gemma Dale is a senior lecturer in the Business School at Liverpool John Moores University, teaching management, HR and personal development skills to first, second and third year undergraduates. She is an experienced HR professional, as Chartered Fellow of the CIPD and Fellow of the HEA, with over 20 years of experience working in a range of HR roles across multiple sectors. Gemma Dale is the author of *How to Work Remotely* and *Flexible Working*, also published by Kogan Page.

Equity, Diversity and Inclusion Explained



Keynote

This book

- Features key definitions, real-world examples, practical exercises, advice on further reading and scenario planning to help you make an impact in your role
- Covers areas from understanding discrimination, behaviours and biases to EDI and the employee lifecycle
- Part of the *HR Skills Guide* series containing practical, reliable advice on the key HR functions for early career professionals navigating the world of HR
- Provides a complete overview of HR and EDI, to ensure people professionals are educated and knowledgeable to create an inclusive workplace for all employees

Gain essential HR skills to kickstart your career with this practical book to understanding, implementing and ensuring effective EDI initiatives.

Edition:	4	
Date:	09/28/2025	
Paperback:	9781398624542	\$21.99
Ebook:	9781398624559	\$21.99
Hardback:	9781398624535	\$78.00
Pages:	224	
Format (mm):	216x138	
Subject:	Equity	

Author information: Shakil Butt, based in London, UK, is a Chartered Fellow of the CIPD and the former HR director of an international relief and development charity working in 40 countries globally. He is an EDI consultant with the Green Park Diversity, Inclusion, Culture and Ethics team, where he works with leaders in large complex organizations including B&Q, the John Lewis Partnership and First Bus. He is a visiting lecturer at Birmingham City University, teaches on the CIPD foundation level course to early career HR professionals and has been recognized by *HR Magazine* as 'HR Most Influential' for four consecutive years.

People Analytics

Using data-driven HR and Gen AI as a business asset

New Title



This book

- Explains how HR data, analysis and effective use of artificial intelligence can add business value and create competitive advantage
- Outlines every aspect of people analytics for mid-career HR professionals and explains how to use each element to improve business performance
- Shows how to analyze people data confidently and build people analytics into every HR role
- Covers the ethics of using people analytics and artificial intelligence at work
- Includes real-world examples from companies such as Toyota, PepsiCo, Walmart, Booster and FedEx

Keynote

Use this practical guide to learn how to use people analytics, HR data and generative AI to add value to the business.

Edition:	1	
Date:	07/28/2025	
Paperback:	9781398622166	\$38.99
Ebook:	9781398622173	\$38.99
Hardback:	9781398622180	\$134.00
Pages:	256	
Format (mm):	234x156	
Subject:	HR Analytics	

Author information: Cole Napper is the Global Head of People Analytics at FedEx. Prior to this he was Vice President, People Analytics at Orgnostic. With more than 15 years' experience in the people analytics space, he is a frequent conference speaker, industry writer and co-host of the people analytics podcast Directionally Correct. He is based in Dallas, Texas.

The Hiring Handbook

A Toolkit for Recruitment and Selection Success



This book

- Provides practical guidance on how to design effective recruitment and assessment processes
- Explains how to carry out job analysis for every vacancy, write job descriptions that will attract the right candidates and ask effective interview questions
- Covers how to record evidence from interviews and deliver candidate feedback
- Shows mid-career managers how to adopt a data-driven approach to recruitment and ensure that hiring decisions are consistent and free from bias

Keynote

Use this practical guide to source, interview and recruit the employees that your business needs to succeed.

Edition:	1	
Date:	07/28/2025	
Paperback:	9781398621640	\$38.99
Ebook:	9781398621664	\$38.99
Hardback:	9781398621657	\$134.00
Pages:	256	
Format (mm):	234x156	
Subject:	Talent Manageme Recruitment	nt &

Author information: Kasey Harboe Guentert is a consultant with APTMetrics, a human resources consultancy specializing in talent management solutions. Prior to this she was Head of Global Assessment, Selection and Measurement at Airbnb and Global Talent Selection Manager at Meta. She is based in San Francisco, California.

Mollie Berke is a Managing Director at Modern Executive Solutions. Prior to this she was a Global Selection Science Partner and Global Talent Assessment Partner at Meta and a Leadership Assessment and Succession Consultant at Korn Ferry. She is based in Jacksonville, Florida.

The HR Operating Model

Designing a People Function that Supports the Workforce and the Business

New Title



Keynote

This book

- Explains how to design and implement an HR operating model that supports employees and adds business value
- Covers the core elements of people experience; data and analytics; agility and product management; and technology integration
- Provides senior HR professionals with practical advice, tips, tools and frameworks as well as interviews from experts in the people profession
- Includes real-world examples from Santander, Jaguar Land Rover, Barnardo's, Collinson Group, Novartis and Natwest
- Is written for senior HR professionals by a leading voice in the HR industry

Use this practical guide to design and implement an HR operating model that will support and develop the workforce and drive business performance.

Edition:	1	
Date:	08/28/2025	
Paperback:	9781398622371	\$42.99
Ebook:	9781398622388	\$42.99
Hardback:	9781398622395	\$134.00
Pages:	272	
Format (mm):	234x156	
Subject:	Human Resources Management	

Author information: Perry Timms has more than 20 years' experience in HR and organizational development. He is an international conference speaker, consultant and the Founder and Chief Energy Officer at People & Transformational HR Ltd. He is a Chartered Member of the CIPD, a fellow of the Royal Society of Arts (RSA), an Adjunct Professor at Hult International Business School and a Visiting Fellow at Cranfield School of Management. Based in Northampton, UK, he was named five times by HR Magazine as one of the Most Influential HR Thinkers and has now been inducted into the HR Most Influential Hall of Fame. He is the author of *Transformational HR*, also published by Kogan Page.

The Value of People Analytics

Using HR Data to Drive Business Results



Keynote

This book

- Explains to senior HR professionals how to use people analytics to achieve business success and gain competitive advantage
- Discusses the strategic impact of analytics and how to use them to support organizational priorities
- Shows how to implement analytics across the company by scaling through automation
- Covers how to improve adoption of people analytics across the organization and embed a data-driven approach to culture at work
- Includes real-world examples from Adidas, Booz-Allen, Colgate-Palmolive, Microsoft, HSBC and McDonald's

Understand how to use people analytics to drive business results and gain competitive advantage.

Edition:	1	
Date:	09/28/2025	
Paperback:	9781398621244	\$42.99
Ebook:	9781398621251	\$42.99
Hardback:	9781398621268	\$134.00
Pages:	304	
Format (mm):	234x156	
Subject:	HR Analytics	

Author information: Jonathan Ferrar is the Chief Executive Officer at Insight222. Based in London, UK, he is a globally recognized consultant, speaker and business advisor in HR strategy and analytics. He is also a board advisor to the Chartered Institute of Personnel & Development (CIPD).

David Green is Executive Director and Managing Partner at Insight222. He is also an influencer, advisor and prolific speaker in the field of people analytics. Based in London, UK, he is the host of the Digital HR Leaders podcast and in 2023 was named as one of the Most Influential HR Thinkers by *HR Magazine*.

The Talent Advantage

Developing Your Workforce to Drive Business Results

New Title



Keynote

Discover how making talent a core part of your organizational strategy can improve business performance and boost results.

This book

- Explains how developing talent and employees performing at their full potential drives business growth
- Covers why talent development should be a core part of an organization's strategy and why an understanding of how a role contributes to business objectives is essential
- Shows how formal, social and on-the-job learning can be used to upskill both individual employees and teams
- Is written for mid and senior level HR professionals, line managers and anyone responsible for talent management and includes real-world examples from companies such as GSK, Nokia, Merck, Michelin and SABIC

Edition:	1	
Date:	09/28/2025	
Paperback:	9781398622821	\$38.99
Ebook:	9781398622838	\$38.99
Hardback:	9781398622845	\$134.00
Pages:	240	
Format (mm):	234x156	
Subject:	Talent Manageme	nt &
	Recruitment	

Author information: Stefan Stremersch is the Founder of MTI2 which is a consultancy focused on supporting organizations and their people to use their potential to achieve commercial success. He is an author, conference speaker and globally renowned expert on innovation. He is also a Professor at Erasmus University Rotterdam, Ghent University, Belgium and has previously held positions at IESE Business School, Spain and the University of Southern California, USA. He is based in Rotterdam, the Netherlands.

People-Centric Internal Communication

Improving Engagement and Retention in the Workforce



Keynote

This book

- Explains how to design and implement a people-centric approach to employee communication to improve staff retention, employee engagement and workforce performance
- Offers guidance on how a people-centric approach to employee communication can create a culture where all staff can thrive
- Provides tools, models and templates for mid and senior-career HR professionals and internal communications practitioners to use when designing and measuring the impact of their employee communication strategy
- Includes real-world examples from BP, Bupa, Coca Cola, HSBC, McDonald's, Shell, Siemens and Virgin Media

Develop a people-centric approach to employee communication to drive engagement, retention and staff performance.

Edition:	1	
Date:	10/28/2025	
Paperback:	9781398623064	\$42.99
Ebook:	9781398623071	\$42.99
Hardback:	9781398623088	\$134.00
Pages:	256	
Format (mm):	234x156	
Subject:	Employee Experie	nce

Author information: Emma Bridger is one of the world's leading employee engagement and experience experts. She is the founder of People Lab and co-founder of The EX Space, and also the author of Employee Engagement and Employee Experience by Design, both published by Kogan Page. She is based in Brighton, UK.

Lee Smith played pivotal roles in shaping employee communication and engagement at some of the world's leading organizations. He was the co-founder of Gatehouse and the cofounder of The EX Space. He helped develop one of the first competency frameworks for internal communication and is based near Shrewsbury, UK.

The Workforce Systems Leader

Using People Analytics, AI and Technology to Drive Business Performance

New Title



This book

- Explains how to build data, analytics, technology and wider workforce systems into an HR strategy
- Shows senior HR professionals how to build a robust people data supply chain and offers solutions to data engineering challenges
- Provides guidance on how to implement artificial intelligence projects in the business ethically
- Provides models, frameworks, methodologies and insights from a leading voice in the people analytics industry
- Includes real-world examples from companies such as Target, Warner Bros, Zoom, Wells Fargo and Coca-Cola

Edition:	1	
Date:	10/28/2025	
Paperback:	9781398622586	\$42.99
Ebook:	9781398622609	\$42.99
Hardback:	9781398622593	\$134.00
Pages:	264	
Format (mm):	234x156	
Subject:	HR Analytics	

Author information: Richard Rosenow is Vice President of People Analytics Strategy at One Model. He is also an international keynote speaker and an Advisory Board Member at HR.com and Arena Analytics. Previous positions have included Director of People Analytics and HR Tech at Argo Al, Director of the People Analytics Data Foundation at Nike and Senior Manager of Talent Acquisition Analytics at Uber. He is based in Pittsburgh, Pennsylvania.

Keynote

Use this practical book to build wider workforce systems into an HR strategy for improved business performance.

AI and Productivity

Using Artificial Intelligence to Improve Processes and Unlock Employee Potential



Keynote

This book

- Provides guidance on how to assess what impact AI is having on the productivity of employees, processes and the overall business
- Includes specific coverage of AI and productivity in relation to HR, recruitment and L&D
- Examines if AI is impacting employee curiosity, problem-solving and agile thinking skills
- Discusses the impact of AI on talent management and employees' skill development
- Is written by a leading voice in the learning technology industry

Use this practical book to assess whether AI is really having the productivity gains it promises for your employees and your business.

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398623316	\$42.99
Ebook:	9781398623323	\$42.99
Hardback:	9781398623330	\$134.00
Pages:	288	
Format (mm):	234x156	
Subject:	Learning & Develo	pment

Author information: Donald Clark has over 30 years' experience in online learning, simulations, virtual reality, mobile and artificial intelligence projects. He was a founding member of Epic Group plc and the Founder and CEO of Wildfire Learning. He is a frequent global speaker, blogger, advisor and researcher and is also a Visiting Professor at the University of Derby. He is based in Brighton, UK.

People and Culture

A Practical Guide for HR Professionals and Leaders

New Title



This book

- Explains why a joined-up approach to people and culture is essential for business success
- Shows how to manage the social, stakeholder and shareholder value of a people and culture approach in the organization
- Contains advice on aligning values, language and behaviours as well as dedicated support on systems thinking, emotional intelligence and communication skills
- Includes a people and culture playbook which provides guidance on how to complete a culture audit and tools for resolving toxic behaviours in the workplace

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398616806	\$41.99
Ebook:	9781398616813	\$41.99
Hardback:	9781398616820	\$134.00
Pages:	272	
Format (mm):	234x156	
Subject:	Organizational Development	

Author information: David Liddle is the CEO of the TCM Group and president of the People and Culture Association. For over 20 years, he and his team have been delivering award-winning conflict resolution, leadership development, and cultural change programmes for organizations across the globe. Based in London, UK, he was named as one of the Most Influential HR Thinkers of 2024 by *HR Magazine*. He is also the author of *Managing Conflict* and *Transformational Culture*, both published by Kogan Page.

Keynote

Use this practical book to develop a combined people and culture strategy in the organization to boost employee engagement and business performance.

HR Business Partner Excellence

Aligning People Strategy with Business Goals



This book

- Explains how HR Business Partners can support the strategic goals of the organization at the same time as the needs of the workforce
- Includes discussion of the latest developments facing HRBPs including generative AI, changing employee expectations and the need to upskill a workforce at pace
- Provides tools for developing the skills to succeed as an HRBP covering data and analytics, strategic vision, programme management, empathy and business storytelling

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398623668	\$38.99
Ebook:	9781398623996	\$38.99
Hardback:	9781398623989	\$134.00
Pages:	256	
Format (mm):	234x156	
Subject:	Human Resources	;
	Management	

Author information: Glenn Templeman is a Senior HR consultant at Deloitte. With more than 20 years' experience, he was previously a Senior HR Business Partner at NATS, the People Workstream Lead for UK Space Regulation at the Civil Aviation Authority and the Interim Head of HR at Amnesty International. Based in London, UK, he has extensive experience with public, private and notfor-profit organizations.

Keynote

Excel as an HR Business Partner and support the business to meet its strategic objectives whilst meeting the needs of employees.

Organizational Culture

A Guide to Inclusive Transformation

NEW New Title



This book

- Offers a roadmap to help HR professionals engage in culture transformation work by partnering with employees
- Provides ways to create meaningful feedback loops and transform the workplace into a communal, inclusive and productive space
- Includes useful charts, exercises, diagrams, instructional manuals and international case studies
- Explains the role of employee engagement in equity-based initiatives
- Outlines the importance of psychological safety at work

Edition:	1	
Date:	06/28/2024	
Paperback:	9781398614994	\$42.99
Ebook:	9781398615007	\$42.99
Hardback:	9781398615021	\$134.00
Pages:	216	
Format (mm):	234x156	
Subject:	Organizational Development	

Author information: Marie Carasco, Ph.D. is an HR executive and culture transformation strategist. She is VP of Organization Development, Culture and Diversity at GitHub, a Microsoft company, and a faculty member in New York University's Human Capital Management portfolio of graduate and executive programs. She is also the Founder and Chief Social Scientist of Talent en Floré LLC, an executive coaching and organization change consulting practice based in New York, USA.

Keynote

Transform the culture of your organization and support a diverse workforce by engaging employees with community and interest-driven initiatives.

Artificial Intelligence for HR

Use AI to Support and Develop a Successful Workforce



This book

- Defines artificial intelligence (AI) for the nontechnical expert and explains its impact for HR leaders and managers
- Shows how applications of AI, such as natural language processing and chatbots, can enhance the key HR functions of recruiting, developing and retaining staff
- Includes case studies from global companies, including IBM and Unilever, which use AI in their HR teams to add business value
- New to this edition: A new chapter on generative AI, updated real-world examples as well as exploring public perceptions on AI

Keynote

Confidently understand and use AI to recruit and develop a successful workforce to thrive in the future world of work with the third edition of this best-selling practical guide.

Edition:	3	
Date:	09/28/2025	
Paperback:	9781398622746	\$42.99
Ebook:	9781398622760	\$42.99
Hardback:	9781398622753	\$134.00
Pages:	288	
Format (mm):	234x156	
Subject:	Human Resources	
	Management	

Author information: Ben Eubanks is an author, speaker and researcher living in Huntsville, AL. He is the Chief Research Officer at Lighthouse Research & Advisory. His team surveys thousands of workers each year to understand the latest workplace trends and changes. He also founded HR Summer School, a virtual event with more than a million minutes watched every year. In addition, he hosts We're Only Human, a podcast focusing on improving human resources in the workplace.

Rights Sold: Italian

Managing and Leading People through Organizational Change

The Theory and Practice of Sustaining Change through People

New Edition

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This book

- Equips students and senior practitioners with the knowledge and skills to manage people through times of change and achieve sustainable operational performance
- Uses the author's evidence-based research to provide new models including a change readiness assessment template
- Includes global real world examples to help apply the theory to practice, including PepsiCo, Nissan and Aegon Asset Management
- New to this edition: Explores the impact of technology, AI and managing a hybrid workplace with focuses on sustainability and inclusion

Edition:	3	
Date:	08/28/2025	
Paperback:	9781398621480	\$49.99
Ebook:	9781398621503	\$49.99
Hardback:	9781398621510	\$176.00
Pages:	376	
Format (mm):	234x156	
Subject:	Change Managem	nent

Author information: Julie Hodges is a leading expert on change in organizations and is a Professor of Organizational Change at Durham University Business School, UK. She worked as a business consultant for over 20 years in several organizations including PwC, Vertex and the UK British Council. She is an Academic Fellow of the International Council of Management Consulting Institutes (ICMCI), a Principal Fellow of the Higher Education Academy and a Senior Fellow of the Foundation for Management Education (FME). She is the author of *People-Centric Organizational Change* and *Consulting, Organization Development and Change*, both published by Kogan Page.

Keynote

Equip yourself with the practical skills you need to manage people through the aspects of change and drive business performance with this evidencebased guide.

Neuroscience for Organizational Change

An Evidence-based Practical Guide to Managing Change



^{3rd Edition} Neuroscience for Organizational Change

An evidence-based practical guide to managing change



Keynote

resilience.

This book

Draw on evidence from neuroscience to help ensure effective and successful organizational change by improving employee engagement, productivity and

- Offers HR and business leaders a practical approach underpinned by neuroscience for engaging and supporting employees during times of change
- Contains real-world examples of how these approaches have been applied in organizations such as Lloyds Banking Group and PepsiCo
- Includes key reflection points at the end of each chapter to aid planning and implementation of key steps and insights
- New to this edition: A new chapter on neurodiversity and change, discussion of Al, as well as new interactive reflection points at the end of each chapter

Edition:	3	
Date:	07/28/2025	
Paperback:	9781398621282	\$42.99
Ebook:	9781398621299	\$42.99
Hardback:	9781398621305	\$134.00
Pages:	304	
Format (mm):	234x156	
Subject:	Change Managem	nent

Author information: Hilary Scarlett is an international speaker, consultant and author. Her work has spanned Europe, North America and Asia and focuses on helping leaders in the private and public sectors to introduce change efficiently and effectively. Based in London, UK, she is a member of the British Neuroscience Association and the British Psychological Society.

Learning and Development Practice in the Workplace

The Complete Guide

New Edition



This book

- Is written in clear, accessible and jargon-free language so is perfect for Foundation and Intermediate CIPD students and those in their first L&D role
- Provides guidance on how to identify learning needs and design activities to meet these needs
- Covers different L&D delivery methods including face-to-face, virtual, social and collaborative learning
- New to this edition: Additional content on technology including artificial intelligence and updated coverage of learner engagement and the evaluating impact of L&D
- Online resources: Lecture slides and self-test questions

Understand the key elements of learning and development in the workplace with this essential book which has been specifically designed for CIPD students and early-career L&D professionals.

Edition:	5	
Date:	11/28/2025	
Paperback:	9781398621893	\$65.00
Ebook:	9781398621909	\$65.00
Hardback:	9781398621886	\$232.00
Pages:	360	
Format (mm):	246x189	
Subject:	CIPD	

Author information: Kathy Beevers, Chartered FCIPD, is a qualified trainer, coach and author and is the Chief External Quality Advisor (CEQA) for CIPD. She is based in Halifax, UK.

David Hayden, Chartered FCIPD, is the founder of Talent Delivers, an L&D consultancy. He was previously a Learning Content Manager at CIPD and has been working with CIPD qualifications for more than 15 years. He is based in Doncaster, UK.

Human Resource Practice

New Edition

Keynote



This book

- Is ideal reading for those taking the CIPD Foundation Certificate in People Practice, undergraduate HR students and early-career people professionals in their first HR role
- Covers all the key areas of HR including the employee lifecycle, recruitment, performance, reward, employment relations and learning and development
- New to this edition: Updated content on the principles of analytics, more discussion of company culture and new discussion of HR technologies
- Online resources: Instructor's manual and PowerPoint slides

Keynote

Use this book to gain a thorough grounding in the key aspects of human resource management and develop the practical skills needed for a successful career in HR.

Edition:	9	
Date:	11/28/2025	
Paperback:	9781398621770	\$65.00
Ebook:	9781398621787	\$65.00
Hardback:	9781398621794	\$232.00
Pages:	432	
Format (mm):	246x189	
Subject:	CIPD	

Author information: Fiona Whiting is a freelance HR and organizational development consultant with over 20 years' experience. Based in Brighton, UK, she is also the co-founder and director of The People Effect List.

Helen Bessant is the Lead Assessor for CIPD Foundation and Associate level qualifications. Based in Worcester, UK, she is the Curriculum and Resource Quality Leader for Management and Professional Studies at the Heart of Worcestershire College and is an online tutor at ICS Learn.

Diversity, Inclusion and Belonging in Coaching

A Practical Guide



Keynote

Develop a culture of inclusion and coach a diverse workforce to enable all employees to flourish with this practical guide.

This book

- Explains how to assess different employee needs and identify which experiences may impact these needs
- Includes specific guidance on how to deal with employee trauma such as prejudice, racism, bullying, burnout, impostor syndrome and grief
- Provides practical tips, tools, advice, examples and activities to work through in practice in the workplace
- New to this edition: New chapter on Al in coaching and DEIB, and updated best practice in the workplace through more global real-world examples

Edition:	2	
Date:	12/28/2025	
Paperback:	9781398623644	\$42.99
Ebook:	9781398623781	\$42.99
Hardback:	9781398623798	\$134.00
Pages:	248	
Format (mm):	234x156	
Subject:	Coaching	

Author information: Salma Shah is the Founder of Mastering Your Power, an award-winning coach training program focused on diversity, inclusion, belonging and equity. Based in London, UK, she has over 20 years of experience coaching senior leaders across various sectors and advising global organizations on building inclusive coaching cultures. Her clients include Co-op Group, John Lewis Partnership, and British Transport Police, and her work empowers individuals to unlock their potential and drive personal and professional growth.

People-centric Organizational Change

Engaging Employees with Business Transformation

🔂 Best Seller

©™™ People-centric Organizational Change

Engaging employees with business transformation



This book

- Is written by a leading voice in the industry who has extensive academic and practitioner experience
- Is full of tools, tips, frameworks, examples and case studies to support the delivery of people-centric change
- Explains how to communicate change to a distributed workforce and encourage staff to see change as an opportunity rather than a threat
- Online resources: PowerPoint slides for every chapter

Edition:	1	
Date:	28/02/2024	
Paperback:	9781398612556	\$43.99
Ebook:	9781398612563	\$43.99
Hardback:	9781398612570	\$173.00
Pages:	288	
Format (mm):	234x156	
Subject:	Change Managen	nent

Author information: Professor Julie Hodges is a leading international expert on change in organizations and is currently a Professor of Organizational Change at Durham University Business School, UK. Prior to this, she worked as a business consultant for over 20 years in several profit and non-profit organizations including PwC, Vertex and the UK British Council. She is the author of several books including Managing and Leading People through Organizational Change and Consultancy, Organizational Development and Change, both published by Kogan Page.

Keynote

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Brand Desire

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New Title



This book

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- Explores how to use these emotional drivers to create a brand strategy that sparks brand desire and connection
- Provides insights from leaders at brands such as Deloitte, Audible and PepsiCo
- Includes real-world examples from companies including Smartlinx, Triumph Financial and Noom

Edition:	1	
Date:	07/28/2025	
Paperback:	9781398621046	\$42.99
Ebook:	9781398621084	\$42.99
Hardback:	9781398621091	\$134.00
Pages:	280	
Format (mm):	234x156	
Subject:	Behavioural Marke	eting

Author information: Kevin Perlmutter is Chief Strategist and Founder of Limbic Brand Evolution, a brand strategy consultancy which puts emotional insight at the centre of how brands spark desire. Based near New York City, NY, he works with business and brand leaders to create stronger connections between their brand and the people they want to reach. Previously, he was Senior Director of Brand Strategy at Interbrand. For over a decade he has been a writer and speaker on the intersection of brand strategy, emotion and customer engagement, including as a podcast host and contributing writer for Brandingmag.

Keynote

Turn emotional insight into a competitive advantage to develop a brand strategy that deepens brand engagement and loyalty.

Social First Brands

How Modern Brands Create Community, Loyalty and Word of Mouth Growth





This book

trends and create genuine connections with consumers, building loyalty and

- Explains how having a social first strategy builds genuine audience connection, loyalty and drives growth
- Delivers insights into how social media speaks to human behaviour and how to tap into that to create emotional resonance for your brand
- Includes guidance for mid-senior level professionals on creating social first content that transcends trends
- Provides real-world examples from leading companies such as Crocs, Stanley, Funko and Ryanair

Edition:	1	
Date:	07/28/2025	
Paperback:	9781398621688	\$38.99
Ebook:	9781398621695	\$38.99
Hardback:	9781398621701	\$134.00
Pages:	240	
Format (mm):	234x156	
Subject:	Digital Marketing	

Author information: Tom Miner is a social media strategist and former Head of Global Social Media at Crocs Shoes. For the last decade he has lead social media efforts for global consumer brands, B2B technology companies, international universities, government agencies and global nonprofits. At Crocs, Tom helped spark the brand's transformation to one of the hottest brands today. He now consults and develops strategies for a diverse range of clients around the world, from household name consumer brands like Martha Stewart and Funko to international B2B technology enterprises such as EGYM. He is based in Denver, Colorado.

Keynote Create an impactful social media strategy that enables you to move beyond

advocacy.

Internal Communication in Times of Crisis

How to Secure Employee Trust, Support and Advocacy in Crisis Situations





This book

- Explores what a crisis is, the different types of crises your organization might face and the different approaches needed to deal with them
- Explains the vital role of internal communication in the crisis communication mix
- Covers both tactical and strategic activities required by senior communications and HR leaders in the wake of a crisis
- Is written by expert CIPR trainer Alison Arnott and contains insights from leading practitioners in the field

Edition:	1	
Date:	07/28/2025	
Paperback:	9781398620599	\$42.99
Ebook:	9781398620582	\$42.99
Hardback:	9781398620605	\$134.00
Pages:	296	
Format (mm):	234x156	
Subject:	PR & Communicat	ions

Author information: Alison Arnot is an awardwinning business owner, trainer, consultant and speaker with over 25 years' front-line experience in PR, internal communication and crisis communication. For the past 12 years she has trained others in these disciplines for the Chartered Institute of Public Relations (CIPR) and for clients through her business Catalyst Communications.

Keynote

Build the strategic and tactical understanding necessary to help you inform, engage and support your internal community through a crisis and advocate for the organization.

Ethical AI in Marketing

Aligning Growth, Responsibility and Customer Trust

Seamlessly integrate ethical principles into your Al-driven marketing strategies to ensure sustainable growth and long-term success.



Keynote

This book

- Offers clear guidance on co-creating Alpowered marketing strategies that align with legal and ethical standards
- Provides senior marketing leaders with practical integration strategies for incorporating ethical AI into existing marketing strategies
- Discusses key areas of concern for marketers including algorithmic bias, transparency and data privacy
- Explores real-world examples from companies such as Spotify, U.S. Bank and Axios

Edition:	1	
Date:	08/28/2025	
Paperback:	9781398622296	\$38.99
Ebook:	9781398622302	\$38.99
Hardback:	9781398622319	\$134.00
Pages:	312	
Format (mm):	234x156	
Subject:	Digital Marketing	

Author information: Nicole Alexander is a marketing leader and educator with over 25 years of experience driving growth, innovation and transformation. She is an Adjunct Professor at NYU, a Lecturer at Section School and a Board Member at Per Scholas. She has held prominent leadership roles, including Global Head of Marketing at Meta, SVP of Innovation at Ipsos and VP of Innovation for Greater China at Nielsen. She lives in New York, NY.

Market and User Research Operations

Operationalize Customer Research for Scale and Impact



This book

- Provides a practical guide for mid-career professionals on what Research Operations is, and how it can be implemented to streamline your research workflow and maximize resource
- Details how you can reduce wastage and increase the capability of your research, including how to share your research for maximum impact
- Explores how AI can be used as part of the research process
- Explains how research teams can adapt to changing needs and requirements of the business and the customer

Keynote

Increase the capability of your research teams by operationalizing your customer research to reduce waste and produce consistent, high-quality insights in a lean and responsive way.

Edition:	1	
Date:	08/28/2025	
Paperback:	9781398620506	\$34.99
Ebook:	9781398620513	\$34.99
Hardback:	9781398620520	\$113.00
Pages:	280	
Format (mm):	234x156	
Subject:	Market Research	

Author information: Stephanie Marsh (she/they) is a leading UX research professional, currently UX Research Operations Lead at Springer Nature based in London, UK. They are the former Head of User Research and Analysis for the UK Government Digital Service and former Head of Digital Strategy for the UK Ministry of Defence. She was previously a consultant at Bunnyfoot, a leading UX consultancy in the UK. They have contributed chapters to a range of peer-reviewed texts in related fields and has delivered talks on UX research, Research Operations and UX strategies at a range of conferences and industry events.

Marketing Effectiveness

Applying Marketing Science for Brand Growth



This book

- Explains what marketing effectiveness is and how it improves consumer impact
- Explores how data plays a role in shaping marketing strategy
- Provides guidance for mid-senior level marketers on how to measure marketing effectiveness to inform future marketing strategies
- Includes real world examples from brands such as Snickers, Warby Parker and Uber Eats

Edition:	1	
Date:	08/28/2025	
Paperback:	9781398621053	\$38.99
Ebook:	9781398621077	\$38.99
Hardback:	9781398621060	\$134.00
Pages:	280	
Format (mm):	234x156	
Subject:	Marketing Strateg	у

Author information: Sorin Patilinet is the Senior Director of Marketing Effectiveness at Mars based in Brussels, Belgium. His initiatives such as the innovative AVI and ACE effectiveness measurement systems have earned industry recognition from prestigious organizations including WARC, ANA and WFA. As a keynote speaker at renowned industry events including Cannes, WFA, ANA, Mad//fest, Festival of Marketing, Possible, and ARF, and as a regular guest lecturer at Wharton Business School and other universities in Europe, he plays a crucial role in shaping the future of marketing and inspiring the next generation of marketers.

Keynote

Understand how to apply marketing science to increase brand effectiveness and growth.

Transforming Customer-Brand Relationships

Use Emotional Connection To Build Loyalty



This book

- Explains how customer opinions shape brand perception more than traditional advertising
- Explores how mid-career marketers can use social media to gain insights and engage customers meaningfully
- Examines how to leverage big data and Al for hyper-personalization that creates memorable experiences
- Includes real world examples from brands such as Delta Airlines, McDonald's and Chewy

Edition:	1	
Date:	09/28/2025	
Paperback:	9781398621329	\$34.99
Ebook:	9781398621336	\$34.99
Hardback:	9781398621343	\$113.00
Pages:	272	
Format (mm):	234x156	
Subject:	Branding	

Author information: Christina Garnett is a respected fractional Chief Customer Officer and advisor, renowned for her expertise in advancing customer satisfaction and deepening brand loyalty across diverse industries, from Fortune 500 companies to startups. Based in Salem, Virginia, she is a contributor for Adweek and a sought-after speaker at major conferences such as INBOUND, Digital Summit and Semrush's Global Marketing Day amongst others. She also runs educational courses for both HubSpot Academic and Semrush.

Keynote

Discover how to transform customer-brand relationships to build brand affinity and advocacy for long-term success.

The 10 Principles of Effective Social Media Marketing

Strategies to Guarantee Impact



This book

- Explains the only 10 principles you'll ever need for creating effective social media posts
- Provides guidance for social media managers on important topics such as managing crises, budgeting and building social media teams
- Details how to make content accessible, as well as impactful and timely, regardless of platform or trends
- Includes real world examples from brands such as HBO, Xbox and Beyond Meat

Edition:	1	
Date:	09/28/2025	
Paperback:	9781398621442	\$32.99
Ebook:	9781398621459	\$32.99
Hardback:	9781398621466	\$113.00
Pages:	256	
Format (mm):	234x156	
Subject:	Digital Marketing	

Author information: Jon-Stephen Stansel

is Founder of Saturn 9 Media, a social media management and strategy consultancy. Based in Bentonville, Arkansas, he has over 10 years' experience running social accounts for Texas State University and the Texas Department of Transportation as well as Amazon Prime animated series such as *The Lord of The Rings: The Rings of Power and Avatar: The Way of Water.* He has presented at conferences such as HighEdWeb, CASE and CUPRAP. He has delivered webinars for Hootsuite, Semrush and Slate Teams and has appeared on podcasts such as Agents of Change, Talking Tactics and PR360.

Understand the fundamental principles of effective social media marketing.

Keynote

B2B Content Marketing Strategy

A Media-First Framework that Accelerates Growth

New Title



This book

- Provides an in-depth B2B content marketing strategy for mid-career marketers
- Explores how to optimize your content marketing across channels
- Examines how to measure and report on your content marketing strategy's performance to showcase effectiveness
- Includes real-world examples from companies such as Cisco, Help Scout and Navattic

Edition:	1	
Date:	10/28/2025	
Paperback:	9781398622500	\$34.99
Ebook:	9781398622524	\$34.99
Hardback:	9781398622517	\$113.00
Pages:	272	
Format (mm):	234x156	
Subject:	B2B Marketing	

Author information: Devin Bramhall, based in New York, NY, is a seasoned B2B marketing expert with over 15 years of experience spanning startups, agencies and large corporations. As the former CEO of the leading content marketing agency for B2B SaaS companies, she worked with top tech clients including Google, Amazon, Slack and Spotify. Now she is a B2B marketing advisor and host of the Don't Say Content podcast, as well as a speaker at events such as MarketingProfs B2B Forum and INBOUND.

Keynote

Increase marketing's impact on company growth with a media-first content strategy that maximizes your output and meets your customers where they are, driving higher engagement and more sales.

Accessible Communications

Create Impact, Avoid Missteps and Build Trust



This book

- Provides in-depth coverage of evolving legislation in the area, including the PDF/UA ISO standard for accessible PDF documents and the latest Web Content Accessibility Guidelines (WCAG)
- Explores how communicators can ensure any messages they create are truly accessible, whether these are for internal or external audiences
- Examines how to create accessible communications across various formats such as social media, videos, podcasts, websites and documents

Edition:	1	
Date:	10/28/2025	
Paperback:	9781398621848	\$38.99
Ebook:	9781398621855	\$38.99
Hardback:	9781398621862	\$134.00
Pages:	296	
Format (mm):	234x156	
Subject:	PR & Communicat	ions

Author information: Lisa Riemers is a communications consultant and accessibility advocate. Based in London, UK, Lisa advises large and complex organizations including world-leading universities, charities, insurers, business-tobusiness (B2B) companies and the UK government.

Matisse Hamel-Nelis is an award-winning communications and digital accessibility consultant and Professor at Durham College. Based in Toronto, Canada, she also founded and hosts the PR & Lattes podcast and is the past Chair of the Diversity, Equity, and Inclusion (DEI) Committee for the International Association of Business Communicators (IABC).

Keynote

Understand how to design inclusive and accessible communications that meet legislative standards and work for everyone.

Applied Consumer Psychology

How to Use Psychological Insights in Marketing



Keynote

This book

- This textbook for undergraduate (Level 6) and postgraduate students is structured around different practical tasks that marketers face every day
- Features chapters on attention, motivation, personality and consumer learning to demonstrate the psychological mechanisms that impact everything from product pricing to store design
- Has real-world examples from companies including Persil, Boehringer Ingelheim and Cadbury
- Is supported by learning features such as chapter summaries, a glossary of key terms and sample questions
- Online resources: Lecturer PowerPoint slides, multiple choice questions and interactive experiments

Use this textbook to understand the psychological underpinning of the various challenges marketers face, from packaging and advertising to store design and copywriting, and how to apply them in practice.

Edition:	1	
Date:	11/28/2025	
Paperback:	9781398620797	\$47.99
Ebook:	9781398620827	\$47.99
Hardback:	9781398620834	\$176.00
Pages:	400	
Format (mm):	240x170	
Subject:	Behavioural Marke	eting

Author information: Gareth J Harvey lectures in Consumer Psychology at HEG Geneva, Switzerland. He is also a guest lecturer at Lancaster University, UK and Bangor University, UK, where he was previously Professor in Consumer Psychology. In his previous role as the Director of the Laboratory of Consumer Psychology, he ran projects for the likes of Unilever, Cadbury and Aldi, applying principles of psychology to improve their marketing. He is a Chartered Psychologist and also the Director of Consumer Psychology for DECIDE, the UK's longest established independent marketing agency, and is regularly featured on radio and television, including BBC Radio.

Creativity in PR and Communications

Concepts and Practices for Innovation



This book

- Is an upper-level undergraduate and postgraduate textbook that utilizes creative thinking to solve business issues, approach cross-cultural communication challenges and create PR briefs
- Is supported by learning outcomes, practitioner insights, creative thinking scenarios, real-world examples, exercise questions and a glossary
- Includes real-world examples from Samsonite and World Animal Protection International
- Online resources: Lecturer slides, additional creative practice examples and best-practice real-world examples

Edition:	1	
Date:	11/28/2025	
Paperback:	9781398620803	\$52.00
Ebook:	9781398620858	\$52.00
Hardback:	9781398620865	\$176.00
Pages:	304	
Format (mm):	240x170	
Subject:	PR & Communicat	tions

Author information: Jon Cope is the Course Leader of the MA in Public Relations at the University of Westminster, UK. He is also a PR practitioner with over 25 years of experience in consumer and healthcare sectors.

Stuart Mayell is Visiting Lecturer at the University of Westminster, UK. Stuart is also a communications professional with over 25 years' experience.

Keynote

Obtain and utilize necessary innovative and creative skills needed within public relations and communications with this undergraduate and postgraduate textbook.

Retail Marketing

Contemporary Approaches to Retailing in the Digital and Experience Economy

New Title



Keynote

This book

- Presents the essential topics of retail marketing and management, including retail sustainability, customer experience, merchandising and digitalization
- Provides up-to-date coverage of retail entrepreneurship, ethics in retailing, reverse supply chains, multi-channel methods and communication in the 'influencer era'
- Includes real-world examples from a range of retailers such as Cadbury, Tiffany and Co and H&M Ginza, Japan
- Is supported by pedagogical features including learning outcomes, exercise questions, customer vignettes and a glossary
- Online resources: PowerPoint slides, Multiple Choice Questions, videos and interactive diagrams

Learn how retailers can succeed with this textbook that covers the key concepts and practices of contemporary retail marketing and management.

Edition:	1	
Date:	11/28/2025	
Paperback:	9781398617636	\$52.00
Ebook:	9781398617674	\$52.00
Hardback:	9781398617667	\$176.00
Pages:	384	
Format (mm):	240x170	
Subject:	Retail	

Author information: Sarah Montano is

Professor of Retail Marketing at the University of Birmingham. She leads the modules 'Services and Retail Marketing' and 'International Marketing Strategy' for the MSc Marketing. She is the BBC's retail expert, writes for the BBC website and often appears on the BBC news and radio channels to talk about a range of retail subjects.

The Customer-Driven Marketing Handbook

Building Marketing Plans That Capture and Convert



This book

- Provides a flexible framework for earlymid career marketers looking to develop a customer-centric marketing plan
- Includes practical steps for how to measure, refresh and improve your marketing strategy
- Explains the real meaning of customer loyalty and advocacy and the impact these have on marketing success
- Explores real-world examples from companies such as Gymshark, Headspace and Notion

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398622425	\$32.99
Ebook:	9781398622449	\$32.99
Hardback:	9781398622432	\$113.00
Pages:	248	
Format (mm):	234x156	
Subject:	Marketing Strateg	у

Author information: Fab Giovanetti is an awardwinning author, entrepreneur and marketing consultant. As the CEO and head teacher of Alt Marketing School, she supports individuals to make a positive impact through their marketing efforts. Based in Cambridge, UK, she has featured in The Next Web, Business Insider and Forbes amongst others and has been nominated as one of the 50 digital women as well as one of the Top 100 Marketers in 2023 by Growth Daily and in the Top 100 Marketing Influencers Index of 2023.

Keynote Develop a practical and flexible marketing plan that puts your customer at the forefront and builds real connections.

Digital Marketing Strategy

An Integrated Approach to Online Marketing

New Edition



This book

- This international bestseller provides a onestop guide to creating a digital marketing strategy and understanding how to structure and build a more strategic approach for marketing leaders and students
- Includes real-world examples including Coca-Cola, MoneySupermarket.com, Bloom & Wild, Airbnb, Adidas and Uber
- New to this edition: Using AI to build a strategy, the metaverse, Web3 and NFTs, plus updates to data points, platform features and real-world examples
- Online resources: Lecture slides, activity sheets, test banks, practical implementation guides and templates

Keynote

Plan, implement and optimize a tailored, end-to-end digital marketing strategy that aligns to business objectives with this new edition of the international bestseller.

Edition:	4	
Date:	11/28/2025	
Paperback:	9781398622067	\$41.99
Ebook:	9781398622050	\$41.99
Hardback:	9781398622074	\$134.00
Pages:	424	
Format (mm):	234x156	
Subject:	Digital Marketing	

Author information: Simon Kingsnorth is a marketing expert with over 25 years' industry experience. Based in Reading, UK, he has held senior marketing roles at leading brands, is CEO of the global marketing agency SK and is a regular keynote speaker and contributor to industry publications. He is the author of *The Digital Marketing Handbook* and *Marketing in Web 3.0*, also published by Kogan Page.

Rights Sold: Arabic, Chinese (Simplified), Czech, Greek, Ukrainian, Vietnamese

AI Strategy for Sales and Marketing

Connecting Marketing, Sales and Customer Experience



This book

Learn how to implement an integrated AI strategy that connects your

marketing, sales and customer experience, to achieve and sustain the

- Presents a practical framework for strategically leveraging AI to boost sales, marketing and customer-centricity for senior marketing and sales professionals
- Explains how to utilize AI ethically by respecting data privacy in order to create consumer trust and confidence
- New to this edition: Fresh interviews and real-world examples, new research illustrating the impact of AI in CX, actionable strategies to improve team productivity, updates to the ethical landscape globally and the introduction to a new framework called the AI Playbook

Edition:	2	
Date:	11/28/2025	
Paperback:	9781398622333	\$42.99
Ebook:	9781398622340	\$42.99
Hardback:	9781398622357	\$134.00
Pages:	304	
Format (mm):	234x156	
Subject:	Digital Marketing	

Author information: Katie King is CEO of Al in Business, a firm that specializes in Al consultancy and training. With over 30 years' experience, she has advised many of the world's leading brands and business leaders, including Richard Branson/Virgin, O2, Orange and Accenture. Based in East Sussex, UK, she is a member of the UK Government All-Party Parliamentary Group (APPG) task force for the enterprise adoption of Al and an Editorial Board Member of the journal *Al and Ethics*. A regular international keynote speaker, she has also delivered TEDx talks and is a frequent commentator on BBC TV and radio.

Keynote

competitive edge.

Marketing Strategy

Implementing and Measuring a Successful Marketing Strategy



This book

- Presents an easy-to-follow framework for marketing leaders and students looking to create a marketing strategy which is scalable and adaptable and can be applied to any business or industry
- Identifies the most common pitfalls in everyday marketing practice and provides tools to pre-emptively avoid them
- Supports key concepts with practical tasks for the reader to complete, to cement their understanding of the tasks discussed
- New to this edition: Generative AI, new real-world examples and perspectives, online resources - PowerPoint slides

Keynote

Create an effective marketing strategy with this step-by-step resource to building an action plan, determining your competitive advantage and measuring success.

Edition:	2	
Date:	11/28/2025	
Paperback:	9781398621725	\$45.99
Ebook:	9781398621732	\$45.99
Hardback:	9781398621749	\$162.00
Pages:	352	
Format (mm):	234x156	
Subject:	Marketing Strategy	

Author information: Jenna Tiffany, based in London, UK, and Lisbon, Portugal, is Founder and Strategy Director at marketing agency Let'sTalk Strategy and is recognized as one of the top 50 marketers to follow in the world. A Chartered Marketer and awarded fellow of the IDM, she has worked with brands such as Shell, Hilton and World Duty-Free, and is an elected member of the prestigious DMA UK Email Marketing Council. Jenna Tiffany is also an international conference speaker, qualified teacher and thought-leader on marketing trends.

Rights Sold: Arabic, Dutch

Planning and Managing Public Relations Campaigns

A Strategic Approach



Keynote

This book

- Covers all aspects of planning and managing campaigns in a structured way, from research and analysis to objectives, strategy and tactics, timescales, resources, evaluation and review
- Features real-world examples from organizations including Procter & Gamble, The Co-op, McDonald's and the UK Government
- New to this edition: Material on ethics, purpose, ESG and corporate responsibility and decision-making, behaviour change and social listening, as well as the use of AI in PR
- Online resources: Updated and more extensive slide decks for lecturers and access to a bank of real-world examples illustrating successful campaigns (via the partnership with CIPR)

A definitive guide to planning PR and event campaigns. Contains everything readers need to know to design, execute and evaluate campaigns of any size, with techniques laid out and explained clearly.

Edition:	6	
Date:	12/28/2025	
Paperback:	9781398620292	\$52.00
Ebook:	9781398620384	\$52.00
Hardback:	9781398620377	\$176.00
Pages:	376	
Format (mm):	234x156	
Subject:	PR & Communications	

Author information: Dr Anne Gregory is a professor of corporate communication and leading international academic. She is based in the School of Business and Law at the University of Huddersfield, and previously spent many years in public relations practice. She remains a consultant and an advisor at board level to several large organizations.

Mandy Pearse is an award-winning PR consultant, speaker, researcher and trainer. She works in her own practice and as an LGA associate. Based in Devon, UK, Mandy provides a wide range of training courses of the CIPR, RTPI and many other clients.

Rights Sold: Vietnamese

The new and updated edition of the bestselling guide



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Discover the secrets to successful luxury brand management written by two of the world's leading experts
Sustainable Tourism and Hospitality Management

Business Practices, Global Platforms and Reporting

New Title

Keynote



This book

- This postgraduate textbook provides an accessible understanding of how tourism and hospitality businesses measure and report their sustainability efforts to meet the triple bottom line of people, planet and profit
- Explores leading global options for certifications in line with sustainability benchmarking
- Offers practical guidance for adopting sustainability practices in tourism and hospitality businesses including how to reduce waste impact, embrace local resources and avoid greenwashing
- Includes real-world examples from Marriott, the Global Sustainable Tourism Council, Ecotourism Australia and the Sustainable Tourism Association of Hawaii

Learn how to apply and embed sustainable travel business practices, and report data against global benchmarks such as the UN's Sustainable Development Goals, with this new postgraduate textbook.

Edition:	1	
Date:	11/28/2025	
Paperback:	9781398620438	\$52.00
Ebook:	9781398620452	\$52.00
Hardback:	9781398620445	\$176.00
Pages:	368	
Format (mm):	240x170	
Subject:	Tourism & Travel	

Author information: Brooke Hansen is Associate Professor at the School of Hospitality and Tourism Management, University of South Florida, USA. She was previously the Director of Sustainable Tourism and the SDG Action Alliance at the University of South Florida's College of Global Sustainability. She is an academic affiliate of Corporate Responsibility for the Environment and a Sustainable Tomorrow (CREST), on the Board of Directors for Keep Florida Beautiful and has served on sustainability committees for the National Football League's Super Bowl LV and Alaska Airlines.

Introduction to Hospitality and Tourism

Contemporary Issues in Management



Keynote

This book

- Provides a multidisciplinary approach to the tourism, hospitality and events industry, highlighting key operations such as hotel and lodging management, food service and transport
- Integrates intersectional perspectives on diversity and accessibility, while offering real-world practical applications to prepare students for future careers
- Has in-text features including learning outcomes, chapter summaries, scenariobased learning exercises and reflective questions
- Includes global real-world examples and professional insights from Hilton, Marriott, Sodexo and UN Tourism

This textbook provides a comprehensive introduction to the hospitality and tourism industry, focusing on diversity, inclusion, innovation and the essential human interactions at the core of hospitality.

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398622258	\$52.00
Ebook:	9781398622265	\$52.00
Hardback:	9781398622272	\$176.00
Pages:	352	
Format (mm):	240x170	
Subject:	Hospitality	

Author information: Annemarie M Turpin is a Clinical Assistant Professor and Director of the Hospitality Management Advisory Board at The Ohio State University, USA. With nearly two decades of industry experience, she has held leadership roles with Marriott and Starwood Hotels & Resorts, including in general management, hotel operations and training and development. She has been recognized as General Manager of the Year by the Ohio Hotel and Lodging Association and Fairfield Inn by Marriott.

Food and Beverage Management

Operations, Issues and Trends in Tourism, Hospitality and Events



Keynote



This book

- Provides a comprehensive overview of food and beverage operations in tourism, hospitality and events contexts
- Aligns operational strategies with broader industry trends, technological innovations and sustainability goals
- Has in-text features including chapter summaries and learning outcomes, reflective questions, insights from leading industry professionals and a glossary
- Includes real-world examples from UberEats, Bubble Food Luxury Events, Taylor Swift's Eras Tour and gastrotourism in Belize
- Online resources: PowerPoint slides, additional reflective questions and real-world examples

An introduction to managing food and beverage in the tourism, hospitality and events industries, highlighting contemporary trends and practical skills for real-world F&B settings and operations.

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398622678	\$56.00
Ebook:	9781398622685	\$56.00
Hardback:	9781398622692	\$176.00
Pages:	336	
Format (mm):	240x170	
Subject:	Hospitality	

Author information: April Merenda is Assistant Professor in Hospitality Management at St John's University, New York, USA. She is also Assistant Dean/External Affairs for the College of Professional Studies at St John's University and the Director of the International Hospitality Management MS. She has held key positions within the hospitality and tourism industry for over four decades, including as co-founder of Gutsy Women Travel, which promotes travel uniquely designed for women.

Sustainability in Tourism, Hospitality and Events

Fundamentals of Practical Approaches



This book

- Offers clear explanations and practical examples for implementing sustainable practices, including food waste management, local food sourcing and plastic reduction
- Looks at insights and strategies specifically tailored to the unique challenges and opportunities in this sector
- Provides real-world industry examples, including from Emerald Luxury Cruises, the Pig Restaurant and Hotel, Suffolk's Latitude Festival and the 100% Pure New Zealand campaign
- Online resources: PowerPoint slides, videos and additional reflective questions and realworld examples

Keynote

Understand how to embed sustainable strategies at the centre of tourism, hospitality and events businesses with this accessible and practical textbook.

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398620179	\$52.00
Ebook:	9781398620209	\$52.00
Hardback:	9781398620186	\$176.00
Pages:	336	
Format (mm):	240x170	
Subject:	Tourism & Travel	

Author information: Dimitri Lera is Lecturer in Tourism, Hospitality and Events, the Edge Hotel School, University of Essex, UK. He has over 30 years' professional experience in managerial roles across the tourism, hospitality and events sector, including as a restaurant manager and hotel manager throughout Europe and the USA.

Michel Mason is the Sustainability Engagement Manager and Lecturer at the University of Essex, UK, where she embeds education for sustainability into teacher-training curricula. She trains Hospitality and Events students at the Edge Hotel School on identifying sustainability challenges in line with the Sustainable Development Goals.

Strategic Branding in Tourism

Build and Elevate Your Travel Brand Identity

New Title

Jamie-Lee Abtar



This book

- Explores how mid-senior level branding professionals can build strategic partnerships and understand your audience
- Offers actionable understandings on developing impactful brand positioning
- Provides insights on preparing for the next decade of travel marketing with expert interviews from senior leaders at MMGY, Dean Harvey Jacobs Media Group and Hays Travel
- Includes real-world examples from companies such as Airbnb, Expedia and Intrepid Travel

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398623712	\$38.99
Ebook:	9781398623736	\$38.99
Hardback:	9781398623729	\$134.00
Pages:	328	
Format (mm):	234x156	
Subject:	Tourism & Travel	

Author information: Jamie-Lee Abtar specializes in travel marketing, brand communications and partnerships. Named among TTG's 30 under 30 Future Leaders and Travel Pulse's Most Influential Women in Travel, she brings diverse experience from tourism boards, tour operators and marketing agencies. Based in London, UK, Jamie-Lee is founder of creative agency 2219 Media and head of marketing at Not in the Guidebooks, which focuses on strategic brand elevation. She hosts the In The Travel Know podcast and runs The Travel Marketer platform. Her advocacy for diversity in travel has earned recognition from Forbes and Harper's Bazaar.

Keynote

Learn how to apply the right strategies to enhance your travel brand's value and captivate your consumers.

Leading Travel and Tourism in Retail

How Businesses Can Sustainably Capture New Profits in Shopping Tourism



Keynote

This book

- Delivers clear, proven guidance for retailers to engage tourist consumers and benefit from new sources of revenue and profits
- Looks at the role of data and new technologies and their ability to provide real time insight into the travel retail industry across the board, and how practitioners can take advantage of this to increase profitability
- Helps retailers understand the trends in sustainability and the positive impact travel can have on the world economy while limiting the impact on the environment
- Explores the unique role that luxury goods play within travel retail, and what this means for retailers

Understand the scope of the travel retail industry and learn from exclusive interviews and insights from the best known names in the field with this engaging guide.

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Edition:	1	
Date:	04/28/2023	
Paperback:	9781398609501	\$34.99
Ebook:	9781398609518	\$34.99
Hardback:	9781398609525	\$113.00
Pages:	272	
Format (mm):	247x228	
Subject:	Tourism & Travel	

Author information: Sacha Zackariya is cofounder and CEO of ChangeGroup International Plc and Global Director of Forex for Prosegur, a global leader in tourist foreign exchange and tax free shopping services to 5 million customers per year. He is a retail and fintech leader, recipient of the Queen's Award for International Trade, and founder of the Tree Foundation educational charity. In 2021, he was elected Chairman of YPO Greater London, part of an organization representing 30,000 CEOs with a combined total of \$9 trillion in annual revenues.

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The AI-Driven Supply Chain

Strategies for Leading the Future of Global Supply Chains

New Title



This book

- Empowers supply chain executives with the tools, insights and strategies necessary to lead effectively in an AI-driven world
- Delivers a definitive guide for navigating the complex landscape of Al integration aiming to bridge the gap between traditional supply chain practices and the emerging technologies reshaping the industry
- Provides interviews and actionable frameworks that can be directly applied to organizations and includes real-world examples from global companies such as SAP, Unilever, Nestle and PepsiCo

Edition:	1	
Date:	28/10/2025	
Paperback:	9781398622128	\$59.00
Ebook:	9781398622135	\$59.00
Hardback:	9781398622142	\$204.00
Pages:	312	
Format (mm):	234x156	
Subject:	Supply Chain	

Author information: Maria Villablanca is one of the world's leading supply chain, procurement and digital transformation experts with her career spanning over 25 years of global commercial experience and entrepreneurship. She has interviewed thousands of leaders from public and private organizations worldwide on the topic of business transformation and is the CEO of The Future Insights Network, a network with over 130,000 senior supply chain leaders. She is a Gartner Peer Ambassador and an Advisory Council Member of the Harvard Business Review. She is based in London, UK.

Keynote

Execute actionable supply chain strategies and insights from industry leaders to successfully navigate and lead transformative change in an Alpowered world.

The Transport Manager Certificate of Professional Competence (CPC) Study Guide

A Comprehensive Guide to Passing the CPC Examination



This book

- Covers all elements of the transport manager CPC exam syllabus in freight transport including topics like fleet management, transport law and business management
- Includes comprehensive exam preparation, practice questions, exercises and exam tips
- Gives practical real-world examples from the transport industry, illustrating key points and industry challenges
- Online resources: Test questions and day-today operational templates

Edition:	1	
Date:	10/28/2025	
Paperback:	9781398623026	\$85.00
Ebook:	9781398623033	\$85.00
Hardback:	9781398623040	\$260.00
Pages:	336	
Format (mm):	234x156	
Subject:	Transport	

Author information: Michelle Scott is co-founder and Director of Total Compliance. She is an expert in the field of transport management, compliance, training and leadership, with over 20 years of experience in logistics and transportation operations. She has held senior management positions and has helped individuals and businesses optimize their performance in the transport industry, delivering a variety of courses.

Jonathan Scott is co-founder and Director of Total Compliance, providing comprehensive support and guidance to transport, logistics and construction businesses in various aspects of management, compliance and training.

Keynote

Covering all elements of the Certificate of Professional Competence (CPC) exam syllabus for freight transport, this study guide is a comprehensive resource for aspiring and current transport managers preparing for the Certificate of Professional Competence examination.

Principles of Logistics

An Introduction to Concepts, Operations and Management

New Title



This book

- Explores the principles of logistics concerning operations, management and different modes of transport within a business, economical and socio-cultural context
- Is supported by learning outcomes, exercise questions and further reading questions
- Includes real world examples from global companies: GXO Logistics, Yusen Logistics and Pernod Ricard
- Online resources: Lecturer slides, weblinks and multiple-choice questions and answers for students

Edition:	1	
Date:	11/28/2025	
Paperback:	9781398621367	\$52.00
Ebook:	9781398621374	\$52.00
Hardback:	9781398621381	\$176.00
Pages:	352	
Format (mm):	240x170	
Subject:	Logistics	

Author information: Julian Glover is a Senior Lecturer, based at Canterbury Christ Church University, UK. He has over ten years' experience leading and teaching in logistics management, project management and marketing. His main area of interest is the perception of logistics and logistics brand management. Prior to his work in academia, he worked in a range of industries, and has over 30 years' experiences as a practitioner.

Keynote

With this undergraduate textbook, understand the foundational concepts of logistics as well as core principles, practice and trends.

Supply Chain Transformation

How to Leverage Technology for Competitive Advantage



Michael Mowat

IKANSFUKIMATION How to leverage technology for competitive advantage



Keynote

This book

- Features real world examples from companies like Boeing, M&S, Walmart and DPD as well as interviews from supply chain leaders at Unilever, Mars, Heineken and Estée Lauder
- Covers new and innovative topics like datadriven decision making, end-to end visibility, Supply Chain Transparency, predictive analytics and supply chain automation
- Explores the role of technology in enabling supply chain transformation and how supply chain professionals can develop digital strategies

Edition:	1	
Date:	12/28/2025	
Paperback:	9781398623354	\$59.00
Ebook:	9781398623361	\$59.00
Hardback:	9781398623378	\$204.00
Pages:	368	
Format (mm):	234x156	
Subject:	Supply Chain	

Author information: Michael Mowat works at IBM where he leads the Consulting Supply Chain Practice for the UK and Ireland. He partners with clients to drive transformational change in their supply chains, from strategy development to capability implementation. He is a recognized thought leader in supply chain management and frequently shares his expertise through writing and speaking engagements. He is a Fellow of the Chartered Institute of Logistics and Transport and member of the Association for Supply Chain Management.

Grasp the complexities of the modern supply chain and pinpoint areas for improvement and opportunities for growth in the digital age with this essential guide to supply chain transformation.

Supply Chain Analytics and Modelling

Quantitative Tools and Applications

New Edition



Keynote

This book

- Provides a detailed explanation of the most frequently used business analytics models in the supply chain, the challenges these present and the impact on different parts of the supply chain
- Includes models in all areas of business analytics such as descriptive, predictive and prescriptive analytics, with fully solved examples that can be easily followed and adopted
- New to this edition: New technological advancements including digital twins, machine learning, AI and the use of model simulation.
- Online resources: Lecture slides and solved examples

Edition: 2 Date: 11/28/2025 Paperback: 9781398620759 \$72.00 Ebook: 9781398620766 \$72.00 Hardback: 9781398620773 \$232.00 Pages: 328 Format (mm): 234x156 Supply Chain Subject:

Author information: Nicoleta Tipi is Senior Lecturer in Operations and Supply Chain at the Open University, UK. She was previously Senior Lecturer at the University of Huddersfield where she gained experience lecturing in the area of supply chain modelling and logistics operations. Nicoleta has considerable industry experience, having worked in different roles involving modelling and analytics for Unilever.

Harness data within the supply chain using this accessible guide on how to examine, evaluate and apply business analytics models.

Negotiation for Procurement and Supply Chain Professionals

A Proven Approach for Negotiations with Suppliers



Keynote

This book

- Offers a ground-breaking new approach to delivering winning negotiations in procurement and supply chain management
- Provides the vital tools and comprehensive tactics for a detailed, planned approach to negotiation
- Helps purchasers to evaluate a supplier in advance, assess the sales team and tailor their negotiation strategy
- New to this edition: Updated guidance on adapting to digital communication tools and techniques and evaluating how different technologies and advancements can support and optimize the negotiation process

A step-by-step approach to delivering winning negotiations with tools and tactics for purchasing and supply chain professionals.

Edition:	4	
Date:	28/08/2025	
Paperback:	9781398620964	\$72.00
Ebook:	9781398620971	\$72.00
Hardback:	9781398620988	\$232.00
Pages:	480	
Format (mm):	234x156	
Subject:	Procurement	

Author information: Jonathan O'Brien is the CEO of Positive Purchasing Ltd, based in Plymouth, UK. With over 30 years of experience, he has helped equip global organizations to increase their purchasing capability through digital platforms, training, education and working directly with practitioners and executive teams. He is the author of Category Management in Purchasing, Supplier Relationship Management, The Buyer's Toolkit, and Sustainable Procurement, all published by Kogan Page.

Rights Sold: Swedish

Sustainable Procurement

A Practical Guide to Corporate Social Responsibility in the Supply Chain

🖈 Best Seller





Keynote

Transform procurement practices with this step-by-step process to successfully drive sustainability in direct suppliers and up the supply chain.

This book

- Introduces an actionable, step-by-step process for prioritizing and implementing a sustainable procurement strategy
- Focuses on the social and environmental factors of procurement, including labour practices, the processes used and the waste created in goods and services bought
- Features guidance on implementing sustainability requirements with immediate suppliers and driving improvements elsewhere in the supply chain where there is no direct relationship

Edition:	1	
Date:	04/28/2023	
Paperback:	9781398604681	\$69.99
Ebook:	9781398604698	\$69.99
Hardback:	9781398604704	\$229.00
Pages:	536	
Format (mm):	235x155	
Subject:	Procurement	

Author information: Jonathan O'Brien is the CEO of Positive Purchasing Ltd, the international procurement and negotiation consultancy and training provider, and is based in Plymouth, UK. With over 30 years of experience, he has helped global organizations increase their purchasing capability through training, education and working directly with practitioners and executive teams. He is also the author of Category Management in Purchasing, Negotiation for Procurement and Supply Chain Professionals, Supplier Relationship Management and The Buyer's Toolkit, all published by Kogan Page.

A Circular Economy Handbook

How to Build a More Resilient, Competitive and Sustainable Business



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How to build a more

resilient, competitive

and sustainable

business

3rd Edition

Keynote

This book

- Provides guidance on how to move away from the 'take, make, dispose' approach towards a circular economy model that regenerates goods into new products
- Explains how to create value instead of waste at every stage in the supply cycle, with real examples and case studies covering ecodesign, food waste apps, industrial manufacturing and key legislation changes affecting circular economies
- New to this edition: A new chapter focusing on the construction industry as well as new updates on the role of technological advancements and data standardization
- Online resources: Lecture slides with figures and tables from every chapter

Learn how circular economies can optimize business models to regenerate rather than waste and degrade resources.

Edition:	3	
Date:	08/28/2025	
Paperback:	9781398622982	\$55.00
Ebook:	9781398623002	\$55.00
Hardback:	9781398622999	\$176.00
Pages:	520	
Format (mm):	234x156	
Subject:	Environmental	
	Management	

Author information: Catherine Weetman helps businesses thrive by using fair, regenerative and circular approaches that are better for people, planet and profit. She founded Rethink Global in 2013, to support organizations that want to explore how circular and regenerative approaches create value. She is a Mentor and Group Leader for the Circular Economy Club, a member of the Strategic Foresight Board for the Circular Economy Alliance, and a member of the Circular Economy Steering Group for IEMA. She also hosts the Circular Economy Podcast.

Rights Sold: Portuguese

Financial Technology Foundations

Tech-Driven Innovation in Business, Finance and Regulation

New Title

Keynote



This book

- Develops knowledge of key financial technologies reshaping business and banking, from cryptocurrencies and AI to neobanks
- Demonstrates how innovations may be used across industries, including predictive analysis in financial decision-making
- Provides unique coverage of how lawtech and legal innovation impact new financial technologies
- Is supported by learning features of activities and international examples including The Bank of England, DocuSign and Innovate Finance
- Online resources: Lecturer PowerPoint slides, reflective exercises and multiple choice questions

Provides students with the essential knowledge to navigate and leverage the transformative power of emerging technologies in finance.

Edition:	1	
Date:	11/28/2025	
Paperback:	9781398617162	\$59.00
Ebook:	9781398617247	\$59.00
Hardback:	9781398617254	\$204.00
Pages:	400	
Format (mm):	240x170	
Subject:	Fintech	

Author information: Aleksandra Wawrzyszczuk is an adjunct professor at the University of Liverpool, UK, leading the LawTech, Regulation and Ethics module on the MSc Fintech. She manages Europe's largest world-leading legal sector transformation programme, LawtechUK, and in 2020 was named City of London's Innovation Ambassador and a Top 10 Lawyer in Legal Innovation.

Future Money

Fintech, AI and Web3



Keynote

This book

- Is written by one of the world's preeminent analysts on fintech, Web3 and financial innovation
- Is authored by the co-host of the CFTE Fintech & Web3 podcast, rated as one of the top Web3 and fintech podcasts by Yourstory and Feedspot
- Cuts through the jargon and the hype surrounding topics such as DeFi, the metaverse, blockchain and AI through lessons on building and growing fintech and Web3 businesses from successful entrepreneurs from around the world

Edition:	1	
Date:	03/28/2024	
Paperback:	9781398612761	\$23.99
Ebook:	9781398612778	\$23.99
Hardback:	9781398612785	\$89.00
Pages:	256	
Format (mm):	234x156	
Subject:	Fintech	

Author information: Ronit Ghose, based in Dubai, the UAE, runs the Future of Finance team at Citi. Previously, he was Citi's Global Head of Banks Research and Co-Head of Fintech Research. He is the lead author of Citi's cutting-edge *GPS Fintech* report series. He is also an Advisory Board member at the Centre for Financial Technology at Imperial College Business School and sits on the advisory board of various technology startups and venture capital firms in the UK, Middle East and Africa.

Rights Sold: Arabic, Azerbaijani, Spanish

Fundamentals of Operational Risk Management

Understanding and Implementing Effective Tools, Policies and Frameworks

New Edition



This book

- Describes the key components of building an operational risk management framework for any organization
- Covers critical risk operational tools such categorization, risk and control selfassessment, scenario analysis, events and losses and operational risk indicators
- Includes global real-world examples from across different industries to illustrate the impact that operational risks can have on organizations
- New to this edition: New coverage of Al, ESG, extended enterprise and supply chain risks along with a new chapter on managing geopolitical risks

Keynote

Discover the key to building an operational risk management framework that protects your organization from increasing operational threats and losses.

Edition:	2	
Date:	12/28/2025	
Paperback:	9781398622906	\$59.00
Ebook:	9781398622920	\$59.00
Hardback:	9781398622913	\$204.00
Pages:	336	
Format (mm):	240x170	
Subject:	Risk Management	

Author information: Dr Simon Ashby has been an academic, a financial regulator and a senior operational risk manager in several UK financial institutions. He is currently a visiting professor at Vlerick Business School (Belgium), Bayes Business School (UK) and Exeter Business School (UK). He is a Fellow and former Chair of the Institute of Operational Risk. He is based near Plymouth, UK.

The IRM is a world-leading professional body for risk management, driving excellence in managing risk to ensure organizations are ready for opportunities and threats of the future.

Rights Sold: Greek

Cyber Risk Management

Prioritize Threats, Identify Vulnerabilities and Apply Controls

🔂 Best Seller



This book

- Provides a data-centric approach to managing common threats to confidentiality, integrity and availability including malware, data leakage, insider threat and Denial-of-Service
- Explores how to prioritize relevant risks to develop and implement a successful cyber security strategy
- New to this edition: The impact of Web3 and the metaverse on cyber security; supply-chain security in the gig economy; exploration of the global, macroeconomic conditions that affect strategies

Edition:	2	
Date:	02/28/2024	
Paperback:	9781398613492	\$53.99
Ebook:	9781398613508	\$53.99
Hardback:	9781398613515	\$201.00
Pages:	448	
Format (mm):	234x156	
Subject:	Cybersecurity	

Author information: Christopher J Hodson is Chief Security Officer for Cyberhaven where he oversees all facets of security to protect Cyberhaven customers and employees, including cloud and application security, security operations and risk management. In addition, Chris serves as a board advisor at the workforce development platform Cybrary, and is a fellow of the Chartered Institute of Information Security. He has previously held CISO positions with Contentful, Zscaler and Tanium. He is a guest lecturer at Royal Holloway, University of London, where he also holds a Master's degree in computer and information systems security.

Rights Sold: Dutch

Keynote

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