

2024  
SPRING  
CATALOGUE

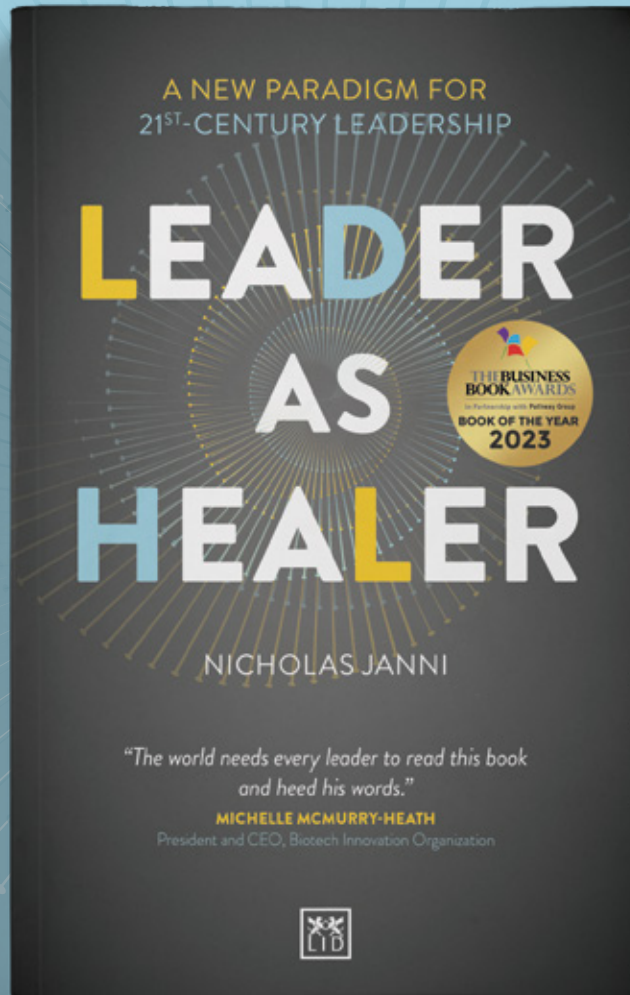
30  
YEARS



GLOBAL BUSINESS & PERSONAL GROWTH

[LIDpublishing.com](http://LIDpublishing.com)

# THE BEST BUSINESS BOOK OF 2023



**WINNER OF THE  
BUSINESS BOOK AWARDS 2023**  
• BEST LEADERSHIP BOOK  
• BEST OVERALL BUSINESS BOOK



**LEADER AS HEALER**, paperback, RRP £12.99, ISBN 978-1-911687-06-1

Published by LID Publishing ([www.lidpublishing.com](http://www.lidpublishing.com))

Rights: All languages

## WELCOME TO OUR SPRING 2024 CATALOGUE

LID is the home of original and purposeful business books. We are completely focused on commissioning, publishing and promoting high-quality books in the categories of business, smart thinking and personal development.

DEAR READERS AND PARTNERS,

The past 12 months has been a progressive and exciting period for LID. One of the main highlights was the award for Best Business Book of 2023 given to Nicholas Janni and his book, *Leader As Healer* (LID). The book was also crowned Best Leadership Book of 2023. Immediately after the award ceremony, Nicholas said: "I am honoured to receive these awards and take them as a strong affirmation of the work of healing and awakening that more and more of us are bringing to the corporate world and beyond. The world is terribly broken. We urgently need leaders who embody deep, soulful, heartfelt presence – bringing service to the greater whole as their primary commitment."

For over 30 years, LID's mission has been to "share knowledge" – communicating the expertise, ideas and extraordinary thinking of our authors and partners to the wider business world. Books like *Leader As Healer*, together with the many others published by LID, defines this mission. Our Spring 2024 catalogue represents the publishing programme of LID's UK and Asia operations and contains the next wave of knowledge from experts and thinkers, designed to help readers understand current issues and opportunities, and to achieve personal and organizational development and success.

On behalf of the entire LID team, I would like to recognize the great support and contribution of all our partners as well as past, present and soon-to-be published authors. Thank you for your collaboration and trust in LID as we continue this journey of sharing knowledge.



MARTIN LIU  
COO & Publisher  
[martin.liu@lidbusinessmedia.com](mailto:martin.liu@lidbusinessmedia.com)

**ISBN**  
978-1-915951-30-4

**PUBLICATION DATE**  
UK: February 2024  
US: June 2024

**NET PRICE**  
£14.99/\$22.95

**FORMAT**  
216 x 138mm  
Paperback  
256pp

**CATEGORY**  
Business/Career Development

**TERRITORIES**  
World

**RIGHTS**  
All languages



## TILT

### STRATEGIES THAT SHIFT THE ODDS FOR WOMEN AT WORK AND IN BUSINESS



**Monica McCoy** is the founder of MonicaMotivates and Global Supplier Diversity Conference. Prior to that, she spent 11 years with Coca-Cola. She lives in Atlanta in the USA.

While society has made some progress in moving beyond gendered workplace barriers, significant barriers remain and women's progress continues to be slow. Workplace gender equity has even suffered significant setbacks due to the global pandemic and these challenges are even greater for women of colour. Women need to hear from someone who understands their lived experience, has experienced the same very real frustrations, has their backs, and has real strategies to help them get ahead.

This book gets tough facts out in the open so women know what they are up against and then equips them with the support and proven strategies to navigate up, over and around professional barriers to accelerate their own success. It is a candid and personal playbook that ambitious, talented women can turn to for actionable insights on all things professional, with special attention to the unique challenges faced by women of colour.



## LEADERSHIP LANDMARKS

### GOING BEHIND THE SCENES OF LEADERSHIP AND HUMAN DEVELOPMENT

Like most people, CEOs and top executives have doubts, fears and questions, not to mention shortcomings. But they may try to hide them, to convince themselves and those around them, that they are invincible. Yet no one is fooled: successive crises remind us that we must all deal with vulnerabilities, complexities and uncertainties.

Based on 20 years of coaching top executives, this book takes you behind the scenes of effective leadership and personal development and gives you access to the secrets of great leaders in overcoming obstacles, staying healthy, promoting agility and autonomy, being eco-friendly, being demanding and fair, and developing kindness and empathy. In such uncertain times, this inspiring and enlightening book is a guide to helping leaders and managers to develop resources, awareness, self-confidence and skills, the key landmarks for a new style of leadership, one that is kinder, more respectful and relevant to today's environment.

**ISBN**  
978-1-915951-38-0

**PUBLICATION DATE**  
UK: April 2024  
US: August 2024

**NET PRICE**  
£19.99/\$29.95

**FORMAT**  
234 x 156mm  
Paperback  
240pp

**CATEGORY**  
Business/Management

**TERRITORIES**  
World

**RIGHTS**  
All languages

**Marc Beretta** is Academic Director for Executive Programs and an Affiliate Professor at HEC Paris, where he was Director of HEC Executive Coaching School. He has been coaching and developing executives for over 20 years and is CEO and Founder of Inis Alga, a leadership development consultancy. He lives in Paris.

**ISBN**  
978-1-915951-28-1

**PUBLICATION DATE**  
UK: April 2024  
US: August 2024

**NET PRICE**  
£19.99/\$29.95

**FORMAT**  
234 x 156mm  
Paperback  
224pp

**CATEGORY**  
Business/Management

**TERRITORIES**  
World

**RIGHTS**  
All languages



## SUPERCHARGING THE CUSTOMER EXPERIENCE

HOW ORGANIZATIONAL ALIGNMENT  
DRIVES PERFORMANCE

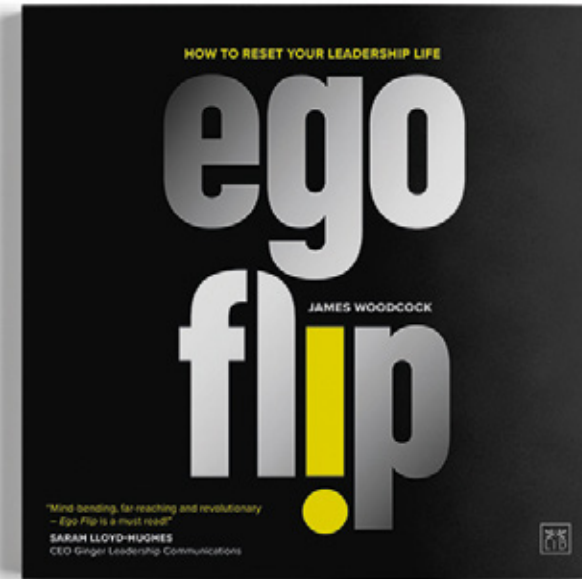


**Alan Williams** is the founder of SERVICEBRAND GLOBAL and advises business leaders internationally to deliver value-driven service.

**Dave Stubberfield** is the director of Carter Consultancy and specializes in enabling cultural transformation to help businesses achieve greatness. Both are based in the UK.

In nearly all sectors – especially those that are service related – customers are increasingly making choices based on emotion rather than rationale, and their thoughts and feelings can be shared to millions, instantly, in our super-connected world. Furthermore, brands are no longer owned by organizations, but co-owned with customers, employees, service partners and investors. And employees themselves want a sense of meaning and fulfilment from the companies they represent.

This shift from a product-based economy to an experience-based one means that the role of customers and employees as ambassadors, is of huge importance for companies today. This book defines a fresh approach to the design, implementation and development of customer experience strategy in any organization.



## EGO FLIP

HOW TO RESET  
YOUR LEADERSHIP LIFE

**ISBN**  
978-1-915951-01-4

**PUBLICATION DATE**  
UK: February 2024  
US: June 2024

**NET PRICE**  
£19.99/\$29.95

**FORMAT**  
230 x 230mm  
Paperback  
280pp

**CATEGORY**  
Business/Management

**TERRITORIES**  
World

**RIGHTS**  
All languages



**James Woodcock** is a Partner at Korn Ferry's Leadership and Professional Development Practice. Prior to that, he was Managing Consultant at PA Consulting and Senior Manager at Deloitte. For the past 20 years, James has worked across the globe helping leaders fulfil their potential. He is based in the UK.

To know *who you are* is the perennial question of leadership. A leader will never understand the world and their role within it, until they understand where they are looking from. Such a leader will inevitably not lead but be led. This important book explores the paradox of self-reference that lies at the heart of leadership – ie, the story of ego. It examines the assumptions that have shaped the conventional view of leadership and offers a radical new paradigm and way to lead.

*Ego Flip* looks at the role that ego plays within individual leaders. It looks at how ego has emerged as a new “meta ego” that is polarizing our world today. And through a new leadership manifesto (a set of eight conscious imperatives that offer a new vision for transcending the ego), the author provides a pathway for leaders to rethink today's conventions and shows what great leadership really means.

**ISBN**  
978-1-915951-36-6

**PUBLICATION DATE**  
UK: May 2024  
US: September 2024

**NET PRICE**  
£14.99/\$22.95

**FORMAT**  
216 x 138mm  
Paperback  
224pp

**CATEGORY**  
Business/Management

**TERRITORIES**  
World

**RIGHTS**  
All languages



## ANTICIPATORY LEADERSHIP

HOW LEADERS CAN USE FUTURES THINKING INSIDE THEIR ORGANIZATIONS TO SHAPE THEIR STRUCTURES, CULTURES AND GOVERNANCE

Leadership and future-of-work expert Erik Korsvik Østergaard's new book explores Futures Thinking and Strategic Foresight. It shows how these important processes can be used inside of organizations to support leaders in shaping and transforming their company structures, cultures and governance.

This important book helps business executives, managers and entrepreneurs answer the following critical questions: How do I use my understanding of trends and signals in society and technology to design my organization, culture and governance? How do I look for signals inside of my organization? How do I challenge and revisit our assumptions and anticipations which we build our view of the future on? And what kind of leadership skills and style is required to be futures literate inside of my organization? This book is essential for any leader participating in the tactical world of organizational change management.



**Erik Korsvik Østergaard** is a renowned Futures Thinker who explores and evaluates trends within the future of work. He is co-founder of Good Morning April, and founder of Bloch&Ostergaard. He is the author of *The Responsible Leader* and *Teal Dots in an Orange World* (LID). He is based in Denmark.



## B2B PLATFORMS

HOW TO DESIGN A B2B PLATFORM TO DELIVER MAXIMUM VALUE FROM YOUR BUSINESS ECOSYSTEM

Business platforms are widespread in B2C markets, but their adoption is now on the rise in the B2B world as well. Yet our understanding of platform adoption in the B2B context is less developed than in the B2C or traditional business context. This book explores the concept of Business-to-Business (B2B) platforms and the different business models that are based on it. It presents strategic approaches to activate innovation and foster value creation in platform ecosystems while maintaining focus on the issues of sustainability, transparency and disclosure.

The author draws on extensive experience in the financial services sector and provides actionable recommendations and insights for effective platform development. She specifically focuses on important themes in B2B platforms today such as stimulating purpose-based customer engagement; nurturing a community of agents with shared values; and business performance and upscaling.

**ISBN**  
978-1-915951-34-2

**PUBLICATION DATE**  
UK: June 2024  
US: October 2024

**NET PRICE**  
£14.99/\$22.95

**FORMAT**  
216 x 138mm  
Paperback  
256pp

**CATEGORY**  
Marketing/Management

**TERRITORIES**  
World

**RIGHTS**  
All languages

**Leeya Hendricks** is CMO of Rimm Sustainability. Her professional background lies in technology and financial services, and she has held senior marketing positions with IBM, Oracle and Accenture. She holds a PhD from Antwerp Management School. She resides in London.

**ISBN**  
978-1-915951-04-5

**PUBLICATION DATE**  
UK: March 2024  
US: July 2024

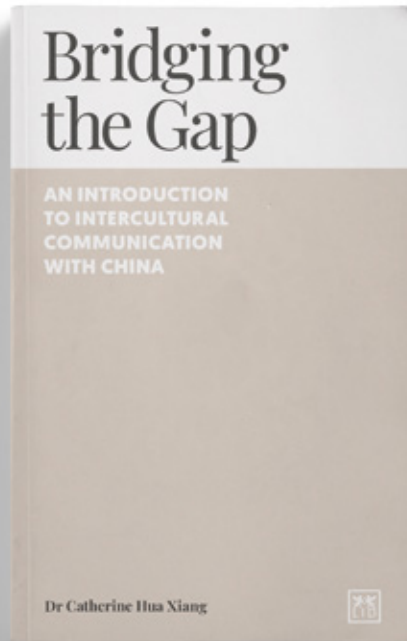
**NET PRICE**  
£12.99/\$16.85

**FORMAT**  
216 x 138mm  
Paperback  
192pp

**CATEGORY**  
Business/Communication

**TERRITORIES**  
World

**RIGHTS**  
All languages



## BRIDGING THE GAP

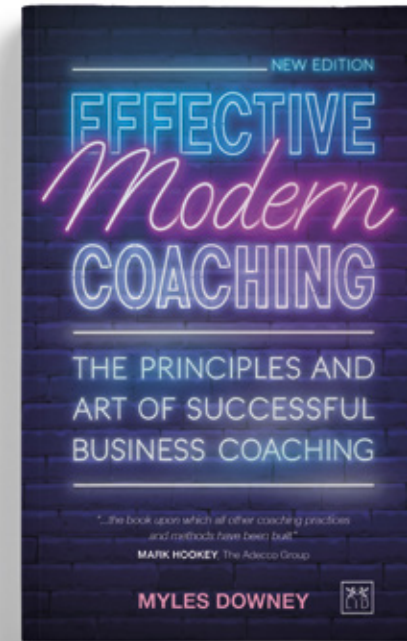
AN INTRODUCTION TO INTERCULTURAL COMMUNICATION WITH CHINA



**Dr Catherine Hua Xiang** is an established author and applied linguist. She is Head of East Asian Languages at LSE, Programme Director of LSE's BSc International Relations and Chinese course, as well as UK Director of LSE Confucius Institute for Business London. She is also a consultant to companies wishing to engage with China.

This is the first title in the new “Navigating China” series of books written by leading experts in the field of international business and cross-cultural communications. The book unravels the nuances of effective communication in China. It introduces readers to the basics of intercultural communication and highlights cultural, linguistic, and socio-economic factors that shape how Chinese people communicate. This essential guide will equip readers with the understanding needed to navigate cultural differences, making their cross-cultural interactions more successful and rewarding.

How does our language reflect our thoughts? What is the relationship between our culture and communication? How can we overcome cross-cultural boundaries and communicate effectively both in interpersonal or business settings? For anyone doing business in or with China, this book is an essential tool for effective communication.



## EFFECTIVE MODERN COACHING (NEW EDITION)

THE PRINCIPLES AND ART OF SUCCESSFUL BUSINESS COACHING

**ISBN**  
978-1-915951-16-8

**PUBLICATION DATE**  
UK: March 2024  
US: July 2024

**NET PRICE**  
£14.99/\$22.95

**FORMAT**  
216 x 138mm  
Paperback  
240pp

**CATEGORY**  
Business/Management

**TERRITORIES**  
World

**RIGHTS**  
All languages



**Myles Downey** is recognized as one of the world's leading business coaches, and was part of the team that established The Alexander Corporation (acknowledged by The Economist as “the leading provider of executive coaching in Europe”). He is the author of *Enabling Genius* and *The Enabling Manager* (LID).

Written by one of the world's leading business coaches, the new and updated edition of this book provides authoritative and proven guidance and techniques for any manager, executive or indeed coach who wants to bring out the full potential of their employees and clients through coaching. Individual performance is a cornerstone of corporate performance and the need to achieve more – be that productivity or innovation – from fewer is becoming increasingly vital. Coaching is a demonstrably successful approach to helping individuals to perform to higher levels.

This classic and inspiring book aims to develop managers and executives into great coaches, who can transform the performance of individuals and teams in their organizations. The author looks at the art of coaching from different perspectives and provides practical tips and models (such as the “Spectrum of Coaching Skills” and “GROW”).

**ISBN**  
978-1-911687-88-7

**PUBLICATION DATE**  
UK: May 2024  
US: September 2024

**NET PRICE**  
£19.99/\$29.95

**FORMAT**  
234 x 156mm  
Paperback  
296pp

**CATEGORY**  
Business/Sustainability

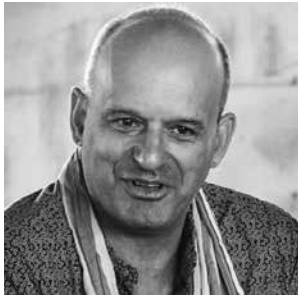
**TERRITORIES**  
World

**RIGHTS**  
All languages (exc. French)



## THE NEW WORLD MANIFESTO

LET'S REGENERATE AND BUILD TOGETHER



**Michel de Kemmeter** is the founder of the Club of Brussels, an influential think tank and school of economic thought, and the Extrapreneurs lab. He is a specialist in systemic approaches to the economy and is an adjunct professor at the Brussels School of Governance. He is based in Belgium.

More than ever before, a new philosophy of life is required in this world. A concrete perspective to build the New World. Whoever manipulates – in politics, economy, finance, in business or even in families or couples – the invitation today is for *everyone* to regain sovereignty. That sovereignty is the foundation of the New World.

It's clear to most people that not much in this world will change with the existing leadership. Quite simply, the people in charge do not want to shift in a coordinated way. Therefore, catastrophic collapses and scenarios are before us: social collapse, environmental destruction, multiple economic crises, conflicts. We need to take matters into our own hands. We need new ways, new roles, new philosophies. We need new ways to live our lives and to create the changes we want to see. We need to identify and clarify the challenges. We need guidelines, processes and outcomes. *We need a manifesto.*



## DARE TO DREAM

DEVELOP THE COURAGE AND TOOLS TO REALIZE HIGH STAKE DREAMS

**ISBN**  
978-1-911687-90-0

**PUBLICATION DATE**  
UK: November 2023  
US: March 2024

**NET PRICE**  
£12.99/\$16.85

**FORMAT**  
216 x 138mm  
Paperback  
224pp

**CATEGORY**  
Self development/  
Career

**TERRITORIES**  
World

**RIGHTS**  
All languages



**Lowell Sheppard** is a seasoned adventurer, author, YouTuber and most recently the host for a new TV series on the History Channel called *Dare to Dream*. He is also founder of the Never Too Late Academy, which seeks to “help people everywhere acquire the courage and the tools to realize high-stake dreams.” He currently lives in Japan on his boat, Wahine.

**ISBN**

978-1-911687-74-0

**PUBLICATION DATE**

UK: September 2023

US: February 2024

**NET PRICE**

£16.99/\$24.95

**FORMAT**

216 x 138mm

Hardback

312pp

**CATEGORY**

Self-development/

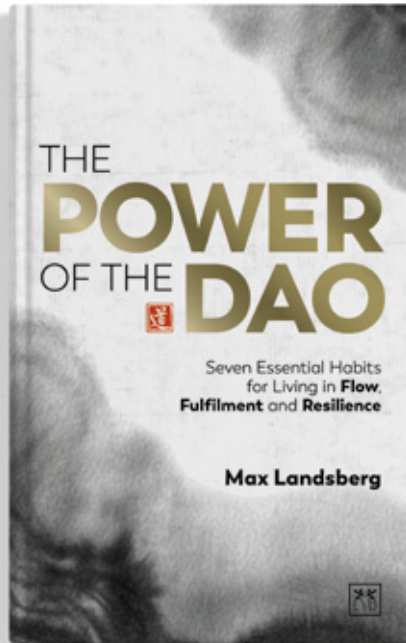
Smart Thinking

**TERRITORIES**

World

**RIGHTS**

All languages



## THE POWER OF THE DAO

### SEVEN ESSENTIAL HABITS FOR LIVING IN FLOW, FULFILMENT AND RESILIENCE

**Max Landsberg**

is the bestselling author of *The Tao of Coaching* and six other books – which have sold over 1 million copies and been published in 15 languages. He was previously a director at McKinsey and Company and is based in London.

Being in flow is when you are “in the zone”, “on your game”, or even “on fire”. This is both a mental state and a physical one. You have a feeling of complete focus, involvement and enjoyment in whatever you are doing. You feel the activity takes no energy from you and you barely notice the passage of time. You feel calm but almost ecstatic.

Most of us have glimpsed being in this state. But what if you could be in your zone not just for a moment of flow, but always and forever? This book shows you how to achieve that state, based on the enduring (ancient Chinese) wisdom of Daoist principles and practice. Millions of people have lived a better, happier and more productive life by following all or some of these Daoist principles. The book provides the seven core principles of Daoism to help you live your life in productive, yet relaxed, flow for extended periods – or all the time.



## ODD ONES IN

We live in uncertain, volatile times. Now, more than ever, we need brave breakthrough thinking to deliver different outcomes, better business and (really) change the world. Yet, the structures of our society – of education systems and labour markets – teach us that there’s a prescribed way of doing things, when there are countless ways.

This bold book explains why we should not continue to draw on the same old sources of knowledge and information. It examines the power of cognitive diversity, of creating networks that are different from anything we have built before. The voices on the periphery – those that have traditionally been marginalized and drowned out – have the power to provide the perspectives we so desperately need to create innovations and a future that works for all of us. It’s about making the odd one out the most important person in the room. It is time to meet the *odd ones in*.

**ISBN**

978-1-911687-78-8

**PUBLICATION DATE**

UK: February 2024

US: March 2024

**NET PRICE**

£12.99/\$19.95

**FORMAT**

198 x 129mm

Hardback

128pp

**CATEGORY**

Business/Marketing

**TERRITORIES**

World

**RIGHTS**

All languages

**Jeremy Brown** is CEO and Founder of Sense Worldwide, which works with major companies (including Nike, PepsiCo, Sonos and GE) to help them to be more innovative. He is based in London.



**ISBN**  
978-1-915951-23-6

**PUBLICATION DATE**  
UK: February 2024  
US: March 2024

**NET PRICE**  
£12.99/\$16.85

**FORMAT**  
198 x 129mm  
Paperback  
256pp

**CATEGORY**  
History/Biography

**TERRITORIES**  
World

**RIGHTS**  
All languages



## THE MAGICAL DECADE

A PERSONAL MEMOIR AND  
POPULAR HISTORY OF 1965-75



**David Chudwin** grew up in Chicago. He eventually received his medical degree from University of Michigan and became a medical practitioner to this day. However, David was also a journalist in his teenage years and covered the Apollo 11 Moon launch, of which he went on to write about in his first book, *I Was a Teenage Space Reporter* (LID). Today he lives in Chicago, USA.

For a special decade, from 1965 (when the author was 15 years old) to ten years later in 1975, David Chudwin was at the center of many events which have shaped American life, culture and history. Like the fictional character Forrest Gump, he happened to be in the right place and time to experience first-hand great events and changes that have had a profound impact on society.

From attending the first Beatles concert in Chicago in 1965 to being tear-gassed during Vietnam War protests; from reporting on site the first Moon launch in 1969 to experiencing revolutionary changes in technology thereafter; from growing up in segregated Chicago to observing liberation movements for women, African-Americans and gay Americans – this is a unique personal memoir of a life-changing decade for many people in America.



## THE DIAGRAMS BOOK (SPECIAL 10<sup>TH</sup> ANNIVERSARY EDITION)

100 WAYS TO SOLVE  
ANY PROBLEM VISUALLY



**Kevin Duncan** is a business advisor, marketing expert and the author of several successful business books. He previously worked in the communications and advertising sector for 25 years.

People find it difficult to express ideas and solve problems purely with words. They find it much easier to use diagrams. Distilled into this single, handy-sized volume are 100 of the most useful diagrams, which are used by consultants, academics, MBA students and smart managers globally to aid their problem-solving and thinking.

*The Diagrams Book* has been a cult bestseller since it was first published. Now in its 10<sup>th</sup> year, this special anniversary edition includes 40 new diagrams. Triangles and pyramids, grids and axes, timelines, flows and concepts – the 100 diagrams are each visually presented and then explained in an accessible manner, including tips and advice on how you can apply them to your own situations.



**CONCISE  
ADVICE**

# CONCISE ADVICE PAPERBACKS

SMART THINKING AND SELF-DEVELOPMENT  
FOR A NEW GENERATION

- Dynamic and practical
- Concise and to the point
- Clever, smart and savvy advice
- Relevant to all levels of readers – from students to CEOs
- Appeals to different generations and age groups

RRP £9.99  
180 x 120mm  
Paperback  
Territories: World  
Rights: All languages



**THE BRAIN BOOK**  
(PHIL DOBSON)  
ISBN 978-1-911687-56-6

**THE CREATIVE  
THINKING BOOK**  
(NEIL FRANCIS)  
ISBN: 978-1-911671-44-2

**THE DIAGRAMS BOOK**  
(KEVIN DUNCAN)  
ISBN: 978-1-915951-03-8

**THE EARLY CAREER BOOK**  
(ROSIE DUNCAN)  
ISBN: 978-1-911687-94-8

**THE EMOTIONAL  
INTELLIGENCE BOOK**  
(NICOLE SOAMES)  
ISBN 978-1-911687-85-6

**THE ETHICAL BUSINESS BOOK**  
(SARAH DUNCAN)  
ISBN: 978-1-911687-96-2

**THE EXCELLENCE BOOK**  
(KEVIN DUNCAN,  
ROSIE DUNCAN)  
ISBN: 978-1-915951-07-6

**THE FINANCIAL  
WELLBEING BOOK**  
(CHRIS BUDD)  
ISBN: 978-1-915951-15-1

**THE FUTURE BOOK**  
(MAGNUS LINDKVIST)  
ISBN: 978-1-911687-87-0

**THE IDEAS BOOK**  
(KEVIN DUNCAN)  
ISBN: 978-1-911687-53-5

**THE INFLUENCE BOOK**  
(NICOLE SOAMES)  
ISBN: 978-1-911687-98-6

**THE INSIGHT BOOK**  
(ANTHONY TASGAL)  
ISBN: 978-1-911687-38-2

**THE RESET BOOK**  
(MAGNUS LINDKVIST)  
ISBN: 978-1-911687-68-9

**THE SMART BRANDING  
BOOK**  
(DAN WHITE)  
ISBN: 978-1-911687-70-2

**THE SMART THINKING BOOK**  
(KEVIN DUNCAN)  
ISBN 978-1-911687-54-2

**THE STORYTELLING BOOK**  
(ANTHONY TASGAL)  
ISBN: 978-1-911687-97-9

**THE STRENGTHS BOOK**  
(SALLY BIBB)  
ISBN: 978-1-911687-55-9

**THE SUSTAINABLE  
BUSINESS BOOK**  
(KEVIN DUNCAN,  
SARAH DUNCAN)  
ISBN: 978-1-911687-80-1

# CONCISE ADVICE SERIES

SMALL BOOKS, BIG IDEAS

---

## THE ATTITUDE BOOK

ISBN 978-1-910649-88-6

## THE BRAIN BOOK

ISBN 978-1-910649-73-2

## THE BULLSHIT-FREE BOOK

ISBN 978-1-911671-50-3

## THE BUSINESS BULLSHIT BOOK

ISBN 978-1-910649-85-5

## THE COACHING BOOK

ISBN 978-1-912555-53-6

## THE CONNECTION BOOK

ISBN 978-1-911498-41-4

## THE CRISIS BOOK

ISBN 978-1-910649-31-2

## THE DIAGRAMS BOOK - 5<sup>TH</sup> ANNIVERSARY EDITION

ISBN 978-1-911498-66-7

## THE ENERGY BOOK

ISBN 978-1-912555-35-2

## THE ENTREPRENEUR'S BOOK

ISBN 978-1-911498-81-0

## THE ETHICAL BUSINESS BOOK - NEW EDITION

ISBN 978-1-911671-56-5

## THE EXCELLENCE BOOK

ISBN 978-1-911498-51-3

## THE FEEDBACK BOOK

ISBN 978-1-910649-57-2

## THE FINANCIAL WELLBEING BOOK

ISBN 978-1-910649-52-7

## THE FUTURE BOOK

ISBN 978-1-910649-24-4

## THE IDEAS BOOK - 5<sup>TH</sup> ANNIVERSARY EDITION

ISBN 978-1-912555-26-0

## THE IMPACT BOOK

ISBN 978-1-911498-69-8

## THE INFLUENCE BOOK

ISBN 978-1-911498-92-6

## THE INNOVATOR'S BOOK

ISBN 978-1-912555-43-7

## THE INTELLIGENT WORK BOOK

ISBN 978-1-912555-70-3

## THE "KEEP IT SIMPLE" BOOK

ISBN 978-1-911498-11-7

## THE LAUNCH BOOK

ISBN 978-1-910649-98-5

## THE MEETING BOOK

ISBN 978-1-910649-74-9

## THE MINDFULNESS BOOK

ISBN 978-1-910649-63-3

## THE NEGOTIATION BOOK

ISBN 978-1-911498-42-1

## THE NETWORKING BOOK

ISBN 978-1-910649-00-8

## THE PRESENTING BOOK

ISBN 978-1-912555-71-0

## THE PRODUCTIVITY HABITS

ISBN 978-1-907794-83-4

## THE PROJECT MANAGEMENT BOOK

ISBN 978-1-912555-04-8

## THE RECOGNITION BOOK

ISBN 978-1-911498-88-9

## THE REPUTATION BOOK

ISBN 978-1-911498-40-7

## THE SMART MARKETING BOOK

ISBN 978-1-912555-76-5

## THE SMART SELLING BOOK

ISBN 978-1-911498-31-5

## THE SMART STRATEGY BOOK - 5<sup>TH</sup> ANNIVERSARY EDITION

ISBN 978-1-911687-22-1

## THE SMART THINKING BOOK - 5<sup>TH</sup> ANNIVERSARY EDITION

ISBN 978-1-912555-84-0

## THE SOFT SKILLS BOOK

ISBN 978-1-911671-54-1

## THE STORYTELLING BOOK

ISBN 978-1-910649-08-4

## THE STRENGTHS BOOK

ISBN 978-1-911498-47-6

## THE SUCCESS BOOK

ISBN 978-1-910649-68-8

## THE SUSTAINABLE BUSINESS BOOK

ISBN 978-1-911687-40-5

## THE VISUAL COMMUNICATIONS BOOK

ISBN 978-1-907794-94-0

## THE WELLBEING BOOK

ISBN 978-1-911498-87-2



---

## THE BOOKS

Hardcover notebook style  
180 x 120mm | 128-184 page  
Also available as E-books  
£9.99/\$14.95  
Territories: World  
Rights: All languages

**ISBN**  
978-1-915951-26-7

**PUBLICATION DATE**  
UK: March 2024  
US: July 2024

**NET PRICE**  
£9.99/\$14.95

**FORMAT**  
180 x 120mm  
Paperback  
128pp

**CATEGORY**  
Business/Self-development

**TERRITORIES**  
World

**RIGHTS**  
All languages



## THE DARE TO BE DIFFERENT BOOK

SEVEN DARES TO EMBRACE, ENHANCE AND EXPLOIT YOUR OWN UNIQUENESS



**Magnus Lindkvist** is a renowned trendspotter, futurist and award-winning speaker. He is the author of seven books, the most recent being *The Reset Book*. He is based in Sweden, but his work takes him all over the world.

We live in a competitive world. You are expected to do well in school so you can get into a good university, a good job, and a good life. Good in this context means “better than.” On the other hand, creation is the ability to bring new ideas into the world – in business, philosophy, the arts, and life. In reality, the road to creation is paved with blood, sweat and tears. If you really want to offer something that is genuinely creative or innovative, you need to dare to be different!

This challenging and original book blends interdisciplinary insights from technology, the arts, popular culture and more, in order to unlock the secrets to genuine innovation and creativity. For anyone wanting to move beyond merely competing, this book contains compelling insights and inspirations to help effect real change.



## THE SMART ADVERTISING BOOK

HOW TO DELIVER ADVERTISING THAT GROWS YOUR BRAND

**ISBN**  
978-1-915951-18-2

**PUBLICATION DATE**  
UK: March 2024  
US: July 2024

**NET PRICE**  
£9.99/\$14.95

**FORMAT**  
180 x 120mm  
Paperback  
160pp

**CATEGORY**  
Business/Marketing

**TERRITORIES**  
World

**RIGHTS**  
All languages



**Dan White** is a trainer and consultant who has worked in the marketing and branding sector for over 30 years. He was previously Head of Expertise and MD of Corporate Development at Kantar. He is the author of *The Smart Marketing Book*, *The Soft Skills Book* and *The Smart Branding Book* (Concise Advice Series, LID). He lives in the UK.

Brands today have a bewildering array of ways to communicate with their target audience. To succeed, brand owners need to know how to identify the best combination of media and how to create effective content. A lot of advertising is ill-chosen and poorly executed; understanding how to harness its potential provides strong competitive advantage.

This book offers guidance to company leaders, marketers and entrepreneurs in delivering effective advertising. It presents a summary of all the latest evidence and thinking about successful advertising in a clear, accessible way with inspiring examples and the author’s trademark frameworks, analogies and hand-drawn illustrations.

**ISBN**  
978-1-915951-20-5

**PUBLICATION DATE**  
UK: June 2024  
US: October 2024

**NET PRICE**  
£9.99/\$14.95

**FORMAT**  
180 x 120mm  
Paperback  
160pp

**CATEGORY**  
Business/Marketing

**TERRITORIES**  
World

**RIGHTS**  
All languages



## THE CONSUMER BEHAVIOUR BOOK

EXPLORING THE REASONS WHY EMOTIONS ARE SO IMPORTANT IN DECISION-MAKING

Neoclassical economics assumes that most people have well-defined preferences and make well-informed, self-interested decisions based on those preferences. But in the real world, this is often not the case. This book combines elements of economics and psychology to help you understand how and why consumers behave the way they really do.

Using behavioural economics as the foundation, the author explains the anomalies in consumer choices and what really influences human behaviour, preferences and decision-making. Often the case, emotional as well as economic factors play a vital role in consumer behaviour. Therefore, behavioural economics can be an important aid to business and marketing strategies by understanding how consumer decisions can be influenced.



**Anthony Tasgal** is a marketing consultant and educator, who specializes in behavioural economics, insight and storytelling. Prior to that, he was a planner for leading advertising agencies. He is the author of *The Storytelling Book* and *The Insight Book* (LID).



## THE POSITIVE SLEEP BOOK (NEW EDITION)

A HOLISTIC APPROACH TO RESOLVE SLEEP ISSUES AND TRANSFORM YOUR LIFE

In this highly informative and practical guide, sleep expert and busy management consultant and coach, Giles Watkins, explores the issues around sleep disorder from a personal and expert perspective.

In the new and updated edition of this enormously popular book, he shares the techniques and personal tips that transformed his life and helped him to sleep better. Along the way he explains the importance and function of sleep and how lack of sleep typically affects professionals. The book also examines how organizations can promote better sleep. As challenges with sleep for professionals reach epidemic proportions in the 21st century, this book provides an invaluable guide for those in positions of responsibility and encourages employee wellbeing in organizations.

**ISBN**  
978-1-915951-32-8

**PUBLICATION DATE**  
UK: March 2024  
US: July 2024

**NET PRICE**  
£9.99/\$14.95

**FORMAT**  
180 x 120mm  
Paperback  
160pp

**CATEGORY**  
Self-development/  
Popular Medicine

**TERRITORIES**  
World

**RIGHTS**  
All languages



**Giles Watkins** is Director of Tinderbox and has over 35 years of global business and general management experience with top tier companies. He now focuses most of his time on promoting positive sleep, primarily with leaders and organizations. He is an opinion columnist for *CEOWORLD Magazine*.

## THE FINANCIAL WELLBEING BOOK

CREATING FINANCIAL PEACE OF MIND

BY CHRIS BUDD

One of the biggest enemies of our general wellbeing is stress; and one of the biggest causes of stress is concern about money. This book provides a simple and practical guide to planning your daily and long-term finances by understanding your objectives and motivations. In doing so, it offers respite from the anxiety and stress caused by money problems.

<b>ISBN</b> 978-1-915951-15-1	<b>CATEGORY</b> Business/ Personal Finance
<b>NET PRICE</b> £9.99/\$14.95	<b>TERRITORIES</b> World
<b>FORMAT</b> Paperback 176pp	<b>RIGHTS</b> All languages



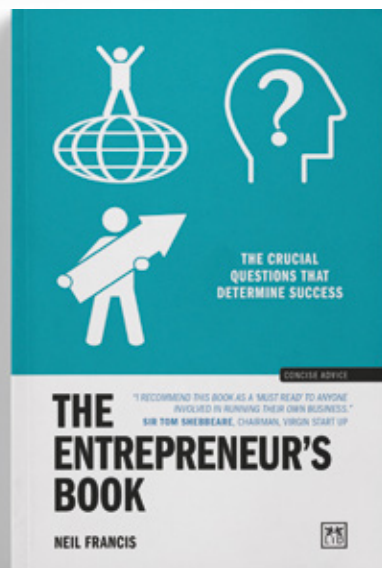
## THE ENTREPRENEUR'S BOOK

THE CRUCIAL QUESTIONS THAT DETERMINE SUCCESS

BY NEIL FRANCIS

Though entrepreneurs understand the mechanics of running a business (how to) they don't always understand the fundamentals, which ultimately decide success or failure. Through his own experiences and conversations with hundreds of successful people, Neil Francis concludes that the route to success is about understanding and answering what he calls the 'why' questions.

<b>ISBN</b> 978-1-915951-25-0	<b>CATEGORY</b> Business/ Self-development
<b>NET PRICE</b> £9.99/\$14.95	<b>TERRITORIES</b> World
<b>FORMAT</b> Paperback 160pp	<b>RIGHTS</b> All languages



### SALES REPRESENTATION

#### UNITED KINGDOM (EX. N&S IRELAND)

INNACLE BOOKSALES UK

☎ (+44) (0)7976 273225

✉ [davids@djsegruelt.co.uk](mailto:davids@djsegruelt.co.uk)

#### EUROPE (INC. N&S IRELAND)

DURNELL MARKETING LTD

☎ +44 (0)1892 544272

✉ [orders@durnell.co.uk](mailto:orders@durnell.co.uk)

#### NORTH AMERICA

INDEPENDENT PUBLISHERS GROUP

☎ (800) 888-4741

✉ [orders@ipgbook.com](mailto:orders@ipgbook.com)

✉ [inquiries@ipgbook.com](mailto:inquiries@ipgbook.com)

#### SINGAPORE & MALAYSIA

PANSING DISTRIBUTION PRIVATE LTD

☎ (+65) 6319 9939

✉ [infobooks@pansing.com](mailto:infobooks@pansing.com)

#### ASIA (REST OF)

THE WHITE PARTNERSHIP

☎ +44 (0) 1892 557 767

✉ [thewhitepartnership@btopenworld.com](mailto:thewhitepartnership@btopenworld.com)

#### SOUTH AFRICA

SULA BOOK DISTRIBUTORS

☎ (+27) (0)83 290 7576

✉ [info@sula.co.za](mailto:info@sula.co.za)

#### MIDDLE EAST

WARD INTERNATIONAL BOOK EXPORT LTD

☎ +44 (0)20 8672 1171

✉ [richard@wibx.co.uk](mailto:richard@wibx.co.uk)

#### AUSTRALIA

PERIBO

☎ +61 (0)2 9457 0011

✉ [info@peribo.co.au](mailto:info@peribo.co.au)

#### OTHER TERRITORIES

LID PUBLISHING

✉ [info@lidpublishing.com](mailto:info@lidpublishing.com)

### DISTRIBUTION

#### UK & REST OF THE WORLD

HACHETTE UK DISTRIBUTION

Hely Hutchinson Centre, Milton Road, Didcot,

OZ11 7HH, UK

☎ (+44) (0)1235 759500

✉ [hukcustomerservices@hachette.co.uk](mailto:hukcustomerservices@hachette.co.uk)

#### NORTH AMERICA

INDEPENDENT PUBLISHERS GROUP

814 N. Franklin St.

Chicago, IL

60610 USA

☎ (800) 888-4741

✉ [orders@ipgbook.com](mailto:orders@ipgbook.com)

✉ [inquiries@ipgbook.com](mailto:inquiries@ipgbook.com)

### RIGHTS

For rights/translation enquiries, please contact:

#### MONICA WANG (ASIA)

✉ [monica.wang@lidbusinessmedia.com](mailto:monica.wang@lidbusinessmedia.com)

#### PATRICIA SEIBEL (REST OF THE WORLD)

✉ [patricia@patriciaseibel.com](mailto:patricia@patriciaseibel.com)

Published by

#### LID PUBLISHING

An imprint of LID Business Media Ltd.

LABS House, 15-19 Bloomsbury Way,

London, WC1A 2TH, UK

[info@lidpublishing.com](mailto:info@lidpublishing.com)

[www.LIDpublishing.com](http://www.LIDpublishing.com)



🐦 in f 📺 @LIDPublishing

OUR NEW WEBSITE **IS LIVE**

[LIDpublishing.com](https://LIDpublishing.com)



#SHARINGKNOWLEDGE

#LID30