



Business & Management

RIGHTS GUIDE

SPRING 2024

THE
LONDON
BOOK
FAIR

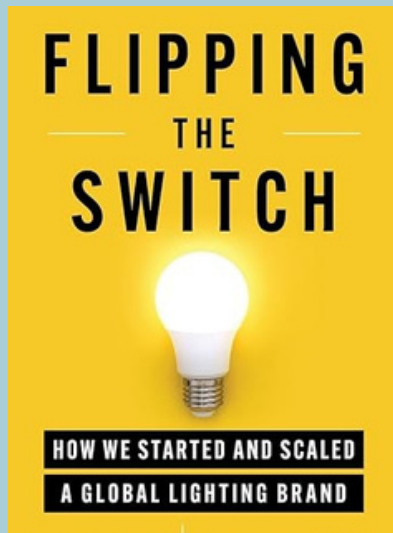


OLYMPIA, LONDON

12 – 14 MARCH 2024



DROPCAP[®]
RIGHTS AGENCY



How we started and scaled a global lighting brand.

Lioncrest Publishing

July, 2023

Page Count: 294

Retail Price: \$16.99

Trim Size: 8.5in x 5.5in

ISBN: 9781544544038

BISAC Codes:

BUSINESS & ECONOMICS / General Management / Business Development

FLIPPING THE SWITCH

Successful entrepreneurship is not a straight line. It's a thrilling, unpredictable roller coaster full of extreme ups and downs.

Flipping the Switch is the story of Cole and Guillaume, two guys who left their respective home countries of America and France to move to China and start a business. After a chance meeting, they saw an opportunity to disrupt the lighting market with LED technology. Leveraging their sales, marketing, product development, and manufacturing experience in both Western and Chinese markets, together they bootstrapped an innovative brand. They made every mistake under the sun but somehow failed their way to success. And now they're teaching others to do the same.

- WORLD RIGHTS AVAILABLE
- VALUABLE LESSONS TO HELP YOU SPOT THAT NEXT OPPORTUNITY, CREATE YOUR NEXT SOLUTION, AND HAVE SOME FUN ALONG THE WAY

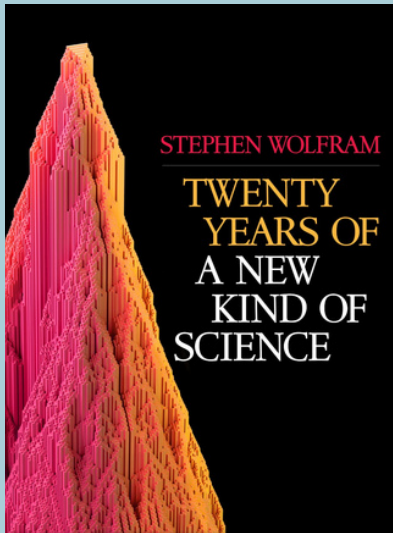
"The book is filled with rich, real-life experiences that leave you feeling empowered, and instills a renewed sense of confidence in the face of adversity. A must-read, this story has made a profound impact on me."—Amazon Review



ABOUT THE AUTHOR

Guillaume Vidal, Cole Zucker

Cole Zucker is an entrepreneur and investor who has founded, scaled, and sold two companies. Guillaume Vidal is an entrepreneur and investor who is hooked on marketing and product management. In 2010, Guillaume and Cole co-founded Green Creative, a commercial-grade LED lighting company. As co-CEOs, they oversaw every aspect of the business, scaling it from two guys with an idea to an award-winning, globally recognized brand.



This book is sure to benefit anyone curious about the fascinating field of machine learning.

Wolfram Media

March, 2023

Page Count: 384

Retail Price: \$35.18

Trim Size: 9.4in x 7.8in

ISBN: 9781579550493

BISAC Codes:

COMPUTERS / Programming / General

MATHEMATICS / Logic

TWENTY YEARS OF A NEW KIND OF SCIENCE

When Stephen Wolfram's groundbreaking *A New Kind of Science* was published in 2002, its exploration and analysis of the computational universe of simple programs launched a scientific revolution. Twenty years later, the ideas and results of the book have found countless applications across science, technology and elsewhere—including the recent Wolfram Physics Project and its breakthrough in fundamental physics—and the book has indeed spawned what can only be described as a new kind of science.

- RIGHTS SOLD: ENGLISH (UK)
- THE BOOK PROVIDES A WINDOW INTO ONE OF THE MOST VIBRANT INTELLECTUAL DEVELOPMENTS OF OUR TIME

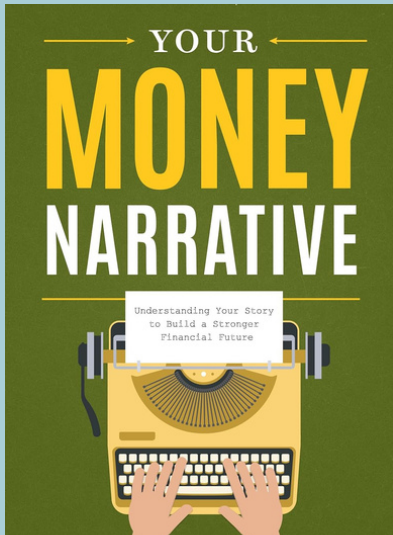
Here Wolfram reflects on the first two decades of *A New Kind of Science*, discussing some of the major implications that have emerged so far, as well as his far-reaching new thinking building on the conceptual framework developed in *A New Kind of Science*.



ABOUT THE AUTHOR

Stephen Wolfram

Stephen Wolfram is a distinguished scientist and best-selling author, and the creator of some of the world's most respected software systems, including Mathematica, Wolfram|Alpha and the Wolfram Language. For more than 30 years he has been the CEO of the global technology company Wolfram Research.



Understanding your story to build a stronger financial future.

Advantage Media Group
January, 2024
Page Count: 200
Retail Price: \$29.99
Trim Size: 8.75in x 5.75in
ISBN: 9781642256246
BISAC Codes:
BUSINESS & ECONOMICS
Personal Finance / Money Management

YOUR MONEY NARRATIVE

It's not about the money.

Storytelling is a part of each one of us. We tell ourselves stories every day, based on our past encounters, and we mold them over time so they stay relevant with our growth. Our financial stories are no different than the plotlines in our personal lives, however; they can have a profound effect on how we manage our future.

These stories can run rampant for generations if they are not unpacked with curiosity and care. By asking the why, you can unlock the power you have over your finances and tackle the hidden meanings you attach to money.

- WORLD RIGHTS AVAILABLE
- BUILD A STRONGER FUTURE AND LAND ON A LASTING LEGACY

**"Your Money Narrative is a different kind of personal finance book. It deftly shows us the many ways that people use and abuse money."
—David Meerman Scott, Business growth strategist and *Wall Street Journal* bestselling author of thirteen books, including *Fanocracy***



ABOUT THE AUTHOR

Amy R. Cook CFP

Amy R. Cook credits her unwavering interest in financial planning to lessons she has learned in her own life and a commitment to helping others do the same. Amy is a CFP® (Certified Financial Planner) and has a master's degree in personal financial planning. She utilizes her education and experience to help clients across all industries and in all stages of life. Just like our individual circumstances, she believes financial planning is dynamic and ever-changing, and preparation is key.



Level up your life practice now.

Forbes Books

October, 2023

Page Count: 190

Retail Price: \$19.99

Trim Size: 9in x 6in

ISBN: 9781642253757

BISAC Codes:

BUSINESS & ECONOMICS / Small Business

SELF-HELP / Personal Growth / Happiness

IS EVERYONE SMILING BUT YOU?

Are your assumptions about success showing results in your life? We often look at success as a financial pinnacle — a mountaintop where we're in command and respected. The truth is that if your personal life, core values, and self-knowledge aren't a part of the equation, all the success in the world won't do much for you. It will all come crashing down. *Is Everyone Smiling But You?* explores the true meaning of success — how to organize your life to draw success to you, and also, how to create a perfect day that makes success sustainable while opening the floodgates to exponential growth.

- RIGHTS SOLD: INDONESIAN
- WITH DR. RICE'S WELL-ROUNDED VIEW OF THE BIG PICTURE, YOU'LL STOP SPINNING YOUR WHEELS

"Dr. Rice's insights on personal values, vision, and self-investment are eye-opening. He shares practical steps to craft a fulfilling life and sustain success. "—Amazon Review

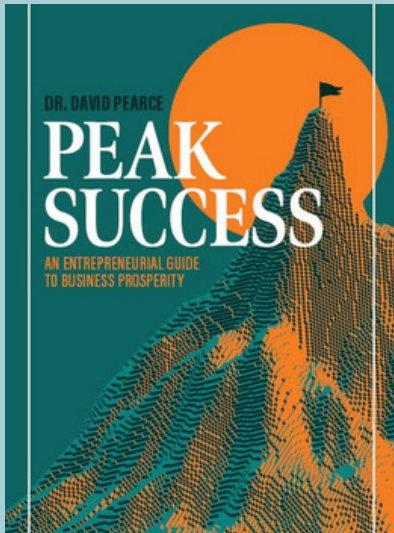


ABOUT THE AUTHOR

David Rice

Dr. David Rice - Keynote speaker, community builder and founder of igniteDDS, is changing the way leaders and teams think. What began as a passion project and side hustle is now a playbook for personal and professional success that has taken over 50,000 professionals in the last decade from capable to crushing it.

David fuels better companies, richer lives and self-determined futures by bringing them systems control, financial control and technical control.



**An entrepreneurial guide to
business prosperity.**

Advantage Media Group
November, 2023
Page Count: 214
Retail Price: \$19.99
Trim Size: 9in x 6in
ISBN: 9781642258776
BISAC Codes:
BUSINESS & ECONOMICS
Entrepreneurship

PEAK SUCCESS

Dr. Pearce's coaching methodology is a testament to his unwavering life philosophy, which centers around assisting his dental clients in successfully transitioning their practices to offer more comprehensive care. His approach is transformative, leading to a significant increase in patient acceptance of full mouth treatment while simultaneously reducing the number of working hours they must engage in. This remarkable shift ultimately yields increasingly greater financial rewards for his clients, as well as offering the best dental care possible for their patients.

- WORLD RIGHTS AVAILABLE
- JOURNEY OF PROSPERITY
CREATION, BUSINESS MASTERY
AND PERSONAL POTENTIAL
DISCOVERY

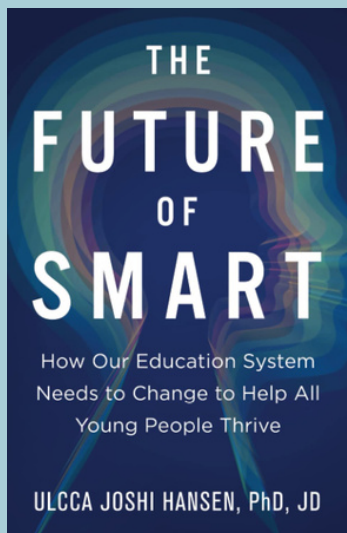
“As you read David's book, you will be exposed to new ways of thinking about your practice goals and systems. He uses his own life experiences to demonstrate what is possible when we design our practice with an endpoint in mind.”—Dr. John Kois



ABOUT THE AUTHOR

Dr. David Pearce

Dr. Pearce's coaching goes beyond mere financial gains. It involves a fundamental paradigm shift from a traditional "doctor/owner-led business" to a collaborative "doctor/leader and team-driven business." With Dr. Pearce's guidance, practitioners learn to create an environment where team members are actively engaged and motivated to contribute to their own success as well as the overall success of the practice.



Our education system is failing because it is doing exactly what it was designed to do.

Capucia Publishing
September, 2021
Trim Size: 9in x 6in
Page Count: 314
Retail Price: \$17.99
ISBN: 9781954920132
BISAC Codes:
Education Policy & Reform
Teacher Resources

THE FUTURE OF SMART

Our best efforts at improving education have failed to improve the lives of children, or change society for the better. This is no accident: the current system ignores our deepest knowledge about how human beings thrive.

Being “smart” today is still about sorting kids based on how well they absorb and retain knowledge. We need education to reflect a different set of values: interdependence, community, diversity, and deep, dynamic learning.

Blending history and science with stories from inside, *The Future of Smart* is a must read for anyone concerned about the future of education.

- WORLD RIGHTS AVAILABLE
- BEST INDIE BOOK AWARD WINNER
- ERIC HOFFER BOOK AWARD CATEGORY FINALIST
- IPPY GOLD MEDAL WINNER (INDEPENDENT PUBLISHER BOOK AWARDS)
- NATIONAL INDIE EXCELLENCE AWARDS WINNER

"Having Dr. Hansen's special expertise and passion for change in education takes us even closer to ensuring that we can achieve the transformative movement in education we need."—Sir Ken Robinson, TED Speaker



ABOUT THE AUTHOR

Ulcca Joshi Hansen

Ulcca Joshi Hansen is a mother, educator, researcher and advocate whose two-and-a-half decade career has spanned classrooms, non-profit leadership, philanthropy and consulting. She is driven by a vision of education that attends to and supports the development of young people's humanity and creates learning experiences that help them realize their unique potential - the place where who they are and what the world needs intersect.



The business case for digital currencies.

Racket
December, 2023
Trim Size: 8.5in x 5.5in
Page Count: 268
Retail Price: \$23.95
ISBN: 9798987864913
BISAC Codes:
BUSINESS & ECONOMICS
Finance / Financial Engineering



REIMAGINING PAYMENTS

No doubt you've heard of the challenges surrounding cryptocurrencies. Several projects have imploded, asset values and trading volumes have plummeted, and investor losses have abounded. These events serve as catnip for naysayers and an excuse to dismiss digital currencies outright.

Reimagining Payments shows how this mindset is ultimately misguided. Digital currencies already serve important commercial purposes. Gitlitz deftly explores the benefits of accepting digital currency payments: reaching new consumers, providing more secure payment choices, and reducing transaction-related costs and friction.

- RIGHTS SOLD: TURKISH
- STRATEGIC AND TACTICAL ADVICE
- BRIMMING WITH RICH CASE STUDIES, ANALYSIS, AND SYNTHESIS

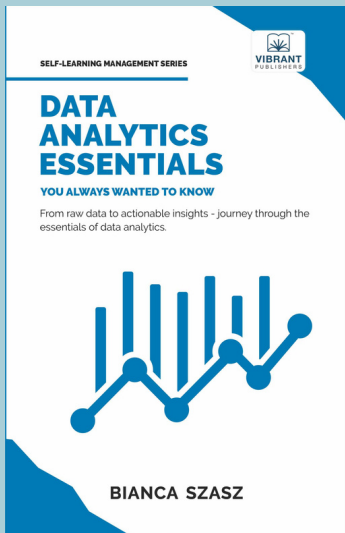
"The author gives the perfect amount of background and detail to make her case and give a wholistic view of the current payment landscape, how we got here, and where we are headed. Payments touches everyone's lives and thus this book is a must read for all."—Amazon Review



ABOUT THE AUTHOR

Michelle Ann Gitlitz

Michelle Ann Gitlitz is one of the world's leading experts on cryptocurrencies, digital payments, and related technologies. In this capacity, she frequently meets with policymakers, legislators, and industry leaders to facilitate intelligent regulation. Gitlitz holds degrees from Cornell University and Brooklyn Law School. She currently resides in New York City with her two daughters.



This book is a great tool for professionals switching to a career in data analytics and for students.

Vibrant Publishers
February, 2024
Trim Size: 8.5in x 5.5in
Page Count: 198
Retail Price: \$43.99
ISBN: 9781636511184
BISAC Codes:
BUSINESS & ECONOMICS
Decision-Making & Problem Solving

DATA ANALYTICS ESSENTIALS

Data Analytics Essentials You Always Wanted To Know is an approachable and captivating guide to understand the complicated world of data. From raw data to actionable insights - journey through the essentials of data analytics. Data analytics is becoming increasingly important in today's data-driven society, and so has the demand for data analysts. *Data Analytics Essentials* is a comprehensive yet succinct manual, perfect for you if you are trying to understand the fundamentals of data analytics. It gives a concise introduction to data analytics and its current applicability.

- WORLD RIGHTS AVAILABLE
- UNDERSTANDING OF DATA ANALYTICS PROCESSES
- APPLICATION-BASED LEARNING

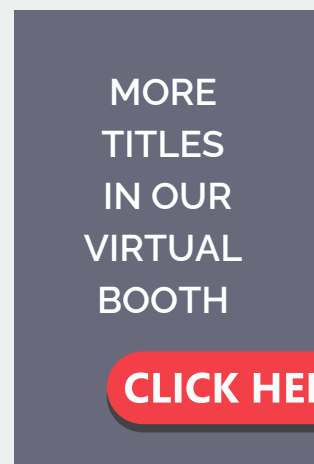
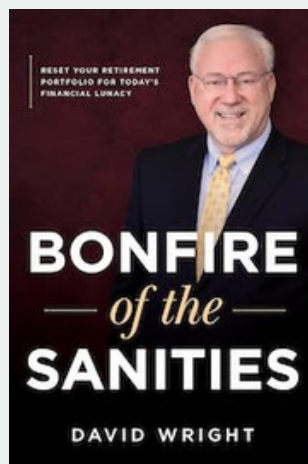
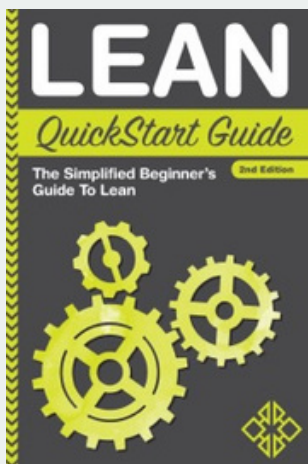
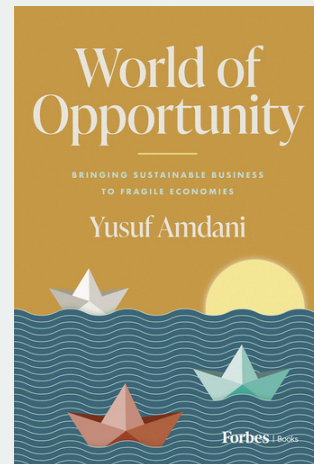
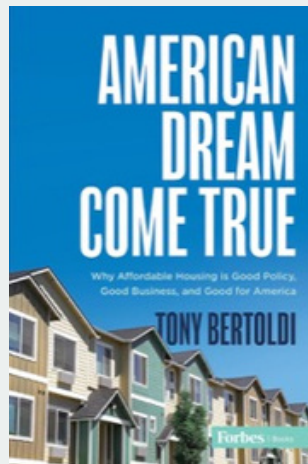
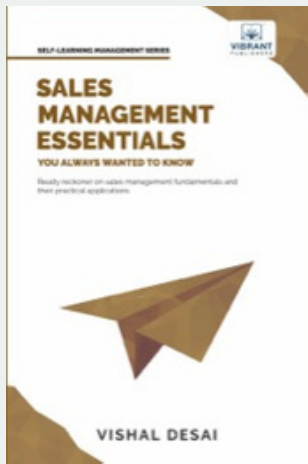
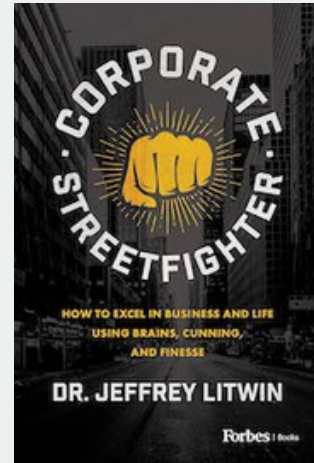
“It is an entry-level teaching textbook, easy to understand, suitable for the preliminary classes in a college course, or serves as a prerequisite reading for a data course.”—Ting Zhang, Ph.D. Associate Professor at Merrick School of Business



ABOUT THE AUTHOR

Dr. Bianca Szasz

Bianca Szasz is a Ph.D. holder in Space Engineering. In over 14 years of experience in engineering and a dedicated focus of 4 years in data analytics, she has used data analytics in a variety of innovative projects, like post-processing of the wind tunnel test results and the analysis of high enthalpy heating test results. Her enthusiasm for data analytics eventually expanded beyond using it for work. Now she is passionate about educating the future generation of data analysts.



DROPCAP
RIGHTS AGENCY