



2025 SPRING CATALOGUE
GLOBAL BUSINESS & PERSONAL GROWTH

LIDpublishing.com

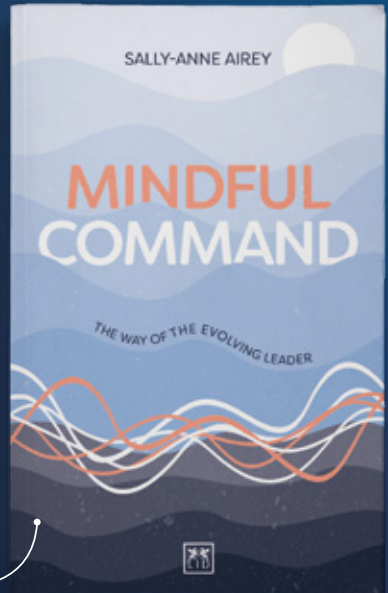
BUSINESS BOOK AWARDS 2024



THE SKY IS NO LIMIT

**WINNER OF
THE BEST BUSINESS
BIOGRAPHY AWARD**
(Business Journey category)

Hardback, RRP £19.99, ISBN 978-1-911687-28-3
Rights: All languages



MINDFUL COMMAND

HIGHLY COMMENDED AWARD
in the Leadership Books category

Paperback, RRP £14.99, ISBN 978-1-911687-46-7
Rights: All languages

WELCOME TO OUR SPRING 2025 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,

2024 has been a fast-moving and intense year for LID. This recently culminated in the recognition of two books and authors: Per Wimmer's autobiography – *The Sky Is No Limit* – won the best business biography (in the Business Journey category) in the 2024 Business Book Awards; and Sally-Anne Airey was "highly commended" in the Leadership Books category of the same Awards for her book, *Mindful Command*. This follows Nicholas Janni's book, *Leader As Healer*, winning the overall Best Business Book of 2023. In his autobiography, Per Wimmer wrote: "It's been an amazing journey. I feel as if I have lived three lives already."

LID has been operating for over 30 years, and throughout that period, our mission has been to "share knowledge" by communicating the expertise, thinking, experiences and stories of our authors and partners to the wider business world. This Spring 2025 catalogue represents the publishing programme of LID's UK and Asia operations and contains further knowledge and experiences – much of which is cutting edge and inspirational – from experts and thought leaders, 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 thank and recognize the tremendous support and contribution of all our partners and past, present and soon-to-be published authors. Your collaboration and trust in LID is so greatly appreciated as we continue on our journey of sharing knowledge.

MARTIN LIU
COO & Publisher
martin.liu@lidbusinessmedia.com



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CATEGORY

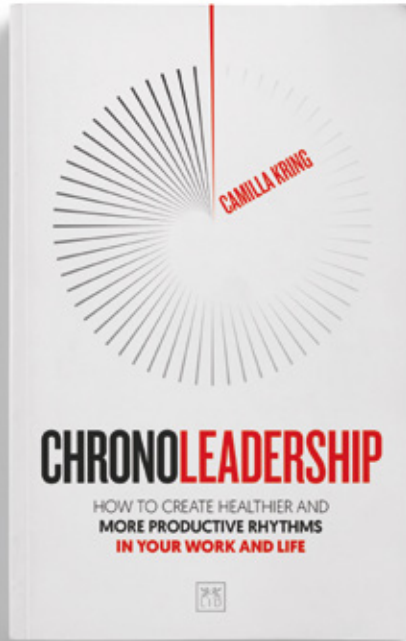
Business/Management

TERRITORIES

World

RIGHTS

All languages



Camilla Kring is the founder of Super Navigators and helps people navigate their lives and build flexible and inclusive work cultures. She is based in Denmark.

CHRONOLEADERSHIP

HOW TO CREATE HEALTHIER
AND MORE PRODUCTIVE RHYTHMS
IN YOUR WORK AND LIFE

Humans are born with a circadian rhythm – a sleep-wake rhythm. Variations in human genes cause us to sleep and wake at different times of the day. Your circadian rhythm is, therefore, not something you choose. You are genetically predisposed to be either a morning person or an evening person. If we need an alarm clock to wake up in the morning, we are living out of sync with our internal biological clocks. This makes us more vulnerable to health issues and, at work, less productive and effective.

This book shows you how you can use chronobiology to create healthier, more sustainable and more productive rhythms in the workplace. Society requires an inclusion of different circadian rhythms,. There is much to be gained for individuals, for companies and for society if we let go of prejudices, and create social acceptance and respect for our diversity in circadian rhythms.



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216 x 138mm
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160pp

CATEGORY
Business/Marketing

TERRITORIES
World

RIGHTS
All languages

DE-POSITIONING

THE SECRET BRAND STRATEGY FOR CREATING COMPETITIVE ADVANTAGE

What is the secret brand strategy that the likes of Apple and Starbucks have adopted, but are reluctant to let the world know about? What drives customers to choose your brand over the others? This book, by a leading branding practitioner and strategist, introduces the powerful strategy of De-Positioning that has been used by dominant brands.

De-Positioning addresses the most important things customers are looking for when they are on a buying journey: desires and pain points. *De-Positioning* will teach you how to highlight a “positive feature” about a brand, with the positive feature shining a “negative light” on the competition. It highlights what your company can do for your customers that competitors cannot while appealing to their deepest needs, concern and desires. By “de-positioning” your competitor, you will gain advantage in your marketplace.



Todd Irwin is the founder and Chief Strategy Officer of Fazer, a leading New York-based brand strategy and creative agency, with focus in delivering competitive brand strategies.

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



Paul Lambert is a management consultant and founder of Living Work Consultant. He is also a Programme Director at Henley Business School. Prior to that, he was a Senior Partner at Korn Ferry and Prophet.

ALIVE

CULTIVATING LIVING ORGANIZATIONS FOR SUCCESS IN A DIGITAL AGE

Our world is a rich and dynamic environment in which life moves through seasons and evolves over time. Our political, societal and economic life is permeated with major trends and movements affecting our lives and societies. However, in companies, this level of external disruption has been addressed with relatively conventional and static responses.

This original book offers an alternative to this stalemate through a fundamental shift in mindset. Organizations, like people, need to be seen as living, evolving organisms, resulting in different ways of structuring and leading companies. Based on a human-centred model of organization, the book begins with organizational purpose and values, asking the reader, "Why are you in business?" From there, the book goes on to show how this is brought to life through an aligned strategy and capability (Mind), living structures and dynamic ways of working (Body) and new mindset/culture (Soul).



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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
English language

THE POWER OF TIME

TIME-MANAGEMENT PRACTICE AND REFLECTION FOR ENTERPRISES

Time is a scarce resource that is often overlooked in business and personal life. Despite its limited availability, time can be effectively managed through careful planning and prioritization. By understanding the importance of time management, individuals and especially organizations can improve their productivity, efficiency and overall success.

Based on the author's direct experience of creating and building what is now a 20,000-employee company, this book examines the crucial role time management plays for companies to achieve their goals and maintain competitiveness and customer satisfaction. It's through effective time management that companies gain better team coordination, leading to improved productivity and project completion. Full of insightful cases and examples, this book demonstrates how time is a major factor in organizational performance and how it can be managed for greater success.

Guo Wei is the founder of Digital China, a leading digital transformation organization. He was chosen as one of "China's 50 Most Influential Business Leaders" by *Fortune China*. He speaks regularly about FinTech, the Digital Economy and Technology.

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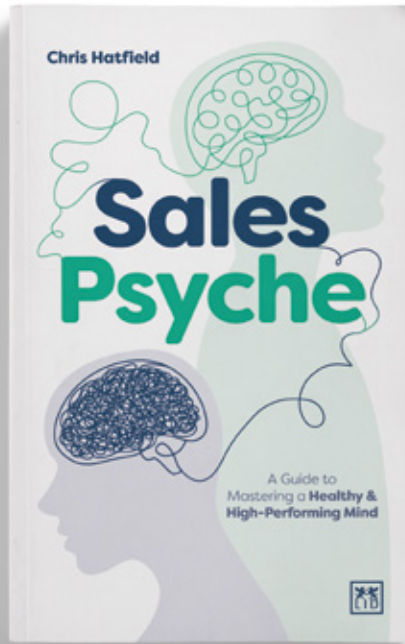
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CATEGORY
Business/Sales

TERRITORIES
World

RIGHTS
All languages



Chris Hatfield is a sales coach who founded Sales Psyche, which works with some of the most high-performing multinational companies and individuals in the world, including Meta, Salesforce and Google. He is based in London, UK.

SALES PSYCHE

A GUIDE TO MASTERING A HEALTHY & HIGH-PERFORMING MIND

In the relentless world of sales, where targets loom large and rejection can be a constant companion, the toll on your mind is often underestimated. This book is a transformative resource in the challenging world of sales. Unlike traditional manuals fixated on skillsets, this book delves into the overlooked realm of mental and emotional tools, fostering a healthy and high-performing mindset essential for getting results and developing a career in sales.

The author addresses unspoken challenges in sales, offering essential insights, stories and tools to unlock full potential in mind management and nurture success. From overcoming limiting beliefs and reframing stress to building resilience, leveraging imposter syndrome and combating burnout – the silent sales killer – the book stands as a go-to resource for any salesperson. In fact, *Sales Psyche* is more than a guide – it's a comprehensive resource for any salesperson wanting to build a successful and sustainable career.



THE CONTENT CREATOR'S COMPASS

A BATTLE-TESTED GUIDE TO SUCCEEDING ONLINE AS AN INFLUENCER AND BRAND

It's undeniable that influencers and their content has become a mainstream part of our social and business world today.

This book, written by two successful influencers, offers clear and insightful guidance to becoming a better influencer and content creator. One of the key foundations for success is understanding the 12 different kinds of content creating categories – and identifying which aligns best with your interest, skills and goals. The authors explore the strategies and approaches of influencers in each of these categories, many of whom had to work hard and battle their way to the top. In doing so, the book provides valuable insights and success principles for anyone seeking to become an influencer in today's dynamic world of content creation.

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CATEGORY
Business/Marketing

TERRITORIES
World

RIGHTS
All languages



Hamza Ayub is Chief Marketing Officer of Subway Switzerland and an educator at the Swiss Creator Academy. **Alishquiche** is an award-winning influencer who has 495,000 followers and amasses 10-45 million views every quarter.

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



Johan Grönstedt is a business consultant and the VP Chief Product Officer of Howwe Technologies, a leading international technology company that helps companies with strategy execution. He is based in Stockholm, Sweden.

THE EXECUTION REVOLUTION

WHY MOST STRATEGIES FAIL AND
THE CURE FOR SLOW EXECUTION

Company strategies and initiatives are crucial for success, yet an astonishing 80% of such initiatives fail in execution. Implementing and executing a strategy or initiative is one of the most challenging tasks for any manager or executive. This is a highly practical book that serves as a compass for managers and executives to guide them through the complexities of executing strategies for their business. The book empowers them with actionable insights, equipping them to lead their teams more effectively and drive tangible and timely results.

By addressing both the macro and micro aspects of management, the book aims to provide a holistic view that can transform entire management teams and, by extension, the organizations they lead. It shows how managers can harness the power of prioritization, and lead with purpose, passion and precision.



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208pp

CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages

THE ANTIFRAGILE ORGANIZATION

FROM HIERARCHIES
TO ECOSYSTEMS

Companies today face an array of unprecedented challenges and disruptions. From technological advancements to global market shifts, the ability to not just survive but thrive in the face of such change is paramount. This book offers a pivotal guide for companies that seek to understand and implement the principles of “antifragility” – a concept that transcends traditional resilience and robustness, and offers a strategy for leveraging disruption for growth and innovation.

The authors provide a clear, factual and analytical exploration of antifragility. Unlike resilience, antifragility involves using disruption as a catalyst for improvement, driving organizations to emerge stronger and more adaptable than before. The book offers insights into how various companies navigated their way through crises and used these situations to their advantage.

Janka Krings-Klebe and **Jorg Schreiner** are strategy experts in innovation, digital transformation and business ecosystems. They are managing partners of co-Shift. They are based in Germany.

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CATEGORY
Business/Sustainability

TERRITORIES
World

RIGHTS
All languages



WHAT WILL YOUR LEGACY BE?

CONVERSATIONS WITH GLOBAL GAME CHANGERS ABOUT THE CLIMATE CRISIS



Sangeeta Waldron is the founder of Serendipity PR & Media agency. She is an award-winning public relations and media professional and is the author of the influential *CSR is Not PR (LID)*.

She is often invited to events both nationally and globally, where she speaks about the media, CSR and diversity in business.

This inspiring book contains a series of “in conversations” with important personalities, change-makers, thought leaders and global influencers about the central theme of the climate crisis and sustainability, and the legacy that each of them hopes to leave. Through these high-profile voices, the book aims to inspire readers to take and create simple actions in their daily lives, driving change to help mitigate the challenges of climate change.

The list of personalities and game changers include Julian Lennon (musician), Dr Kimberley Miner (NASA climate scientist), Rachel Cartwright (naturalist), Sunita Narain (Indian environmentalist and activist) and Nemonte Nenquimo (indigenous Waorani leader). In sharing their activities, wisdom and knowledge, the author presents takeaway tips to inspire readers to become “climate change aware” and help create a sustainable mindset for themselves.



UNIQUE BELONGING

HOW TO ADDRESS THE EMPATHY CRISIS BY A NEW WAY OF BELONGING

To be like everyone else and to be unique: these conflicting forces to both assimilate and to stand out have operated within us since childhood. They are impulses that exist in each of us, reflective of our human nature. Everyone is born with a unique fingerprint. We possess external and internal qualities that make each of us unique and special. At the same time, humans are social animals, with a biological and evolutionary tendency to belong to groups. We live with perpetual tension, striving to establish our uniqueness at the same time as trying to fit in.

This important and timely book explores how balance can be achieved, and the importance of such balance at every level of humanity – from the personal to the organizational to the global. The balance between belonging and personal expression is the key to sustainability and prosperity – a phenomenon that this book describes as *Unique Belonging*.

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256pp

CATEGORY

Business/Self-development

TERRITORIES

World

RIGHTS

All languages

Danny Gal is an organizational culture and leadership consultant. His mission is to help individuals express their uniqueness whilst fostering a sense of belonging. He is based in Israel.

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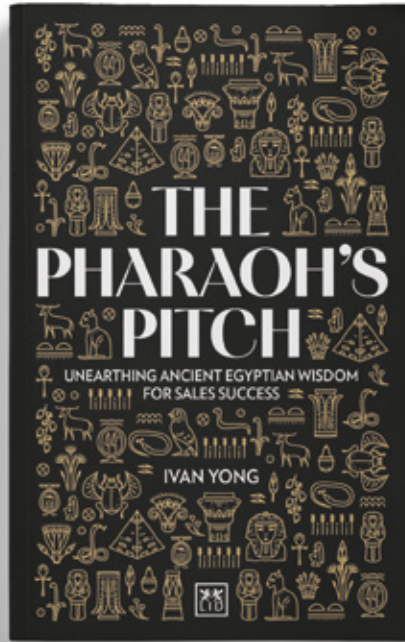
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224pp

CATEGORY
Business/Sales

TERRITORIES
World

RIGHTS
All languages



Ivan Yong is a sales coach, organizational psychologist and startup angel investor based in Hong Kong. He has over 15 years of experience in sales and building businesses in multiple countries.

THE PHARAOH'S PITCH

UNEARTHING ANCIENT EGYPTIAN WISDOM
FOR SALES SUCCESS

Sales is for everyone and everyone has, in themselves, the innate ability to sell. This is contrary to popular belief that you need years and years of training and experience to be good in sales – you don't. Through a synergy of practical insights, human psychology and lessons from the ancient Egyptians, this book will guide you on a transformative journey to becoming an effective salesperson.

The book focuses on the concept that sales excellence is not an external element to be learned but innate, to be awakened through coaching and stories from the past. The time of Ancient Egypt is one of the greatest in our history and, as the author demonstrates, offers fascinating narratives and lessons for today's salesperson. Sales professionals will find this book refreshing, but virtually everyone today has to sell, and this book is designed to "awaken" the salesperson in us all.



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CATEGORY
Business/Finance

TERRITORIES
World

RIGHTS
All languages

BRILLIANT DATA

HOW AI AND BEHAVIOURAL ECONOMICS WILL RE-HUMANIZE FINANCIAL SERVICES

Banking and other financial services remain surprisingly traditional in the main. They focus on their products and profits and miss impactful opportunities to engage with their customers. However, in the modern era of banking, the huge transformative change on offer from new technologies can no longer be ignored if financial service firms are to thrive.

This book explores the impact of AI and behavioural economics on banking and financial services. Written by a pioneer in human-centred AI, it provides practical insights for leaders to transform companies for the future. The current abundance of data about human behaviour, along with advances in mobile technology and (generative) AI, provides the potential for financial service companies to gain better insights into risks and opportunities before they materialize. Embracing AI-powered customer engagement and retention strategies opens up a world of possibilities.

Diederick van Thiel is the founder of AdviceRobo, an AI credit management platform across 13 countries. He was Fintech CEO of the Year in 2018. He is based in The Netherlands.



CONCISE
ADVICE

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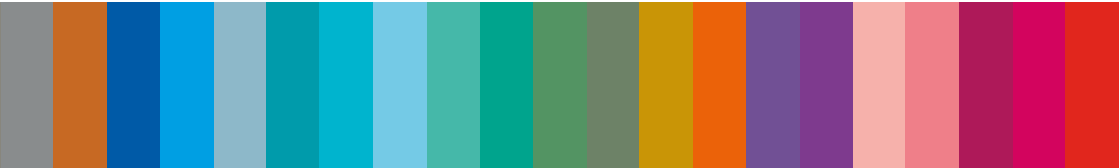
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THE WELLBEING BOOK

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THE BOOKS

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CATEGORY
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RIGHTS
All languages



THE SMART PR BOOK

A PRACTICAL GUIDE TO THE ART & CRAFT OF PUBLIC RELATIONS

This is a concise and practical manual for understanding and implementing public relations campaigns and communications in today's business world.

Modern-day PR is both science and an art, strategy and execution, fact and finely tuned intuition. This book, written by a leading PR practitioner and educator, enables you to create the right mindset and build the necessary skills to meet the communications challenges that face most businesses. This includes mastery of the fundamentals of PR, cultivating unbridled curiosity and creativity, the art of listening, and never losing sight of the business objectives at hand.



Sandra Stahl is a recognized thought leader in PR strategy and audience connectivity.

She is an experienced PR practitioner and teaches at the Brand & Integrated Communications graduate program at the City College of New York. She is based in New York, USA.



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CATEGORY
Business/Self-development

TERRITORIES
World

RIGHTS
All languages

THE NEGOTIATION BOOK

PRACTICAL STEPS TO BECOMING A MASTERFUL NEGOTIATOR

This book will help you develop your emotional intelligence so you can become a highly skilled negotiator in all areas of your life – whether you're negotiating with customers, colleagues, family or friends. It will equip you with the tools and techniques to put negotiation theory into practice. Learn how to develop a winning mindset, prepare successfully for any negotiation, recognize and respond to different negotiation situations, deal effectively with gameplay, manage the negotiation conversation and understand how to draw the negotiations to a successful close.

The Negotiation Book is an inspiring and engaging handbook packed with Nicole Soames' expert advice, practical tools and exercises to help you master the art of negotiation.



Nicole Soames is a highly qualified coach and EQ practitioner. She is the founder & CEO of Diadem that specializes in commercial skills training and coaching, with over 75 clients in 12 different countries, helping more than 2,500 people become commercial athletes.

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CATEGORY
Business/Self-development

TERRITORIES
World

RIGHTS
All languages



THE ATTITUDE BOOK

50 WAYS TO POSITIVELY AFFECT
YOUR LIFE AND WORK



Simon Tyler is a much sought-after business coach who works with some of the world's leading companies. He is the author of *The Impact Book* and *The Keep It Simple Book* (LID). He is based in the UK.

The definition of attitude: an expression of favour or disfavour toward a person, thing or event. As human beings, we often find ourselves locked into certain habits, patterns and behaviours. However, that is not to say we do not have a choice, especially when it comes to our attitude toward people, situations and outcomes.

In this practical book, a leading business coach demonstrates how we can shift our attitudes to create positive change and outcomes in our work and personal lives. In doing so, he helps us to reassess our current habits and behaviours, and makes us realize the wider choices we have in coping and dealing with people, issues and problems in our everyday lives.



THE SMART MARKETING BOOK

THE DEFINITIVE GUIDE TO EFFECTIVE MARKETING STRATEGIES

This book is a concise guide to all aspects of modern marketing. It is designed for new marketers wanting to build their understanding quickly, and for seasoned professionals looking to fill gaps in their knowledge.

With crystal clear explanations of marketing concepts, ingenious frameworks and charming illustrations throughout, *The Smart Marketing Book* has become the indispensable handbook for anyone seeking to understand the secrets of great marketing and how to apply the latest thinking to drive business success.

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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 Advertising Book*, *The Smart Branding Book* and *The Soft Skills Book* (LID). He lives in the UK.

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YOUNG ADULTS SHOULD HAVE

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THE SOFT SKILLS BOOK

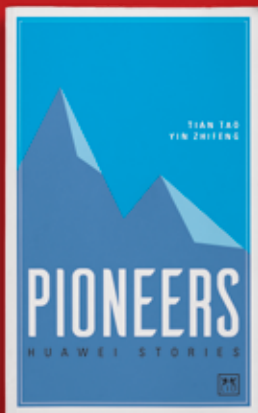
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