

2020

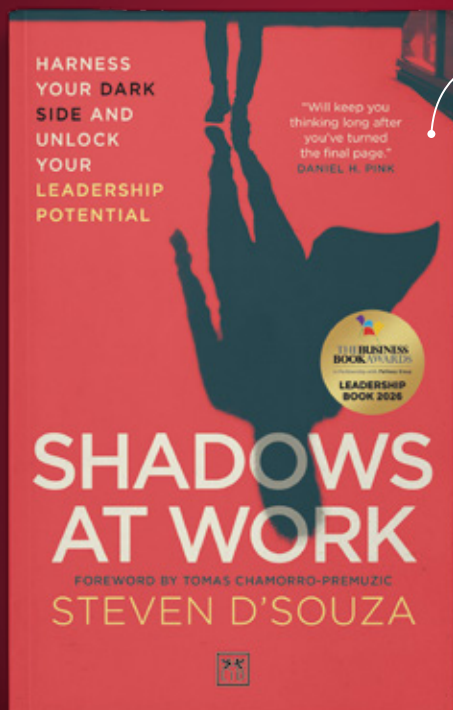
SPRING
CATALOGUE

GLOBAL BUSINESS &
PERSONAL GROWTH



LIDpublishing.com

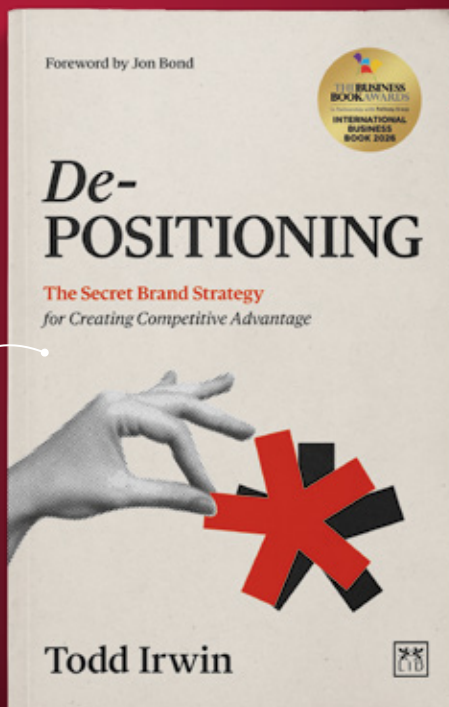
BUSINESS BOOK AWARDS 2026



SHADOWS AT WORK

WINNER OF THE BEST LEADERSHIP BOOK AWARD

Format: Paperback
Net price: RRP £12.99
ISBN: 978-1-917391-41-2
Rights: All languages



DE-POSITIONING

HIGHLY COMMENDED AWARD IN THE INTERNATIONAL BUSINESS BOOK CATEGORY

Format: Paperback
Net price: RRP £12.99
ISBN: 978-1-917391-18-4
Rights: All languages

WELCOME TO OUR SPRING 2027 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,

During LID's 30 years of operations, "sharing knowledge" has been our key mission. We do that by communicating the expertise, thinking, experiences and stories of our authors and partners to the wider business world. This Spring 2027 catalogue contains the publishing programme of LID's UK and Asia operations and features the knowledge and experiences of a range of international experts and thought leaders, that has been designed to help readers understand current issues and opportunities, as well as to achieve personal and organizational development and success.

As we enter 2027, we are proud to announce that two LID books and authors gained recognition in the 2026 Business Book Awards: Steven D'Souza's *Shadows At Work: Harness Your Dark Side and Unlock Your Leadership Potential* was judged Best Leadership Book; and Todd Irwin's *De-positioning: The Secret Brand Strategy for Creating Competitive Advantage* was "highly commended" in the International Business Book category. Following on from his success, Steven D'Souza said: "We are living through precarious times. In them, leadership development is incomplete unless we are willing to turn towards our Shadows, both individually and collectively. What we avoid does not disappear. It shapes our decisions, our cultures and our relationships. Yet the Shadow holds more than what we fear. It also holds our hidden potential."

On behalf of the entire LID team, I would like to take this opportunity of thanking and recognizing the great support and contribution of our partners and past, present and soon-to-be published authors. In our journey of sharing knowledge and uncovering potential, your collaboration and trust in LID is a true motivation for us.



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

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



THE BLACK DRAGON

LEADERSHIP, FORESIGHT AND POWER TO WIN
IN AN AGE OF PERMANENT DISRUPTION



Miloud Hassene is
Head of Enterprise Risk
Management at a Fortune
Global 500 leader in
environmental services,
with more than 25 years of
international experience
leading global risk
governance, geostrategic
foresight and enterprise
resilience. He is based in
Ontario, Canada.

In a world fractured by constant volatility, traditional leadership frameworks fail against forces that evolve faster than institutions can interpret them. *The Black Dragon* rejects the comforting illusion of the “Black Swan” – that disruptions are rare, unpredictable events best understood after the fact. Instead, it introduces the perma-disruption ecosystem, where geopolitical, technological and regulatory forces continuously collide. The true threat to modern organizations is the “Black Dragon” – a massive systemic force visible long before its full consequences unfold, yet repeatedly ignored until strategic choices disappear.

The Black Dragon delivers a framework for institutional foresight and strategic transformation. At its centre is Black Dragon Logic: the discipline of decoding perma-disruption before crisis strikes. The book establishes a leadership contract built on collective intelligence and provides practical tools to cut through data noise and deploy capital with confidence before emerging disruptions become obvious to the market.



WIN WIN WIN

HARD-WON LESSONS FOR BUILDING A RESILIENT AND GROWING BUSINESS

In this inspiring book, a real-world entrepreneur shares hard-won lessons from selling frozen food in pub car parks to building a £40-million industry leader. This tactical guide is for entrepreneurs and managers tired of carrying pressure alone. By shifting from a “heroic” mindset to clarity and confidence, you will learn to build a business that is resilient from the inside out, ensuring progress no longer costs your family, values or sanity.

True sustainability lies in a simple alignment: the *Win Win Win* of this book. When you win as a leader, your team wins through purpose, and customers win through reliable value. Brian Donne provides practical “Performance Levers” to master essential fundamentals, helping you build a successful business that grants complete personal freedom.

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CATEGORY

Business/Entrepreneur

TERRITORIES

World

RIGHTS

All languages



Brian Donne is an entrepreneur who founded and built the UK's leading vending-machine company. After selling the business, he became a mentor to other entrepreneurs. He is based in the UK.

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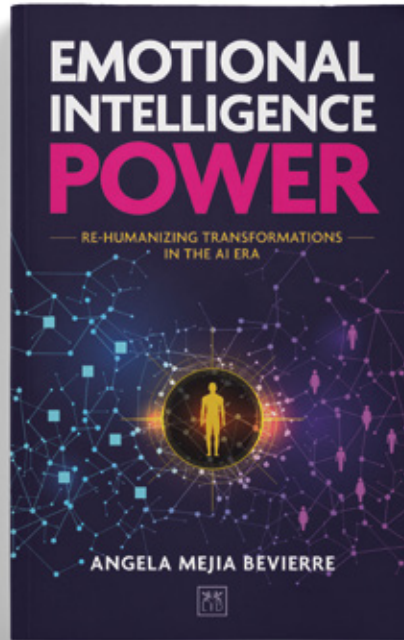
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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



EMOTIONAL INTELLIGENCE POWER

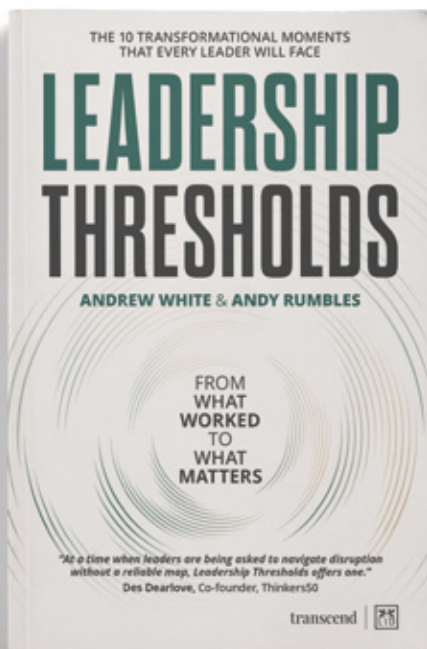
RE-HUMANIZING TRANSFORMATIONS
IN THE AI ERA



Angela Mejia Bevierre is global leader, change catalyst and board advisor with 25+ years of experience leading +€800M businesses across Europe and Latin America. She is based in France.

In an era dominated by rapid artificial intelligence acceleration, technology is transforming work at an unprecedented pace. While overall productivity skyrockets, human anxiety and burnout are rising in parallel, exposing a critical gap: companies invest heavily in cutting-edge technology, but severely underinvest in basic human capabilities. This book addresses the workplace crisis head-on, reframing AI as an accelerator that elevates human potential, while positioning emotional intelligence as a rigorous discipline grounded in concrete neuroscience.

Moving beyond theory, this book delivers a practical roadmap to unlock sustainable peak performance. At its core, the actionable POWER framework details five essential leadership capabilities needed to navigate uncertainty, offering tools to transform corporate environments into human-first organizations.



LEADERSHIP THRESHOLDS

FROM WHAT WORKED
TO WHAT MATTERS

Leadership Thresholds explores the moments when the ground beneath a leader shifts, demanding new ways of seeing, thinking and leading. The authors examine what happens when established mindsets and identities no longer serve – and how leaders can cross these pivotal thresholds with confidence and purpose.

Drawing on the idea that crossing thresholds is a universal human experience – from birth to every stage of growth – White and Rumbles reveal those critical personal and organizational thresholds that are essential for the development of leaders in a disrupted world. This original book calls on leaders to unite courage with competence; presence with power; and strategy but with heart and soul.

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CATEGORY

Business/Leadership

TERRITORIES

World

RIGHTS

All languages



Andrew White is the Founder and CEO of Transcend, a leadership development platform and community. He is a Professor in Business Leadership at Griffith University and is based in the UK.

Andy Rumbles is a partner at Transcend and founder of ARC Consulting. He advises CEOs and executive teams on strategy, leadership and transformation and is based in the UK.

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



Dr Catherine Hua Xiang is an award-winning business author and applied linguist. She launched the International Research Hub on Intercultural Communication, Business & AI at the LSE, where she is also Head of East Asian Languages and Programme Director of the BSc International Relations and Chinese course. She is based in the UK.

WHEN MACHINES SPEAK FOR US

A LEADER'S GUIDE TO CULTURAL JUDGEMENT
IN THE AGE OF FLUENT AI

In an era where artificial intelligence instantly drafts diplomatic emails, summarizes complex negotiations and mirrors polite language, business leaders face an insidious threat: *When Machines Speak for Us*. Behind the polished surfaces of AI-generated responses lies a dangerous gap between machine output and human understanding. Smooth language regularly masks critical errors in culture, context and care – from airline chatbots issuing false policies to automated systems rejecting qualified job applicants. By mistaking surface fluency for genuine judgment, organizations risk destroying trust and alienating those they serve.

This book provides a framework and tools for leaders navigating an automated landscape – notably the 3H Rule, dictating that AI must never speak alone when communication is High-stakes, High-context, or High-emotion – and equips leaders with the “cultural judgment” to harness AI's scale while protecting authentic voice and accountability.



THE REDESIGN OF PROGRESS

MORE ISN'T ALWAYS BETTER

Every civilization is ultimately defined by how it measures progress, and for two centuries, humanity has relied entirely on the metric of unbridled growth. While this relentless expansion has driven historic human triumphs, it has reached a tipping point where wealth creation erodes our planet. Bob Sheard introduces a paradigm shift: Good Growth. This bold blueprint for development deliberately amplifies human capability while operating strictly within ecological limits, providing a vital philosophy for a world that must urgently measure success by lasting legacy.

Moving from philosophy to global strategy, the book maps a transformative journey from individual leadership to the nation-state. Through sharp analysis, Sheard dissects how iconic global enterprises – including Apple, Salomon, Nike and Chanel – are shifting away from physical products toward orchestrating deep human experiences and sustainable, long-term value.

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CATEGORY
Business/Society

TERRITORIES
World

RIGHTS
All languages



Bob Sheard is the founder of FreshBritain, a leading branding agency. He is dedicated to redesigning brands and consumerism towards sustainable life on Earth. He is the author of *The Brand New Future* (LID, 2025) and is based in the UK.

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CATEGORY
Business/Franchising/
Venture Capital

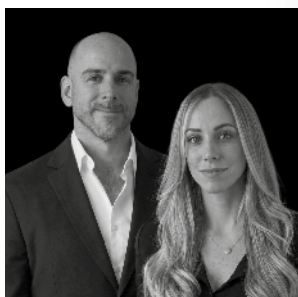
TERRITORIES
World

RIGHTS
All languages



THE FRANCHISE UNICORN

HOW BRANDS CAN BE BUILT TO SCALE,
DOMINATE AND ATTRACT CAPITAL

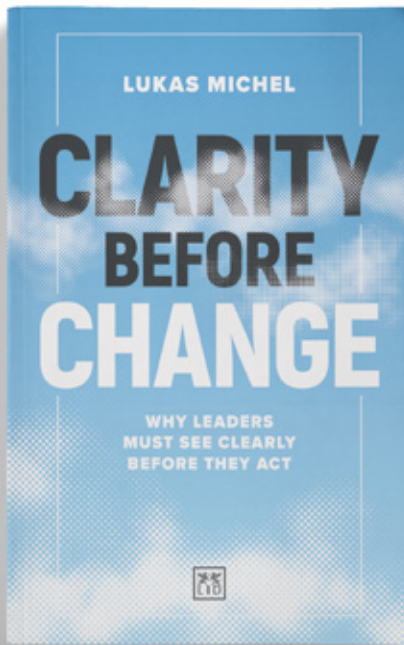


Fernando Lopez de Castilla
is the Founding Partner and
CEO of GNF Worldwide,
the world's leading
franchising firm.

Lorena Lopez de Castilla
is the Chief Development
Officer of GNF Worldwide.
Both are based in Spain.

In *The Franchise Unicorn*, two leading industry voices dismantle outdated franchising myths to reveal the definitive blueprint for hyper-growth success. Drawing on experience from generating over three billion dollars in value, the authors guide readers through the intersection of franchising and venture capital – the ultimate formula for building businesses that do not merely expand, but achieve global scale and true unicorn status.

This strategic manifesto provides high-level tools for founders and ambitious investors seeking to achieve massive exits, build generational wealth or back market-defining opportunities. Stop chasing basic growth and learn how to master dealmaking, leverage smart capital and build a purpose-driven, consistent system engineered to survive intense competition and endure indefinitely.



CLARITY BEFORE CHANGE

WHY LEADERS MUST SEE CLEARLY
BEFORE THEY ACT

Modern leaders face intense pressure to move fast and look decisive, often resorting to rapid restructuring and sudden pivots to signal strength. But this obsession with speed is a trap. It forces executives to rely on past assumptions rather than actual observation, turning experience into hasty judgment. When you act on incomplete fragments of information, you inadvertently trigger a cycle of temporary fixes, organizational fatigue and strategic drift.

This concise book introduces a critical discipline for the modern era: pausing to see an organization clearly before attempting to change it. Moving beyond abstract theory, *Clarity Before Change* provides executives with practical tools – like the “Organization Twin” – to map capabilities without bias and replace organizational blame with productive curiosity. Far from preaching hesitation, this research-backed guide delivers a blueprint for precise, intelligent transformation.

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



Lukas Michel is the founder of *Agility Insights*, with over 30 years' senior executive experience, supporting executives worldwide with agile management. He is based in Switzerland.

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



Ayodeji Akande began his career in banking in Nigeria.

Today, he is a senior UK public service leader, mentor, speaker and co-founder of Connect4Better (Cee4Bee).

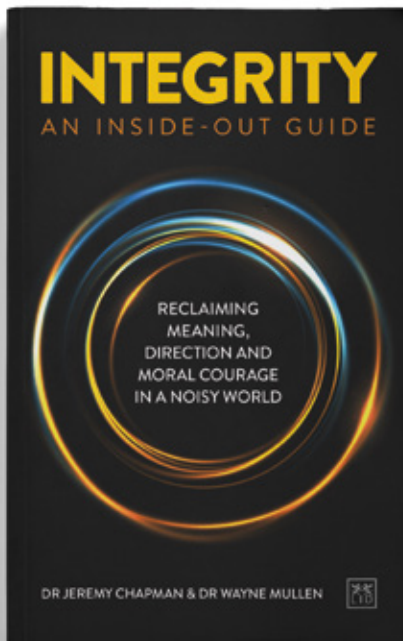
He is based in the UK.

BECOMING MORE

LEADING WITH CLARITY,
CHARACTER AND QUIET IMPACT

Leadership isn't defined by a title or booming voice; it is forged in quiet choices that define character. Ayo Akande delivers a reflective guide for capable professionals who have felt unseen or overlooked. Drawing on a journey spanning commercial banking in Nigeria to executive roles within the NHS and London government, Akande strips away cold corporate frameworks to reveal the human core of effective leadership. Through candid reflections on navigating systemic barriers and overcoming setbacks, this book offers a practical roadmap to discovering your authentic voice.

Organized into actionable strategies covering character, communication and growth, the book equips professionals to lead with maturity and build resilience. Complete with reflective weekly practices, Akande's insights show that true influence is about becoming significantly more aware, courageous, and intentional for the benefit of others.



INTEGRITY: AN INSIDE-OUT GUIDE

RECLAIMING MEANING, DIRECTION AND
MORAL COURAGE IN A NOISY WORLD

We say the word *Integrity* in the business context constantly. It appears on corporate websites and in mission statements, sits at the top of regulators' principles, and features in almost every leadership speech. Yet ask most people what integrity actually is — how you build it, test it or notice when it's gone — and the answers run dry. This book sets out to fill that gap.

The authors reframe integrity not as compliance, image or moral superiority, but as alignment: the quiet, demanding practice of keeping what we value, what we say and what we do in one piece, especially when pressure, ambition or fear pull them apart. This book's central insight is that integrity moves in two directions at once. It is built from the inside-out, through our own values, choices and courage. And it is sustained or eroded from the outside-in, through leadership, culture, incentives and power. To understand integrity, you have to understand both.

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



Dr Jeremy Chapman is co-founder of The Integrity Centre, and leads an award-winning wealth management practice, where the book's integrity frameworks were built and tested.

Dr Wayne Mullen is a leadership and organizational development expert, a Fellow of the Integrity Centre and a visiting professor at Middlesex University. Both are based in the UK.

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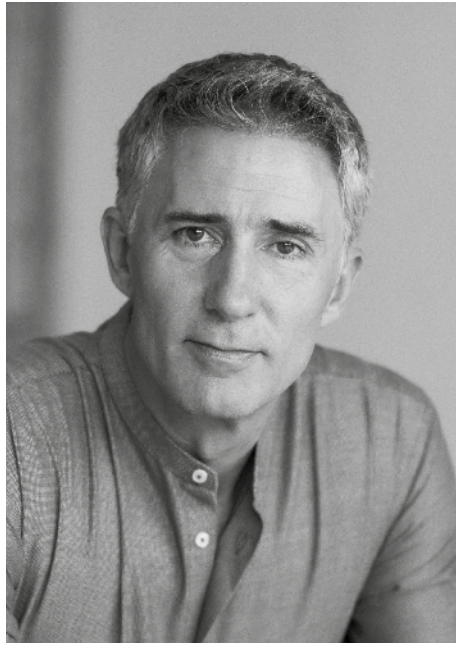
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CATEGORY
Business/Leadership

TERRITORIES
World

RIGHTS
All languages



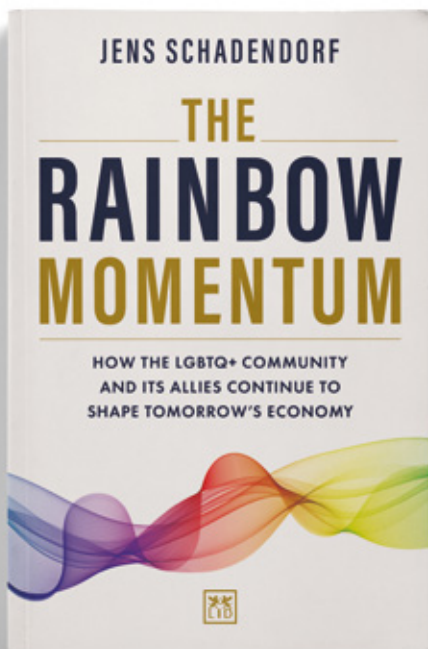
Leon VanderPol is a Founding Partner of Uversa Institute. He is a pioneer in the field of transformational coaching and works with senior executives and their teams. He is based in Canada.

A SOVEREIGN BEING

THE WAY OF EVOLUTIONARY LEADERSHIP

An evolved form of leadership is deeply desired and needed in the world, and many people sense this possibility lies within themselves. They feel called to lead with greater presence, authenticity and heart, and to create more relational organizations and systems. What this signals is a readiness for an inner shift that allows them to lead from an awakened dimension of themselves – yet they often do not know how to actualize that because they lack a clear developmental pathway.

A Sovereign Being evokes a paradigm of leadership not yet fully articulated in contemporary works, even by thinkers such as Otto Scharmer and Frederic Laloux, who point towards the organizational potentials of advanced states of consciousness but do not provide a clear developmental path for people to actually attain it. This book addresses that gap by asking what it truly takes to develop as leaders who embody higher states of consciousness and, by extension, build more enlightened organizations and systems.



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CATEGORY
Business/Economy

TERRITORIES
World

RIGHTS
English language

THE RAINBOW MOMENTUM

HOW THE LGBTQ+ COMMUNITY AND ITS ALLIES
CONTINUE TO SHAPE TOMORROW'S ECONOMY

Around the world, the rights and social acceptance of LGBTQ+ people are coming under increasing pressure as attacks on diversity shift from rhetoric to policy. LGBTQ+ inclusion is not merely a matter of fairness; it is a proven driver of organizational value, economic prosperity and workplace innovation. The stakes touch on global cohesion and the ability of modern organizations to foster resilient workplaces where every employee can thrive and belong.

In his compelling book, Jens Schadendorf examines this evolving landscape through deep analysis and over one hundred expert interviews. He illustrates how forward-thinking institutions navigate backlash and complex global dynamics. Featuring ten actionable principles, this guide offers leaders a strategic framework for safeguarding and advancing inclusion amid ongoing uncertainty.



Jens Schadendorf is an economist, keynote speaker and author specializing in the intersection of queer inclusion, business and society. A former publishing director at Bertelsmann and Axel Springer, and Herder, he is the author of the acclaimed *GaYme Changer* (LID) which was published in four languages. He is based in Germany.

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



Lukas Michel is the founder of *Agility Insights*, with over 30 years' senior executive experience, supporting executives worldwide with agile management. He is based in Switzerland.

THE ORGANIZATION TWIN

HOW DIGITAL MIRRORS CAN TRANSFORM
LEADERSHIP, ORGANIZATIONS AND
THE PRACTICE OF MANAGEMENT

Modern corporate complexity has outpaced human perception. While leaders possess extraordinary digital tools, management still relies on intuition, episodic dashboards and guesswork. As *The Organization Twin* reveals, leaders fail not from a lack of intelligence, but because they must guide vast systems they cannot fully see. This structural blindness creates invisible misalignments and friction that quietly drain performance. This book introduces a revolutionary solution: a data-informed digital mirror that accurately maps an enterprise's true architecture, turning risky intuition into disciplined awareness.

Backed by twenty-five years of research, the author provides the missing instrumentation of modern leadership. He equips leaders with a practical cockpit to visualize structure, capability, alignment, dynamics and strategic context, enabling teams to expose hidden operational risks and execute continuous innovation.

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CATEGORY

Business/Leadership

TERRITORIES

World

RIGHTS

All languages

LEADERSHIPS

FOR ANYONE
WHO IS WITH OTHERS

In *LeadershipS*, Esther Blázquez Blanco presents an intellectually and spiritually grounded exploration of modern leadership, reframing it not as a performance of authority or dominance, but as a deliberate, daily choice of practicing radical presence. Moving away from an obsession with influence, authority and corporate metrics, Blanco argues that most modern organizational failures stem from a crisis of deep presence and care rather than lack of communication.

By positioning leadership as a plural, personal vocation of human connection, *LeadershipS* is an invitation to stop performing leadership, but instead, to take responsibility for how we authentically show up for others with dignity and deep listening. Ultimately, this text serves as a transformative roadmap for anyone navigating collective business environments, shifting the focus from managing followers to fostering authentic human connection.

Esther Blázquez Blanco

is an organizational culture and leadership development consultant and an executive coach. She is based in Spain.

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CATEGORY
Business/Humour

TERRITORIES
World

RIGHTS
All languages



PUSHING THE ENVELOPE OUTSIDE THE BOX

Anthony "Tas" Tasgal spent 20 years as an ad agency planner before setting up POV, a strategic brand consultancy. He is a Training Director for the CIM and a Visiting Lecturer at Buckingham, Nottingham Trent and Beijing Normal Universities. He is based in the UK.

Stop circling the drain with traditional business books and prepare for a deep dive into the depths of modern corporate absurdity. This book is the definitive manifesto for the visionary who isn't afraid to think outside the vertical cycle. From dredging the ocean of human emotion for granular data to navigating the perilous gap analysis of the modern brandscape, this hilarious volume skewers the pretentious nonsense of high-priced management consultants. It provides a satirical search for integrated insight solutions designed to meet customer needs you haven't even bothered to identify yet.

Beyond the biting wit, this book serves a serious purpose: it acts as a post-mortem for a marketing world restless for change. By disposing of sacred cows and dismantling the clichés that have infected boardrooms, it seeks to rescue our language from those who value "impactful consumer mindshare" over actual, honest meaning.



WRITER

ON CREATIVITY, HUMANITY AND FINDING JOY THROUGH WORDS

Unlock your true creative potential with *Writer*, an inspiring masterclass by celebrated author and branding pioneer John Simmons. Defying the old proverb that a jack of all trades is master of none, Simmons draws on five decades of expertise across business, non-fiction, fiction and poetry to prove a radical truth: exploring diverse genres is the key to refining your craft. In an era where artificial intelligence threatens to make writing mechanical, *Writer* stands as a soulful antidote – a human-centred guide demonstrating how corporate prose sharpens poetry, and fiction ignites professional work.

Simmons structures your journey like a game, blending memoir with exercises from his legendary workshops. Whether a professional yearning for fulfilment or a beginner discovering your authentic voice, *Writer* offers essential tools to write with genuine joy.

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CATEGORY

Writing/Self-development

TERRITORIES

World

RIGHTS

All languages

John Simmons is a writer and consultant with a background in the world of identity and branding. He was previously Verbal Identity Director of Interbrand. He is the author of several books about writing, language, identity and branding, as well as volumes of poetry and novels. He is based in the UK.

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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 the bestselling *Effective Modern Coaching* (LID). He is based in the UK.

THE SESSIONS

A TALE OF LEADERSHIP
AND DUBLIN PUBS

The Sessions centres on Padraig, an operations director at a successful Irish IT firm recently acquired by a large American corporation. It begins dramatically with Padraig, overwhelmed by anger and frustration, throwing his briefcase – containing his irrelevant presentation – into the River Liffey after learning the American parent company plans to move the entire business "Stateside" for "optimization." This leads him into a Dublin pub where he strikes up a profound, chance conversation with an anonymous, insightful stranger. Thus begins the "sessions" in which the stranger becomes Padraig's coach and mentors him through the challenges and frustrations facing him.

The Sessions is an original business book, written in fiction format, in which we learn real-world business success requires political acumen, and which emphasizes lessons about leadership development and the value of an external perspective.



THE BUSINESS RESILIENCE BOOK

CRITICAL BUSINESS BRIEFINGS FOR
TODAY'S RESPONSIBLE LEADERS

In a business landscape fraught with global volatility, this book serves as a survival guide for forward-thinking leaders. Distilling insights from over one hundred foundational texts and conversations with thinkers, it delivers twenty high-impact briefings that dissect modern threats to corporate longevity. Moving seamlessly from broad macroeconomic forces ("climate weirding") and trade wars to internal challenges (Net Zero legislation) and rapid AI integration, each briefing cuts through the noise.

True corporate endurance demands a permanent shift in leadership and culture. By blending a learning mindset with a moral compass, the authors empower leaders to take full ownership of systemic problems before they escalate into crises. Complete with an actionable plan for responsible governance, this book teaches you how to master the balance of people, planet and profit, ensuring your enterprise actively shapes the future.

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CATEGORY
Business/Management

TERRITORIES
World

RIGHTS
All languages



Kevin and Sarah Duncan are business advisors, marketing experts and the authors of several successful business books (including the bestselling *The Diagrams Book*). They are both based in the UK.



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

THE ART IN MARKETING BOOK
(ANTHONY TASGAL)
ISBN: 978-1-917391-61-0

THE ATTITUDE BOOK
(SIMON TYLER)
ISBN: 978-1-915951-89-2

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

THE CLASSICAL MARKETING BOOK
(ANTHONY TASGAL)
ISBN: 978-1-915951-78-6

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

**THE CONSUMER
BEHAVIOUR BOOK**
(ANTHONY TASGAL)
ISBN: 978-1-915951-20-5

THE DARE TO BE DIFFERENT BOOK
(MAGNUS LINDKVIST)
ISBN: 978-1-915951-26-7

THE DIAGRAMS BOOK
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Eric Lim is the founder of Parentigm and has been mentoring parents for over 20 years. He is based in Singapore.

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Yi-Shan Hsieh is a science writer, editor and author who holds a master's degree from the Department of Biological Resources at National Chiayi University.

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