

2019



# BookExpo 2019

## International Rights Guide



Proud to be The British Book Awards 2019  
Academic, Education & Professional Publisher of the Year

[emeraldpublishing.com/bookstore](http://emeraldpublishing.com/bookstore)

# Welcome

2018 was a very special year for Emerald Publishing: Emerald was proud to be named ProQuest Academic and Professional Publisher of the Year by the Independent Publishers' Guild and also to be shortlisted at The British Book Awards in the category of Academic, Educational and Professional Publisher of the Year. This year has begun with a nomination for Emerald in the Inclusivity in Publishing category at the London Book Fair International Excellence Awards.

In 2019, we will continue to publish books which demonstrate our commitment to meaningful, real world impact. I hope you enjoy this selection of our books and I wish you a successful BookExpo.



**Becky Taylor**

Foreign Rights Executive

[btaylor@emeraldgroup.com](mailto:btaylor@emeraldgroup.com)

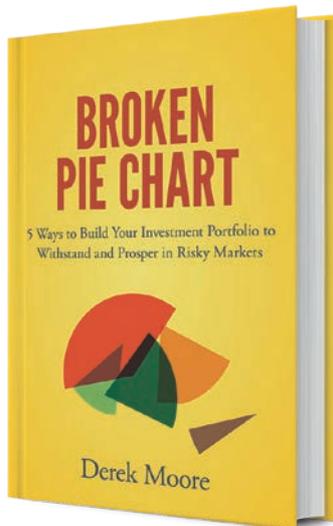
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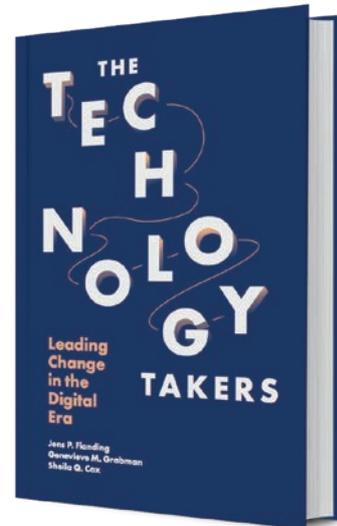
## Award-winning Publishing

We are delighted that two of our books have won prizes in the Axiom Business Book Awards 2019. Now in their 12th year, the Axiom Business Book Awards are designed to celebrate excellence in business book writing and publishing by presenting gold, silver and bronze medals in 22 business categories.



**Broken Pie Chart: 5 Ways to Build Your Investment Portfolio to Withstand and Prosper in Risky Markets** by Derek Moore.

Silver medal in the Personal Finance / Retirement Planning / Investing category

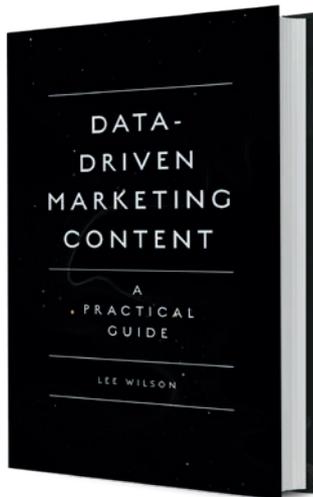


**The Technology Takers: Leading Change in the Digital Era** by Jens P. Flinding, Genevieve M. Grabman & Sheila Q. Cox  
Bronze medal in the Business Technology category



Proud to be The Independent Publishers Guild  
*ProQuest* Academic and Professional  
Publisher of the Year 2018





# Data-Driven Marketing Content: A Practical Guide

**Author:** Lee Wilson  
Vertical Leap, UK

**Publication date:** 19 June 2019

**Page count:** 176

**Paperback:** 9781789738186 | £29.99 | €38.00 | \$48.00

**Dimensions:** 229 mm x 152 mm

**Classification:** Web-Marketing and Business strategy

## Table of Contents

1. Introducing data-driven content
2. Understanding the data ecosystem
3. Data collection and management
4. Transforming data into content
5. Understanding why your content isn't working
6. Creating content for marketing channels
7. Overcoming content barriers
8. Making your content work harder
9. Evaluating content success
10. The future of data-driven content

## Synopsis

In the world we live in today, more data is being generated than at any other period in human history. However, this wealth of information is causing a data dilemma for small to medium sized enterprises (SMEs), entrepreneurs, and practitioners.

With marketing companies and experts struggling to produce business content that delivers strong marketing results and SME's being overshadowed by data-aware super-brands that are already heavily investing in data-driven content, Lee Wilson offers a solution that can rectify the performance divide.

Data Driven Marketing Content: A Practical Guide empowers businesses, regardless of industry, size, or competition level, to understand, identify and act on big-data opportunities. The guide shares unique processes, approaches, and frameworks which can be applied to every company need, leading you towards efficient and effective content creation that repeatedly returns on investment.

Through a combination of practical expertise and personal insights, this book instructs and enables practitioners and entrepreneurs to overcome everyday business content barriers and yield increased results from every piece of content created.

## About the Author

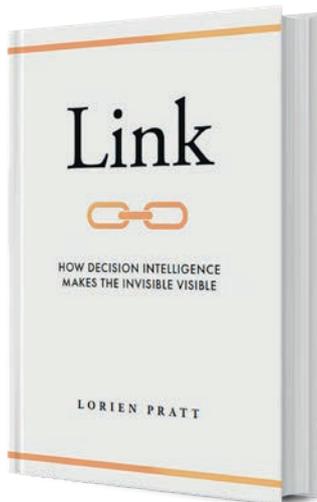
Lee Wilson is Head of SEO at the Top 10 UK Search and Digital marketing agency, Vertical Leap. Alongside his extensive agency experience, Lee has also worked within the Financial Services sector and for his own digital marketing company. He has led numerous marketing, search and digital departments, delivering success to businesses from start-ups, entrepreneurs and SMEs, through to multinationals and global brands. In 2016, Lee Wilson authored his first book, Tactical SEO: The Theory and Practice of Search Marketing which has now launched into international markets.

“Essential reading for content professionals, marketing teams and practitioners who want to take their marketing content to a whole new level.”

*Kris Bezzant, Executive Vice President, Capgemini*

“A must have read for anyone creating content in 2019.”

*Stuart Wooster, Digital Marketing Manager, Treat Your Skin Ltd*



## Link: How Decision Intelligence Connects Data, Actions, and Outcomes for a Better World

**Author:** Dr. Lorien Pratt  
Quantellia, USA

**Publication date:** 16 September 2019

**Page count:** 220

**Hardback:** 9781787696549 | £16.99 | €22.00 | \$26.00

**Dimensions:** 229 mm x 152 mm

**Classification:** Information and knowledge management

### Table of Contents

1. Getting Serious about Decisions
2. Breaking Through the Complexity Ceiling
3. Technologies, disciplines, and other puzzle pieces of the Solutions Renaissance
4. How to build decision models
5. The Power of the Decision Model Framework
6. Looking to the future
7. Conclusion

### Synopsis

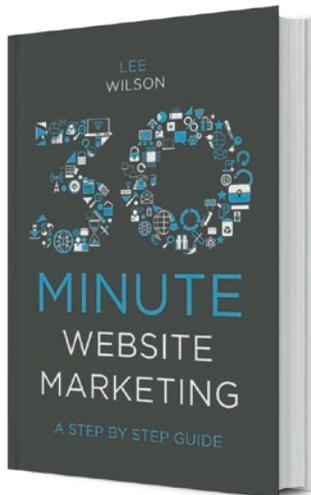
*Why aren't the most powerful new technologies being used to solve the world's most important problems: hunger, poverty, conflict, employment, disease? What's missing?*

From a leading scientist on the Human Genome Project, and a pioneer in machine learning and Artificial Intelligence, comes a thought-provoking book that answers these questions. In *Link: How Decision Intelligence Makes the Invisible Visible*, Dr. Lorien Pratt explores the solution that is emerging worldwide to take Artificial Intelligence to the next level: Decision Intelligence.

Decision Intelligence (DI) connects human decision makers to the most powerful technologies that uncover the meaning that lies within data – often remaining invisible until the DI framework is applied. Throughout *Link*, Pratt delivers practical examples of how DI can be applied to solve business, financial, and economic problems. Through exploration of a variety of scenarios that demonstrate how DI can dramatically change the way problems are considered, data is analysed, and technologies are applied, Pratt gives readers insight on how to design solutions for complexity.

### About the Author

Lorien Pratt, Ph.D., has been delivering artificial intelligence and machine learning solutions for over 30 years. Clients include the Human Genome Project, the Colorado Bureau of Investigation, the US DOE, the US federal courts, and dozens more. A machine learning pioneer, Pratt led the teams that invented Machine Learning Transfer and Decision Intelligence (DI). Formerly a computer science professor, Pratt writes for publications like *Forbes*, the *Diplomatic Courier*, and *D!gitalist Magazine*, often speaks internationally, and has given two TEDx talks.



# 30 Minute Website Marketing: A Step by Step Guide

**Author:** Lee Wilson  
Vertical Leap, UK

**Publication date:** 18 October 2019

**Page count:** 200

**Paperback:** ISBN | £29.99 | €38.00 | \$48.00

**Dimensions:** 152mm x 229mm

**Classification:** Digital Marketing

## Table of Contents

1. An introduction to the website marketing ecosystem
2. Website marketing pain points & fundamentals
3. The role of websites in today's marketing
4. 30 minute actions methodology
5. 30 minute Social Media Marketing (SMM) actions
6. 30 minute Search Engine Optimization (SEO) actions
7. 30 minute Content Creation actions
8. 30 minute Content Marketing actions
9. 30 minute Pay-Per-Click Advertising (PPC) actions
10. 30 minute Conversion Rate Optimization (CRO) actions
11. 30 minute tips for the wider website
12. Strategic thinking in 30 minutes

## Synopsis

Every day businesses of all sizes are generating a fraction of the potential website ROI and broader marketing value for their business.

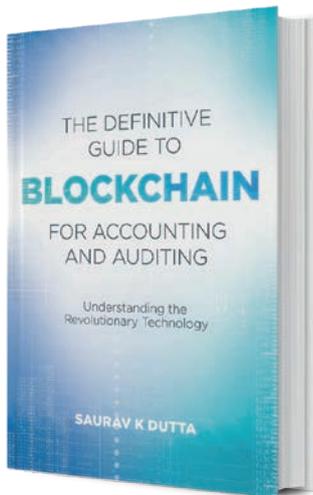
The largest part of this opportunity wastage comes from overlooked potential plus an inability to take immediate action based on competing time demands and budget restraints.

30 Minute Website Marketing: A Step By Step Guide utilizes over 15 years of website marketing experience and digital expertise to empower businesses to identify and act on untapped website success. With all actions taking 30 minutes or less, companies can work towards improving the results gained from their website marketing efforts, and by adhering to the practical steps in this book, businesses can be confident that those 30 minutes provide the returns on resource investment needed.

Through this guide, Lee Wilson delivers impactful, instant value to the broader marketing and targeted website marketing field, with practical help, guidance, and expert step-by-step advice for marketing professionals, business owners, entrepreneurs, and start-up organisations.

## About the Author

Lee Wilson is Head of SEO at the Top 10 UK Search and Digital marketing agency, Vertical Leap. Alongside his extensive agency experience, Lee has also worked within the Financial Services sector and for his own digital marketing company. He has led numerous marketing, search and digital departments, delivering success to businesses from start-ups, entrepreneurs and SMEs, through to multinationals and global brands. In 2016, Lee Wilson wrote his first book, Tactical SEO: The Theory and Practice of Search Marketing and his second, Data-Driven Marketing Content will be published by Emerald in June.



# The Definitive Guide to Blockchain for Accounting and Auditing:

Understanding the Revolutionary Technology

**Author:** Professor Saurav Dutta  
SUNY Albany, USA, and Curtin University, Australia

**Publication date:** 17 October 2019

**Page count:** 316

**Paperback:** 9781789738681 | Etbc

**Dimensions:** 229 x 152mm

**Classification:** Accounting and Finance

## Table of Contents

1. Introduction
2. Blockchain: The Backbone of Cryptocurrencies
3. Key Characteristics of Blockchain
4. Building a Blockchain
5. Blockchain Ledgers for Recording Accounting Transactions
6. Blockchain and Smart Contracts
7. Supply Chain and Blockchain
8. Blockchain Use Cases
9. Blockchain's Impact on Financial Management Software Systems
10. Internal Control Issues
11. Trust in Blockchain World
12. Impact of Blockchain on the Audit and Assurance Services
13. Legal and Tax Implications of Blockchain
14. Ongoing Development of Blockchain Technology.

## Synopsis

Blockchain is a disruptive technology impacting the accounting industry that has the potential to change how economic transactions are recorded, stored, and verified. Despite its potential ramifications, there are no books that discuss this new technology from the accountant's perspective. Students of today and the practicing accountants of tomorrow are not being adequately trained in this new technology due to lack of educational resources. Accounting practitioners and instructors worldwide would welcome a book that explains blockchain technology in accounting terms. Through its discussion of real-world "use-cases," the book distills an abstract technology to relatable experiences for business professionals.

The contributors and subject matter experts for the book are practicing professionals in the blockchain industry. These selected professionals are at the leading edge of the development of blockchain, and represent different industries and geographical regions. In addition to the U.S.A., there are subject matter experts from Australia, China, England, Netherlands and Norway. They are accountants, auditors, CEOs and CTOs. Accounting Blockchain Coalition, the premier professional association in the discipline, is supporting and contributing to the book thereby bringing the recognition and "street-credo" to the project.

## About the Author

Professor Saurav Dutta's academic career spans over 25 years during which he has engaged in high-impact research which has greatly informed industry practices. He has been engaged by the New York State Attorney General's Office and by the United States Securities and Exchange Commission. He has authored a book, *Statistical Techniques for Forensic Accounting*, published by Financial Times Press in 2013. He has also authored White Papers and Course material for the Institute of Management Accounting. He has published more than 40 academic papers in reputed U.S. and international journals and has presented his work in numerous national and international venues.



# Smart Cities:

## Introducing Digital Innovation to Cities

**Author:** Oliver Gassmann, Jonas Böhm and Maximilian Palmié  
University of St. Gallen, Switzerland

**Publication Date:** 14 June 2019

**Page count:** 274

**Hardback:** 9781787696143 | £16.99 | €22.00 | \$26.00

**Dimensions:** 229 mm x 152 mm

**Classification:** Technology

### Table of Contents

**Chapter 1.** The Future of Cities

**Chapter 2.** Smart Cities

**Chapter 3.** Smart City Lighthouse Projects

**Chapter 4.** Guidelines for Smart City Transformation

**Chapter 5.** Outlook

**Chapter 6.** Tools for the Transformation into a Smart City

### Synopsis

The Smart City concept promises to solve the most urgent queries of progressive urbanization in the area of mobility, energy, water supply, security, housing deprivation, and inclusion. However, city ecosystems widely struggle to start, manage and execute the Smart City transformation. This book gives a comprehensive overview of all facets of the transformation and provides concrete tools, checklists, and guiding frameworks.

Smart Cities: Introducing Digital Innovations to Cities offers answers, and clarifying examples, to questions that have stayed unanswered for many cities:

- What core elements constitute smart cities?
- How can the digital shadow of city elements be utilized?
- Where lies the greatest potential? What is the ideal starting point?
- What procedures have other cities applied?
- What can be learned from greenfield-approaches of Chinese smart cities?
- What methods and tools can be implemented in cities?
- What are promising business models for private-public partnerships?
- How can diverse stakeholders be effectively integrated?
- How can the digital shadow of a city be systematically extended?

Based on perennial international research in the field of smart cities, this book brings together the authors' collective experience in practice-based political, administrative, and economic projects to provide a common framework to guide and engage key stakeholders in the transformation and realization of smart cities.

### About the Authors

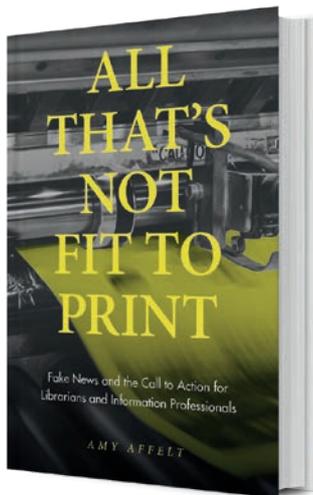
**Oliver Gassmann** is Professor for Technology and Innovation Management at the University of St. Gallen, and Director of the Institute of Technology Management. His recent book *The Business Model Navigator* became a global bestseller, and was published in dozens of languages.

**Jonas Böhm** is a PhD student and research associate at the Institute of Technology Management and assists national and international smart city projects with concrete projects and research.

**Maximilian Palmié** is Assistant Professor of Energy and Innovation Management at the University of St. Gallen, where he heads the Energy Innovation Lab. This laboratory focuses on the management of business model innovations and new technologies in the energy industry and related industries.

“This book masterfully illustrates the seemingly boundless impact of digitalization on flourishing urban centers. Digitalization changes roles and business models and necessitates an entirely new governance structure. The smart city management model introduced here merges these elements in an impressive manner.”

*Josef Schmid, Mayor of Munich*



# All That's Not Fit to Print:

## Fake News and the Call to Action for Librarians and Information Professionals

**Author:** Amy Affelt  
Inventing Futures, UK

**Publication date:** 21 May 2019

**Page count:** 180

**Paperback:** 9781789733648 | £39.99 | €46.00 | \$64.00

**Dimensions:** 198mm x 129mm

**Classification:** Library and Information Services

### Table of Contents

1. Fake News: False Content in a Familiar Format
2. How We Got Here
3. Sharing is Not Caring: Fake News and Social Media
4. How To Spot Fake News
5. Fake News In The Field: Library Schools and Libraries
6. The Future of Fake News: The View From Here

### Synopsis

"Dewey Defeats Truman." "Hillary Clinton Adopts Alien Baby." Fake news may have reached new notoriety since the 2016 US election, but it has been around a long time. Whether it was an error in judgment in a rush to publish election results in November, 1948, or a tabloid cover designed to incite an eye roll and a chuckle in June, 1993, fake news has permeated and influenced culture since the inception of the printed press. But now, when almost every press conference at the White House contains a declaration of the evils of "fake news", evaluating information integrity and quality is more important than ever.

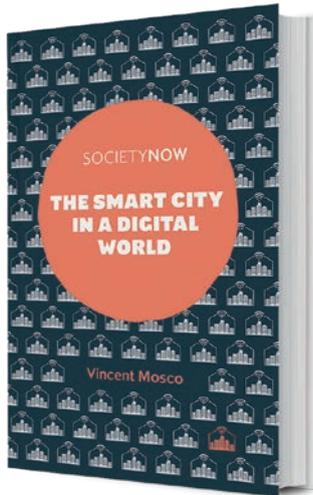
In *All That's Not Fit to Print*, Amy Affelt offers tools and techniques for spotting fake news and discusses best practices for finding high quality sources, information, and data.

### About the Author

Amy Affelt has spent her entire career in economic consulting, and frequently writes and speaks on fake news, Big Data, Internet of Things, adding value to information, and evaluating information integrity and quality. She is the author of *The Accidental Data Scientist: Big Data Applications and Opportunities for Librarians and Information Professionals* (Information Today, 2015), and is the Big Data columnist for *EContent Magazine*. She is a Fellow of the Special Libraries Association.

“Discerning reliable, authoritative news and information has gotten much harder in this connected, technologically-driven era. Amy Affelt provides a useful and informative guide to navigating the challenges - and an important call to arms for librarians and information specialists to play a leading role in defending and advancing the importance of objective facts on behalf of all of us.”

*Matt Murray,  
Editor In Chief, The Wall Street Journal*



# The Smart City in a Digital World

**Author:** Professor Vincent Mosco  
Queen's University, Ottawa, Canada

**Publication Date:** 28 August 2019

**Page count:** 260

**Paperback:** 9781787691384 | £14.99 | €18.00 | \$24.00

**Dimensions:** 198mm x 129mm

**Classification:** Sociology

**Series Title:** SocietyNow

## Table of Contents

**Preface:** A Life in the City

1. The World is Urban

2. How to Think About Smart Cities

3. City of Technology: Where the Streets are Paved with Data

4. Who Governs? State-driven Smart Cities

5. Who Governs? Private Smart Cities

6. Who Governs? Citizens

7. The Urban Imaginary: Myths and Markets

8. Whose Smart City?

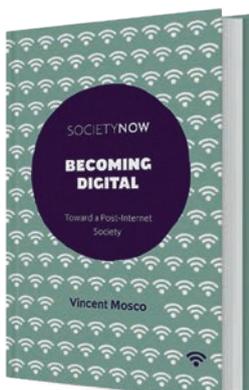
## Synopsis

What makes a city smart? Technology promises city-dwellers safer streets, cleaner air, more efficient transportation, instant communication, and algorithms that take governance out of the hands of flawed human beings. But a smart city does not begin and end with technology. The Smart City in a Digital World insists that people make cities smart, that human governance still matters, and that genuinely intelligent cities start with a vibrant democracy, a commitment to public space, and to citizen control over technology. Drawing on case studies from around the world that document the redevelopment of old cities and the creation of entirely new ones, Vincent Mosco provides an essential guide to the future of urban life in the digital age.

## About the Author

Vincent Mosco is Professor Emeritus, Queen's University, Canada where he held the Canada Research Chair in Communication and Society. He is also Distinguished Professor, New Media Centre, School of Journalism and Communication, Fudan University, Shanghai. Dr. Mosco is author or editor of twenty-one books and over 200 articles and book chapters on communication, technology, and society including The Digital Sublime, The Political Economy of Communication, To the Cloud: Big Data in a Turbulent World and Becoming Digital: Toward a Post-Internet Society.

Also available from this author



# Becoming Digital: Toward a Post-Internet Society

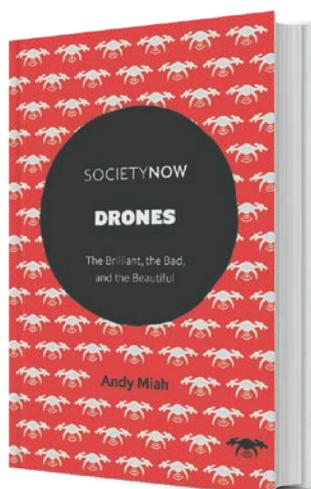
**Publication date:** November 2017

**Page count:** 150

**Paperback:** 9781787432963 | £16.99 | €22.00 | \$26.00

## Synopsis

This book examines the convergence of Cloud Computing, Big Data, and the Internet of Things to forge the Next Internet. Mosco looks at the ways the future of the internet can be used for exploitation, and, conversely, discusses ways it may be used to promote democracy and social justice.



## Drones: The Brilliant, the Bad and the Beautiful

**Author:** Andy Miah

University of Salford, UK

**Publication Date:** January 2020

**Page count:** 160

**Paperback**

**Dimensions:** 198mm x 129mm

**Classification:** Sociology

**Series Title:** SocietyNow

### Table of Contents

1. Origins
2. Regulating Drones
3. The Brilliant
4. The Bad
5. The Beautiful
6. Conclusion: Are We Ready?

### Synopsis

This book examines the proliferation of drones within society, providing a comprehensive analysis of their many applications and critical interrogation of the social, cultural, and moral issues they provoke. In so doing, it asks whether drones are indicative of a world in which humanity is rapidly losing control of technology, or whether they reveal the next iteration in human/machine symbiosis. In so doing, it combines philosophical discussion about the implications of drones, while discussing real world applications, proposals, and complications of a world where drones are commonplace in our daily lives.

### About the Author

Professor Andy Miah, PhD (@andymiah) is Chair in Science Communication & Future Media, in the School of Environment & Life Sciences, University of Salford, Manchester. He is a Fellow of the Institute for Ethics and Emerging Technologies, USA and holds board memberships with the Swiss National Science Foundation and the Science and Industry Museum, Manchester. He has published 10 books and over 150 articles, writing often for the Conversation.

Professor Miah's research examines the intersections of art, ethics, technology and culture and he has also given over 300 major conference presentations and he is often invited to speak about philosophical and ethical issues concerning technology in society, from artificial intelligence to human enhancement.

Professor Miah regularly interviews for a range of major media companies, which have included BBC's Newsnight and Start the Week with Andrew Marr, ABC's The 7:30 Review and CBC's The Hour. He often publishes essays for media outlets, which have included the Huffington Post, Wired, Washington Post, The Guardian, and the Times.

# Highlights from our Business Books



## **The Battle to do Good: Inside McDonald's Sustainability Journey**

by Bob Langert

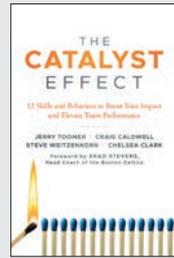
In *The Battle to Do Good*, former McDonald's Executive Bob Langert takes readers on a behind-the-scenes tour of the restaurant giant's decades-long battle to do good, tackling tricky societal issues all while feeding 70 million people a day while attending to the bottom line.

"*The Battle to Do Good: Inside McDonald's Sustainability Journey* is a must-read even for those who are cynical about the business of corporate social responsibility."

- *The Economist*

### **Selling points**

Our top-selling title of 2019 so far. Rights sold in Simplified Chinese, Russian and Korean.



## **The Catalyst Effect: 12 Skills and Behaviors to Boost Your Impact and Elevate Team Performance**

by Jerry Toomer, Craig Caldwell,  
Steve Weitzenkorn, Chelsea Clark

232 pages

£24.99

Provides a practical, research-based roadmap for developing and applying twelve key competencies to multiply an individual's impact, elevate the performance of others, and accelerate progress toward mission-oriented goals, generating greater value.

'I truly love the ideas in the book ... it lights the path for every person in every organization to see themselves as leaders. It shows us that everyone is a leader and can get better at leading, if they recognize that truth.' - Angela Duckworth, Founder and CEO, Character Lab and bestselling author of *GRIT*.

### **Selling points**

Emerald's top-selling title of 2018 in the US; Simplified Chinese and Hungarian rights sold.

The Public Relations and Communications Association (PRCA) Europe's largest PR association, have partnered with Emerald Publishing to bring communications professionals this series of uniquely practical and readable practice guides.

**New  
series**



### **Digital PR**

Danny Whatmough | 154 pages | Hardback  
November 2018 | £14.99



### **Crisis Communications**

Adrian Wheeler | 150 pages | Hardback  
December 2018 | £12.99



### **Reputation Management: The Future of Corporate Communications and Public Relations**

Tony Langham | 300 pages | Hardback  
December 2018 | £16.99



### **Writing for the Media**

Adrian Wheeler | 150 pages | Hardback  
January 2019 | £12.99



### **Grow, Build, Sell, Live: A Practical Guide to Running and Building an Agency and Enjoying It**

Richard Houghton & Crispin Manners | 200 pages  
Hardback | April 2019 | £14.99

# Emerald Concise Guides to the United Nations Sustainable Development Goals

New series

This brand new series comprises 17 short books, each examining one of the UN Sustainable Development Goals.

Each book maps success stories, policies and strategies from various regions, countries and cities to help decision-makers, planners and practitioners in achieving the 2030 Agenda for Sustainable Development.

Three titles were published in 2018, a further 10 titles will be published in 2019 with the complete series published by the end of 2020.



All titles are published in paperback, priced at £40 each.

## Published and forthcoming

- SDG1** – No Poverty (available now)
- SDG2** – Zero Hunger (November 2019)
- SDG3** – Good Health and Wellbeing (July 2019)
- SDG4** – Quality Education (available now)
- SDG5** – Gender Equality (November 2019)
- SDG6** – Clean Water and Sanitation (November 2019)
- SDG7** – Affordable and Clean Energy (December 2019)
- SDG8** – Decent Work and Economic Growth (July 2019)
- SDG9** – Industry, Innovation and Infrastructure (April 2020)
- SDG10** – Reduced Inequalities (November 2019)
- SDG11** – Sustainable Cities and Communities (available now)
- SDG12** – Responsible Consumption and Production (April 2020)
- SDG13** – Climate Action (September 2019)
- SDG14** – Life Below Water (2020)
- SDG15** – Life on Land (2020)
- SDG16** – Peace and Justice (June 2019)
- SDG17** – Partnerships for the Goals (Available now)

To find out more: [emeraldgroupublishing.com/licensing/translation.htm](http://emeraldgroupublishing.com/licensing/translation.htm)