



THE SHORTLIST.

CMI Management Book of the Year.



The CMI Management Book of the Year, in association with the British Library, celebrates the very best books in the field of management and leadership.

www.managementbookoftheyear.org.uk



Chartered
Management
Institute



.....
**CHIEF
EXECUTIVE
ANN
FRANCKE**
.....

Many thousands of books on how to become a better manager are published every year.

The Management Book of the Year directs managers and leaders to those books that will make a definite difference to how they think and act as true management and leadership professionals. For those passionate about their career, the progressive and practical lessons within these books must be considered essential reads.

A record 170 books were entered into this year's competition. These were whittled down by our esteemed judging panels to a shortlist of just 25 books that are breathing new life into management thinking. Every year, particular themes and trends dominate. Many books in this year's shortlist explore how self-awareness and an analytical mindset are the key ingredients of a successful career in management. The shortlist includes Jo Owen's *The Mindset of Success*, which identifies seven mindsets common to high-achieving leaders, and Steven Van Belleghem's *When Digital Becomes Human*, which looks at how big brands are using digital to transform customer relationships.

Ethics and morality also emerge as popular topics in the wake of recent corporate governance scandals. While books such as *5 Conversations: How to Transform Trust, Engagement and Performance at Work* by Nick Cowley and Nigel Purse provide simple frameworks for managers to follow, Tim Phillips and Rebecca Clare take a less orthodox route in *Game of Thrones on Business: Strategy, Morality and Leadership Lessons from the World's Most Talked About TV Show*.

I'd like to take this opportunity to thank this year's entrants and judges and to congratulate the winners, although I won't spoil the surprise by revealing them here. I'd also like to thank our sponsor, Henley Business School, and our competition partner, The British Library, for helping us to find the Management Book of the Year.

Ann Francke
Chief Executive of the Chartered Management Institute

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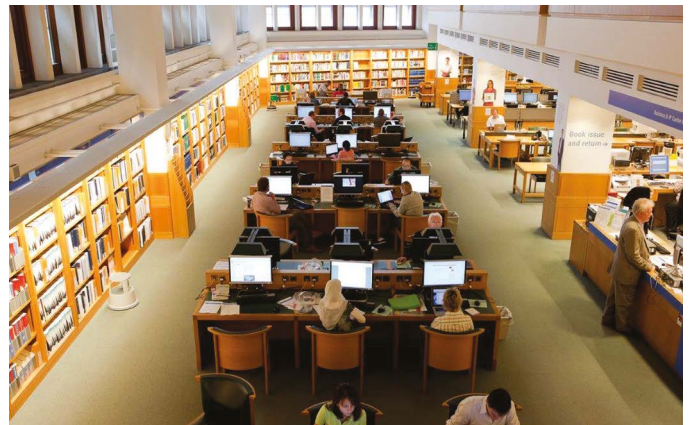
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Our Management & Business Studies Portal offers immediate access to high quality digital publications for UK based managers and management researchers. A simple registration process opens up the free, rights-cleared content which can be saved, downloaded, printed and shared.

The Business & IP Centre at St Pancras is our focus for practical business information. The team in the Centre have expert knowledge of information sources and the Centre offers a wide range of services designed to help new businesses get started and existing businesses to grow. We are also working with an increasing number of public libraries around the UK as they establish their own Business & IP Centres.

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mbsportal.bl.uk

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RAVENSBOURNE STUDENTS.

The creative talent behind tonight's short films!



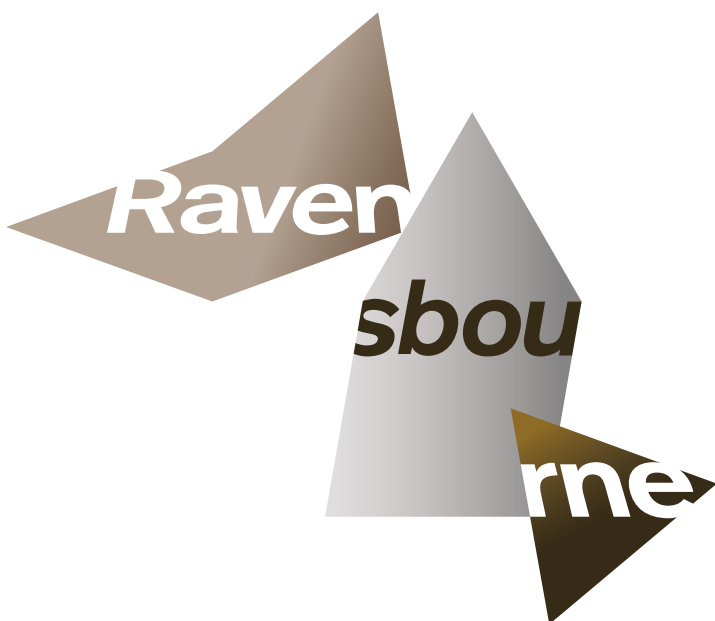
Ravensbourne students have been competing to make the best short video about our category winning books. Tonight the winning video will be announced and the successful students will be presented with a cheque for £500.

Ravensbourne is the definitive destination for study in the latest innovative digital media and design courses. We're a world-class university sector institution, offering undergraduate and postgraduate degrees, as well as pre-degree courses and professional short courses for industry. With a community of 2,400 students, Ravensbourne seeks to nurture the next generation of creative talents in the UK and beyond.

We offer specialist study at degree courses in Animation, Advertising, Broadcasting, Graphic Design, Motion Graphics, Music, Photography and Web Media, as well as Masters programmes in Design and Social Innovation. All our courses are backed by the latest, cutting-edge technologies. We have long-established relationships with industry, and produce extremely employable graduates who study in real-world settings.

Ravensbourne's all about collaborating with business, and is home to over 100 creative companies who work alongside students in our London-based, and very modern, campus next to The O2 in the Greenwich Peninsula. Ravensbourne is a centre of excellence, industry accredited and a Skillset Media Academy.

For more information on Ravensbourne, please visit www.ravensbourne.ac.uk



A WORD FROM OUR REVIEWERS AND JUDGES.



**JEAN
BILLINGSLEY**

CMgr FCMI
VOLUNTEER
BOOK REVIEWER



**QUENTIN
KOPP**

MCFI
CATEGORY JUDGE
PRACTICAL MANAGER

I love books and it is great to be part of the CMI MBOY team recognising the best current management books. I get to read (and keep) books I would not otherwise have read and enjoy learning about new ideas and often thought-provoking content.

I have been a MBOY reviewer for three years now and I started doing it as a way to become more actively involved in the CMI. The process runs very smoothly. I am always offered a book to match my interests and background before it is sent out to me.

These are usually well matched to my experience which means my contribution is relevant. I then get a month to read and review it. Whilst a month sounds like a long time, it can sometimes be a challenge to find the time with other commitments, particularly for a longer book. Ideally, I start the book as soon as I can after it arrives and find blocks of an hour or so at a time to read.

I like to refresh myself on the criteria and the category that the book has been entered for before starting to read. I then read the book from cover to cover, jotting notes as I go, and then write my review and give it a rating.

For me, a good book should have a clear purpose and target audience, appropriate length and good readability.

I was delighted to accept the invitation to be a Judge on the Practical Manager category, having reviewed books for the competition since 2011. I worked in HR and as Managing Director of large companies.

I now work with Warwick University, and as an independent consultant and Chairman of two small innovative SMEs. This experience gives me a wide ranging perspective and understanding of managers and their interests and needs that has helped when assessing books for this category.

The 24 books that were longlisted in the category based on member reviews covered topics including leadership development in a variety of contexts, marketing and the best use of data for decision making. We shortlisted five books, and our winner was chosen from these. The final debate came down to two books, with each being championed and opinions changing as new thoughts were stimulated by the discussion. Two key factors guided our decision making. We sought content which a wide range of managers and their teams would benefit from applying in their work. We also sought new research and originality, despite this being more demanding than a good book which approaches familiar territory in a fresh way.

I really enjoyed being a judge, because reading the latest management books is helpful with both clients and my Masters students. I have also enjoyed the company and debates with fellow judges on the books within our category and the opportunity to meet similarly interesting people judging the other categories.

VOLUNTEER BOOK REVIEWERS

We would like to recognise all of our volunteer book reviewers, who have worked tirelessly to read 170 entries and to provide detailed reviews and recommendations. We'd like to thank them for their commitment, for giving up their time and for making a significant contribution to the competition.

Mr Stephen Acklam <small>CMgr CCMi</small>	Mr Michael Gillick <small>CMgr FCMI MBE</small>	Mr Geoffrey O'Sullivan <small>MCMi</small>
Professor Emmanuel Ademola <small>CMgr FCMI</small>	Mr Paul Goddard <small>ACMI</small>	Mrs Angela Palmer
Dr Sundaramurthy Angappan <small>MCMi</small>	Mr David Godfrey <small>MCMi</small>	Dr Gregory Park <small>FCMI</small>
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Mr Michael Barnato <small>CMC FIC</small>	Dr Roger Hall <small>CMgr FCMI FIC</small>	Mr Paschalis Paschalidis <small>CMgr MCMi</small>
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Mr Paul St John Bennett <small>CMgr FCMI</small>	Mr John Haycox <small>CMgr FCMI</small>	Mr Andrew Pestana <small>CMgr MCMi</small>
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Mr Charlie Casey <small>ACMI</small>	Mrs Mae Keary <small>MCMi</small>	Dr Andrew Smith <small>MCMi</small>
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Mr Allan Deacon <small>FCMI</small>	Mr Roger Lowe <small>CMgr FCMI</small>	Mr Daimon Tilley <small>FCMI</small>
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Dr Kathryn Fraser	Mr Robert Owen <small>CMgr MCMi</small>	

FINAL PANEL JUDGES.



**VALERIE
DIAS**

CCMI

Valerie Dias, a member of the Visa Executive Leadership Team, is Chief Risk and Compliance Officer of Visa Europe, based in London.

Her remit includes all corporate risk and compliance. Valerie, having joined Visa in 1993, was Executive Vice President and Chief Financial officer from 1999 to 2005, covering all aspects of finance, treasury, pricing and member profitability studies and interchange.

Prior to that she led one of Visa's e-commerce initiatives based in Paris, France for a year and a half, and she has also worked in various roles in Finance including that of Financial Controller.

Valerie was a key player in leading the company through the many steps to successfully achieve incorporation of Visa Europe in 2004. She has represented management on the Visa Europe Board's Audit, Risk and Finance Committee since its inception.

She chairs and/or sits on various Visa Europe standing committees under delegated authority from the Executive Management: Risk Committee, ALCO (Asset and Liability Committee), Reputational Council and Compliance Council among others.

Before joining Visa, Valerie worked for two publishers, Marshall Cavendish from 1989 to 1993 and prior to that with William Collins plc (now HarperCollins).

Valerie is a Fellow of the Chartered Institute of Certified Accountants, is married and has one son. She is actively involved with various charities and presently sits on the board of World Vision UK.

As a CMI Companion, Valerie joined the Board of Companions in 2014. She was co-opted to the Board of Trustees in September 2015 for a one-year term and appointed as Chair of the Finance and Audit Committee.





**PATRICK
DUNNE**

CCMI



**DIANE
LEES**

CBE CCMI

Patrick has extensive experience of working with boards in Europe, Asia and North America.

He is currently Chairman of smart materials business D3O, board consultancy Boardelta, the charity The EY Foundation and of the Chartered Management Institute's Board of Companions. Patrick is also a member of the advisory boards of The Entrepreneurs Fund, a €200m venture fund, Bridges Social Entrepreneurs Fund and the FT NED club.

His executive experience includes 26 years in a variety of roles with 3i Group plc where, until 2012, he was Communications Director, a member of its Operating Committee and Chairman of its Operational Risk forum.

From 1990 to 1997 he built a resource of over 600 experienced directors who were appointed to over 2,000 boards for 3i in 14 countries across Europe, Asia and North America. The programme he established became widely recognised as a model of adding value and a leader in best practice.

As a member of the Higgs review in 2003 Patrick has also played a role in shaping governance policy for UK listed companies. The author of three successful books on the subject, he has helped to establish many successful courses on board skills over the last twenty years including for the BVCA, EVCA, FT and ICAEW and helped Chairmen across a wide range of sectors to transform the effectiveness of their boards. These have included start-ups, buy out businesses, long-established family companies as well as major public organisations.

Today he provides this service through Boardelta. Patrick has a passion for education and was a member of the General Council of the University of Warwick from 2006 to 2015. He is a Visiting Professor at Cranfield School of Management, an Associate Fellow at Warwick Business School and a member of Business in the Community's education leadership group.

He also has extensive experience of developing social enterprises using venture philanthropy techniques, most notably with Leap where he was Chairman from 2006 to 2015, and with Warwick in Africa which he founded in 2006. Warwick in Africa has now benefited over 250,000 young Africans with transformed Maths and English teaching.

Diane Lees is the Director-General of Imperial War Museums, the cultural lead for the Centenary of the First World War, and is a Trustee of 14-18 NOW, the Centenary's Cultural Programme.

Diane is a Trustee of the IWM Development Trust, a Director of the IWM Trading Company, and serves as Vice President of the American Air Museum in Britain. She is a Trustee of both The Gerry Holdsworth Special Forces Trust and the Army Museums Ogilby Trust.

Diane is a key member of the South Bank and Bankside Cultural Quarter Directors Forum, the Women Leaders in Museums Network (WLMN), and the Arts Council's external advice panel. She also serves as a judge for the Museums + Heritage Awards and serves as Advisor to the Lincolnshire Bomber Command Memorial Project.

Diane currently chairs the National Museum Directors' Council, served on David Cameron's Holocaust Commission's Commemoration Expert Group Committee, and continues to serve on the Holocaust Memorial Day Trust's Expert Reference Group.

In April 2014, she was appointed to the University of Lincoln's Board of Governors and in January 2015, to the University of Oxford Humanities External Advisory Board.

In December 2014, Diane was awarded a CBE in the Queen's New Year's Honours list for services to museums, and in July 2015, was awarded an Honorary Doctor of Letters Degree by the University of Reading.



**PROFESSOR
REBECCA
TAYLOR**

CCMI



**ANDY
RUBIN**

CCMI

Professor Rebecca Taylor is the Dean of the Faculty of Business and Law at The Open University.

Her research interests lie in the field of International Economics and Developments in Economics Education. She has designed and directed a number of Higher Education Funding Council for England (HEFCE) funded projects focused on innovative approaches to the teaching and learning of mathematics and statistics in economics programmes.

She has also worked with the Economic and Social Research Council and the Higher Education Academy on addressing the identified skills deficit in quantitative methods across Social Sciences.

Rebecca is a Board member of the European Foundation for Management Development and sits on their Technology Enhanced Learning and Accreditation Task Force.

She is also a board member of the Chartered Management Institute and a member of the International Advisory Board at the Solvay Brussels School of Economics and Management. She regularly contributes to conferences and workshops related to developments and innovation in education.

Andy Rubin, MA, MBA, is Chairman of Pentland Brands plc, a UK-based, private family-owned brand management company operating in sports, outdoor and fashion.

Andy is the third generation to lead the family's brand management business. Pentland owns global brands Speedo, Canterbury, Berghaus, Ellesse and Mitre and is the global footwear licensee for Lacoste and Ted Baker.

The Group is the majority shareholder in JD Sports Fashion plc, a European retailer in sports, outdoor and fashion operating 800 stores and numerous online businesses. Pentland is a shareholder in Hunter Boots, Heidi Klein swimwear and Butterfly Twists. Pentland employs 19,000 people and sells its products in 195 countries.

Andy read Law at Trinity College, Cambridge University and received an MBA from Harvard Business School. Andy is a Companion of the Chartered Management Institute and Vice President of the World Federation of the Sporting Goods Industry. He is an Honorary Professor at the Institute for Entrepreneurship and Enterprise Development at Lancaster University Management School and on their Advisory Board.

He is on the Advisory Panel for Warwick Business School's MSc in Marketing & Strategy and the Vice-Chancellor's Advisory Board on Communications at the University of Cambridge. Andy is also an Ambassador for Leaders' Quest.

Andy is involved in several charities and is a Trustee of InKind Direct, the UK's leading redistribution charity.

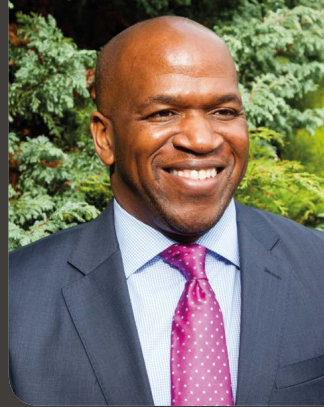


CATEGORY.

INNOVATION & ENTREPRENEURSHIP.



CATEGORY JUDGES.



**DELROY
BEVERLEY**

FCMI

Delroy is a Director in the housing sector and holds a number of national board level positions, ranging from social housing to international charities including advising businesses on the social merits of diversity and inclusion.

Recently, Delroy was appointed Chairman of the Board at the Bradford University School of Management, a world-renowned business school which is one of only 59 in the world to hold 'Triple Crown' accreditation. He is thought to be the first chairman appointed to a top European business school advisory board to come from an ethnic minority background and the first from the social housing sector. He is also Deputy Chairman of the Joseph Rowntree Housing Board, which is part of the Joseph Rowntree Foundation.

Delroy was delighted to be presented with a highly coveted professional award at the Institute of Directors' Yorkshire and the Humber Awards in June 2015, when he was recognised as Director of the Year in the not-for-profit category.

Delroy is motivated by opportunities to support initiatives designed to improve leadership and general management across the ever-changing world of business. He is the first to acknowledge that he has been incredibly fortunate and humbled to have met and worked with some of the UK's brightest business leaders. He also believes passionately in knowledge and the wisdom of "knowledge empowerment".

Stepping out of the workplace into a learning environment provides a rare opportunity for reflection and contribution. As Director at Incommunities, one of the UK's largest social housing providers, he sees it has "social good" for business leaders to help create legacies within the communities in which we work. As such, the opportunity to be part of CMI's Management Book of Year Awards' esteemed judging panel was one which he found hard to resist.





**KAREN
MCARTHUR**

MCFI



**PAUL
MYLREA**

CMgr FCMI

Karen recently left Thomson Reuters where she was the Global Head of Corporate Responsibility for nearly 4 years.

Her remit was to develop and deliver their corporate responsibility (CR) strategy and an extensive integrated programme. She was also responsible for CR communications both internally and externally across all channels including social media.

She is now a busy freelance CR/Sustainability professional with a varied portfolio of activities including launching and establishing the new Institute for CR and Sustainability in July 2014

Karen worked at Vodafone, initially joining to develop their customer satisfaction programme in the UK and globally. Additionally she worked on change and innovation projects across the company as part of the CEO's team before moving to spend 5 years working on CR, communications and reputational risk issues.

Karen is a NED with the Corporate Responsibility Group, aimed at promoting best practice within the sector. She also sits on a number of Professional Standards Boards working to ensure that public confidence in industry bodies is maintained. Additionally she is a trustee with the Nationwide Charitable Foundation and a Magistrate in West London.

Paul is Director of Communications at the University of Cambridge, where he is responsible for managing the University's global reputation.

He has worked at a senior level in government, public sector bodies and the not-for-profit sector for more than a decade, with major communications leadership roles at Oxfam, Transport for London, the Department for International Development and the BBC.

He has also been an Associate Lecturer at the Open University Business School. He graduated with a distinction in his own MBA from the OUBS and was named their MBA Student of the Year in 2004. He is a Chartered Manager and was named London Chartered Manager of the Year in 2008.

He began his career as a journalist on regional newspapers before joining Reuters, reporting from more than 30 countries over a 20-year period. As Head of Media for Oxfam GB he was responsible for the UK-based media team. As Director of Group Media Relations for Transport for London he led the communications response to the 7th July bombings, for which his team won the Chartered Institute of Public Relations Crisis Communications Award.

In 2007 he moved to become Communications Director of the Government Department for International Development where he helped raise the profile of Britain's international aid efforts and built an innovative digital engagement team.

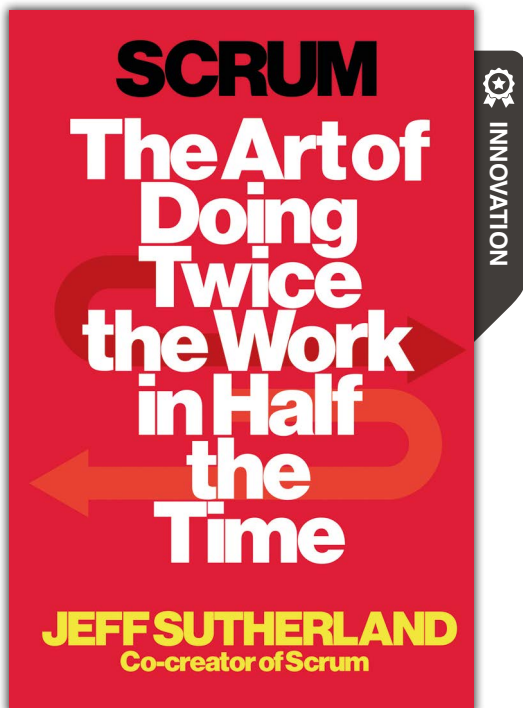
After joining the BBC as Head of Press and Media Relations, he became Director of Communications in 2011, responsible for all communications at the BBC, before moving to a new role as Director of Public Affairs in September 2012.

He is a past President and Fellow of the Chartered Institute of Public Relations, a Fellow of Wolfson College, Cambridge and a visiting fellow at Bournemouth University's Media School. He speaks a number of languages, including fluent French, Spanish and Portuguese.

SCRUM: THE ART OF DOING TWICE THE WORK IN HALF THE TIME.

BY DR JEFF SUTHERLAND

RANDOM HOUSE BUSINESS BOOKS, 2014



OVERVIEW

The definitive account of the Scrum methodology from its co-creator and the CEO of Scrum, Inc., Jeff Sutherland.

Scrum is the revolutionary approach to project management and team building that has helped to transform everything from software companies to the US military, to healthcare in major American hospitals. In this major new book its originator, Jeff Sutherland, explains precisely and step by step how it operates – and how it can be made to work for anyone, anywhere.

Take the FBI attempt to digitize its records, for example. As with so many software projects the first attempt failed, having taken four years and cost over \$400 million. Then the FBI turned to Scrum, and just over a year later unveiled a functioning system that cost less than a tenth of the first project and employed a tenth of the staff. And it's not just grand projects that Scrum can help with.

Every organisation, whatever its size, constantly has to come to grips with delivering a product or service on time and on budget. Scrum shows you how. It explains how to define precisely what it is that you are seeking to achieve, how to set up the team to achieve it, and how to monitor progress until the project is successfully completed.

Filled with practical examples drawn from all types of organisation it will make you rethink the fundamentals of successful management – and show you how to get things done, however everyday or ambitious, however small or large your organisation.

ABOUT THE AUTHOR

Dr Jeff Sutherland is the creator of Scrum and was a signer of the Agile Manifesto, which marked the start of the Agile movement. A graduate of West Point, he began his career as a fighter pilot in the US Air Force, and went on to join the faculty at the University of Colorado Medical School.

Dr. Sutherland has served as VP of Engineering or Chief Technology Officer at 11 software companies, managing the last seven entirely using Scrum, and achieving industry-leading, hyper-productive results. He is currently the CEO of Scrum, Inc., the Chairman of the Scrum Foundation, and Senior Advisor to OpenView Venture Partners, where he is Agile coach for venture-funded companies.



.....
"It will make you rethink the fundamentals of successful management – and show you how to get things done, however everyday or ambitious."

Delroy Beverley
Category Judge

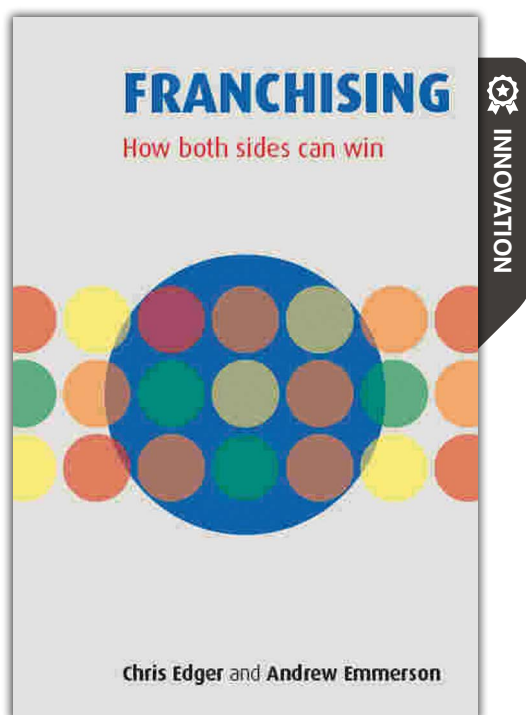
.....
"A practical and entertaining book, richly referenced and rooted in personal experience."

Paul Mylrea
Category Chair

FRANCHISING: HOW BOTH SIDES CAN WIN.

BY CHRIS EDGER AND ANDREW EMMERSON

LIBRI PUBLISHING, 2015



OVERVIEW

Thinking of buying a franchise, creating your own franchise or franchising a product more effectively?

Packed with real-life case studies and key insights from the owners and operators of successful franchise systems (Domino's Pizza, Costa, SSP, Spar, TGIs, Dunkin' Donuts, SSP, Haagen Dazs, Café2U, Snappy Snaps, Ramada Encore, Burger & Lobster, GlobalBrand, Glasses Inc, etc) this book is THE essential contemporary guide for aspiring franchisees or ambitious franchisors.

A rare practical guide to the inner workings of a successful franchise business, the book successfully melds practitioner insight with academic commentary to provide comprehensive advice on how franchisors and franchisees can avoid potential elephant traps, outlining the key success factors that enable both sides to win.

Written in an informative, accessible style without abandoning any of its empirical rigour, this book is essential reading for 'newbie' franchisees and franchisors or for anybody working in franchising who wishes to drive outstanding performance.

ABOUT THE AUTHORS

Professor Chris Edger is also the author of *Effective Multi-Unit Leadership* (described by the *Leadership and Organization Development Journal* as 'one of the key books of its kind for this decade'), *International Multi-Unit Leadership, Professional Area Management* (1st and 2nd Editions), and *Effective Brand Leadership and Area Management – Strategic and Local Models for Organic Growth* (forthcoming, 2016).

Frequently called upon to commentate upon retail issues within the UK media, Chris has been described as 'the UK's leading expert on multi-site management'.

Prior to academia, Chris held executive director positions in UK, US and European owned multi-unit enterprises. During the course of his career he was Commercial Development Director for a leisure firm that held the master franchise for the roll-out of two US brands in the UK. He holds a PhD (ESRC Award, Warwick Business School) and an MSc (ECON) with distinction (London School of Economics).

Andrew Emmerson is the owner of Emmerson Development Company which advises SMEs and large companies on franchising. Until 2014 he was the UK Executive Director of Franchising and Property for Domino's Pizza, having previously held senior executive positions leading/developing/rolling out Millie's Cookies (UK), Upper Crust (Europe) and Dunkin' Donuts (USA).

Andrew is currently non-executive chairman of the Snappy Snaps chain and a non-executive director of Hotcha and The Victorian Chop House Company and co-owns three Dunkin' Donut franchises in the US. Andrew holds an LLB Hons, University of Liverpool.



.....
"You really could take this book and implement it."

Karen McArthur
Category Judge
.....

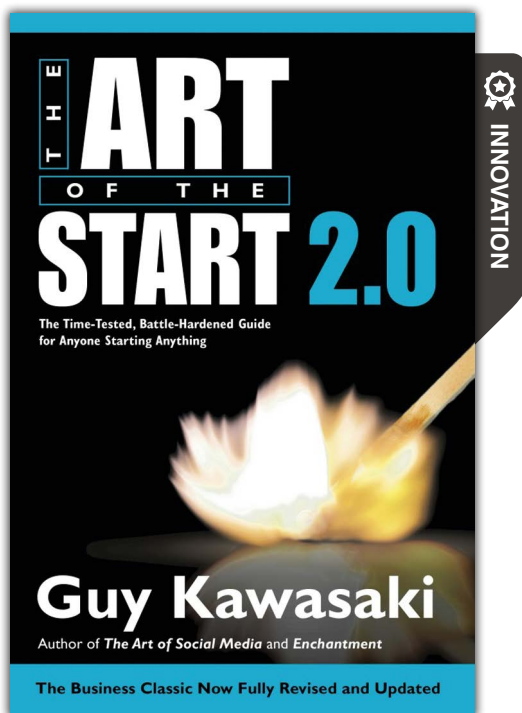
"A must-have reference for anyone wanting to launch themselves into this vibrant economic model."

Paul Mylrea
Category Chair
.....

THE ART OF THE START 2.0: THE TIME-TESTED, BATTLE-HARDENED GUIDE FOR ANYONE STARTING ANYTHING.

BY GUY KAWASAKI

PORTFOLIO PENGUIN, 2015



experience as one of the most hard-working and irreverent people in business.

As Guy likes to say, “Entrepreneur is a state of mind, not a job title.” This book will help you make your crazy ideas stick, through an adventure that’s more art than science—the art of the start.

ABOUT THE AUTHOR

Guy Kawasaki is the chief evangelist of Canva (an online design service) and an executive fellow of the Haas School of Business at U.C. Berkeley.

Previously, he was the chief evangelist of Apple and special adviser to the CEO of the Motorola business unit of Google. His many acclaimed books include *The Art of Social Media*, and *Enchantment*.

Guy has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.



.....
“In today’s world where so many people want to be their own boss, this should be on everyone’s shelf.”

Delroy Beverley
Category Judge

.....
“Well-structured with useful questions to help readers reflect on the learning.”

Karen McArthur
Category Judge

OVERVIEW

In its original form, *The Art of the Start* was the de-facto standard for learning how to start a company.

The new version is 64 percent longer and features Guy’s latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics.

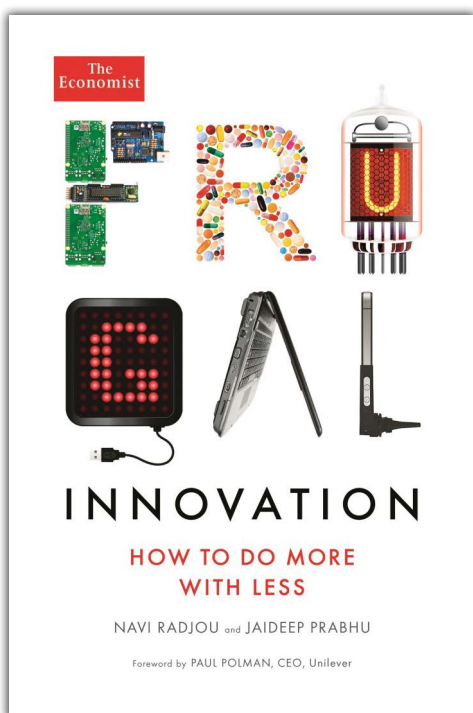
To wit, business plans are no longer necessary; social media has replaced PR and advertising as the key method of promotion; crowdfunding is a viable alternative to investors; and the cloud makes basic infrastructure affordable for almost any new venture.

Whether you’re an aspiring entrepreneur, small-business owner, entrepreneur, or not-for-profit leader, there’s an over-abundance of advice. *The Art of the Start 2.0* solves that problem by distilling Guy’s decades of

FRUGAL INNOVATION: HOW TO DO MORE WITH LESS.

BY NAVI RADJOU & JAIDEEP PRABHU

PROFILE BOOKS, 2015



OVERVIEW

Frugal innovation is a way that companies can develop high-quality products and create more value with limited resources.

In today's cost-constrained environment, companies in the developed economies are seeking new routes to long-term business success – while also appealing to cost-conscious and environmentally-aware consumers. With an estimated trillion-dollar global market for sustainable products, and with potentially huge cost savings to be gained, frugal innovation is revolutionising business and reshaping management thinking.

This seminal book gives an overview of the principles, perspectives and techniques behind frugal innovation, connecting with key contemporary business concepts such as the sharing and circular economies and the maker movement. It offers a blueprint for leaders and managers in companies of all sizes and across all sectors on how to profit from doing business frugally.

Based on the author's six key principles of frugal innovation, and packed with targeted advice and specific recommendations for business functions such as R&D, operations, HR and sales and marketing, Frugal Innovation is a masterclass in the art of doing more with less.

ABOUT THE AUTHORS

Navi Radjou is an innovation and leadership advisor based in Silicon Valley. A Fellow at Judge Business School, University of Cambridge, he won the 2013 Thinkers50 Innovation Award and spoke at TED Global 2014. Navi co-authored the international bestsellers *Jugaad Innovation* and *From Smart to Wise*. He is a sought-after keynote speaker and widely quoted in international media. He has served as a member of the World Economic Forum's Global Agenda Council on Design Innovation and is a regular contributor to *Harvard Business Review*. In 2013, Navi received the prestigious Thinkers50 Innovation Award, given to a management thinker who is reshaping the way we think about and practice innovation.

Navi has previously served as Executive Director of the Centre for India & Global Business at Judge Business School, University of Cambridge, and as Vice-President at Forrester Research in Boston and San Francisco. An Indian-born French national, he studied at Ecole Centrale Paris and the Yale School of Management.

Jaideep Prabhu is Professor of Marketing, Jawaharlal Nehru Professor of Indian Business and Enterprise, and Director of the Centre for India & Global Business at Judge Business School, University of Cambridge. He has a BTech degree from IIT Delhi and a PhD from the University of Southern California, and has held positions at Cambridge, Imperial College London, Tilburg University (the Netherlands), and UCLA. His research interests are in marketing, innovation, strategy and international business.

Jaideep has published in and is on the editorial board of leading international journals. His work has been widely profiled across televisual and print media. He is also the co-author of *Jugaad Innovation*, described by *The Economist* as "the most comprehensive book yet" on the subject of frugal innovation.



.....
"We are all asked to do more with less; this book is about doing better with less."

Paul Mylrea
Category Chair

.....
"All these trends add up to a really pretty transformational way of doing business."

Delroy Beverley
Category Judge

THE MEMBERSHIP ECONOMY: FIND YOUR SUPER USERS, MASTER THE FOREVER TRANSACTION, & BUILD RECURRING REVENUE.

BY ROBBIE KELLMAN BAXTER

MCGRAW-HILL EDUCATION, 2015



OVERVIEW

In today's business world it takes more than a website to stay competitive.

The smartest most successful companies are using radically new membership models, subscription-based formats and freemium pricing structures to grow their customer base - and explode their market valuation - in the most disruptive shift in business since the Industrial Revolution.

This is *The Membership Economy*. Written by an expert consultant, this ground-breaking book will show you how to turn ordinary customers into members for life.

ABOUT THE AUTHOR

Robbie Kellman Baxter is a consultant and speaker who has been providing strategic business advice to Silicon Valley companies for over 20 years. Her clients have included start-ups

and mid-sized venture-backed companies as well as industry leaders such as Netflix, Yahoo!, Oracle and eBay. She now works with Peninsula Strategies, who have advised nearly one hundred organisations on growth strategy.

A sought-after writer and keynote speaker, Robbie has presented to alumni organisations at Stanford, Harvard and Haas, as well as chapters of the Product Development and Management Association, the Business Marketing Round Table and Women in Consulting.

She has been quoted on business issues in the *Wall Street Journal*, *eCommerce Times* and *Tampa Bay Journal*, and has been asked to write articles for *American Venture*, *Marketing Profs* and *Management Consulting News*.

Robbie's expertise with companies in the emerging *Membership Economy* extends to include SaaS models, subscription models, and the implications of social mobility.

She applies marketing discipline to business strategy, whether serving as a retained advisor to the leadership team, conducting market research and validation to assess new opportunities, or developing and implementing marketing programs to identify, generate and retain new leads and customers.

Robbie received her MBA from the Stanford Graduate School of Business and graduated with honours from Harvard College, and is an active volunteer with both institutions.

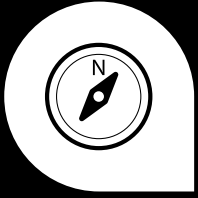


.....
"A fascinating insight into the move from a customer-centred approach to a membership model."

Paul Mylrea
Category Chair

.....
"A great range of examples – not just from tech companies but also more traditional industries."

Karen McArthur
Category Judge



CATEGORY.

MANAGEMENT & LEADERSHIP TEXTBOOK.



CATEGORY JUDGES.



**PROFESSOR
DARREN
DALCHER**

FAPM FRSA FBCS
CITP FCMI

Darren Dalcher is Professor of Project Management at the University of Hertfordshire and Visiting Professor at the University of Iceland.

He is the founder and Director of the National Centre for Project Management, an interdisciplinary centre of excellence operating in collaboration with industry, government, charities, NGOs and the learned societies. Following industrial and consultancy experience in managing technology projects, Professor Dalcher gained his PhD from King's College, London. He has built a reputation as a leader and innovator in practice-based education and reflection in project management.

He is heavily involved in organising international conferences, delivering keynote addresses and tutorials, and has been chairman of the influential APM Project Management Conference since 2009. He has written over 150 refereed papers and book chapters on project management and software engineering, and is Editor-in-Chief of the *Journal of Software: Evolution and Process*.

He is the editor of a major book series, *Advances in Project Management*, which synthesises leading edge knowledge, skills, insights and reflections in project and programme management, and of a companion series, *Fundamentals of Project Management*, providing essential grounding in key areas of project management.

In 2008 he was named by the Association for Project Management as one of the top 10 influential experts in project management and has also been voted *Project Magazine's* Academic of the Year for his contribution "integrating and weaving academic work with practice". He received international recognition in 2009 with appointment as a member of the PMForum International Academic Advisory Council, which features leading academics from some of the world's top academic institutions.

In October 2011 he was awarded an Honorary Fellowship from the Association for Project Management for his outstanding contribution to project management. He is a Chartered Fellow of the British Computer Society, Fellow of the Chartered Management Institute, and the Royal Society of Arts, and a Member of the Project Management Institute and the Academy of Management.





**PROFESSOR
KARIN S
MOSER**



**DR RUTH
SACKS**

FIC

Karin S Moser is Professor of Organizational Behaviour and Head of the Division of Management, Marketing and People at London South Bank University, and an Honorary Professor at London Metropolitan University.

She is also affiliated with the Centre for Career Development and Continuing Education at the University of Bern, Switzerland. A social and organizational psychologist by background, her expertise is in the areas of team work, information-sharing and knowledge management, self and identity, and virtual collaboration and communication.

Recent research projects focus on motivational processes in information-sharing, rewards and incentives for pro-social behaviour, social mindfulness, and the effects of social norms and status in intercultural management.

Professor Karin S Moser is a Chartered Psychologist and member of international professional associations such as AoM, EAWOP, EASP and SPSP. She reviews regularly for national and international science foundations and international journals and is a board member of several international postgraduate and executive programmes on social science methodology and statistics, leadership, mentoring for women in science, and knowledge and information management.

She has worked and held academic positions in the US as well as in several European countries and cooperated widely with national and international organisations and companies in applied research projects in the areas of knowledge management, ethical decision-making in health care, compliance behaviour, leadership, work motivation and management of virtual teams and use of electronic media at work.

Professor Karin S Moser has won several awards for her research, such an Outstanding Research Award by the University of Zurich for her work on 'Metaphors of the Self', and has recently received the Academia.Net award as 'Outstanding Female Scientist' for her achievements, an initiative of the Robert Bosch Foundation and Nature.

Principal Lecturer and Business Development Director for Westminster Business School - London's biggest business school, Ruth combines her expertise in consultancy and project management with her research and teaching skills and understanding of the academic world.

She has instigated a number of leadership programmes featuring original and effective approaches to senior professional development. Ruth conceived, launched and runs the acclaimed Women for the Board Programme, successfully promoting women's development at top levels, and is the course leader for MSc Leadership - a new action learning-based masters degree for senior professionals.

Ruth is a Fellow of the Institute of Consulting and a Fellow of the Royal Society of Arts. She has an MSc in Organisation Development and a DBA (Doctorate in Business Administration), which enabled her to engage in research on managing communication and cross-cultural relationships in virtual organisations.

Prior to joining Westminster Business School three years ago, Ruth worked in consultancy and management development roles on a range of strategic projects in the UK, Europe and the USA. She lived and worked in Paris for 14 years and speaks fluent French.

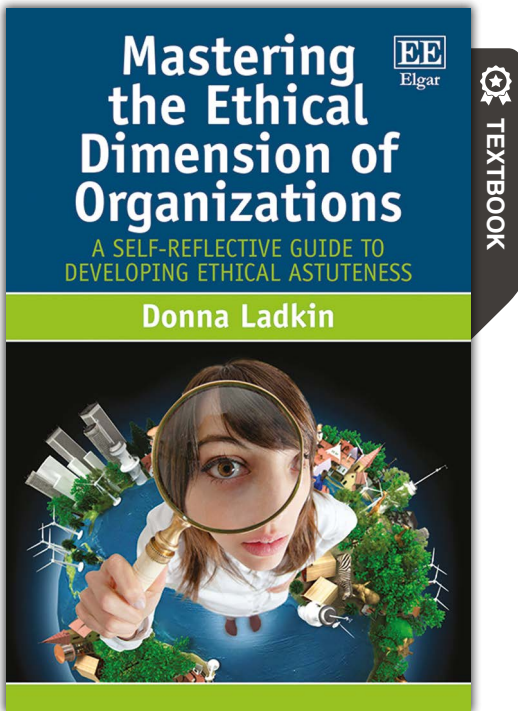
Alongside her current role, Ruth acts as a coach and mentor in enterprise activities as well as personal and professional development. She actively supports a range of women's initiatives including Elevation Network's 'I am Visible' leadership programme for young women and the Secret Pillow Project www.secretpillow.org.uk. When not working, she spends time with friends and family, goes to the theatre and tries and fails to stay away from email.

MASTERING THE ETHICAL DIMENSION OF ORGANIZATIONS:

A SELF-REFLECTIVE GUIDE TO DEVELOPING ETHICAL ASTUTENESS.

BY DONNA LADKIN

EDWARD ELGAR PUBLISHING, 2015



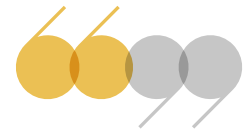
essential for postgraduate students of business, management or leadership. Human resource management professionals, corporate responsibility managers and those in other organizational roles will also find this to be an insightful resource.

ABOUT THE AUTHOR

Donna Ladkin holds a BA in Music and Philosophy from Yale University in the USA, as well as an MBA and PhD from Cranfield University and an MA in Environmental Ethics from Lancaster University.

Prior to becoming an academic she managed the Yale Symphony Orchestra as well as administering Cambridge University's International Summer School.

She has also run her own consulting business, Learning Matters, which specialised in coaching senior executives and their teams, particularly through times of upheaval.



.....
"Unusual and inviting critical self-reflection... a valuable resource."

Professor Karin S Moser
Category Chair

.....
"Deals with the topic in creative and engaging ways."

Ruth Sacks
Category Judge

OVERVIEW

With the use of exercises, reflective prompts and case studies, *Mastering the Ethical Dimension of Organizations* offers a practice-based approach to developing the skills critical to responding ethically to organizational dilemmas.

Starting from the premise that ethical issues within organisations rarely come 'packaged', this book encourages an understanding of ethics beyond organisational compliance systems or codes of conduct.

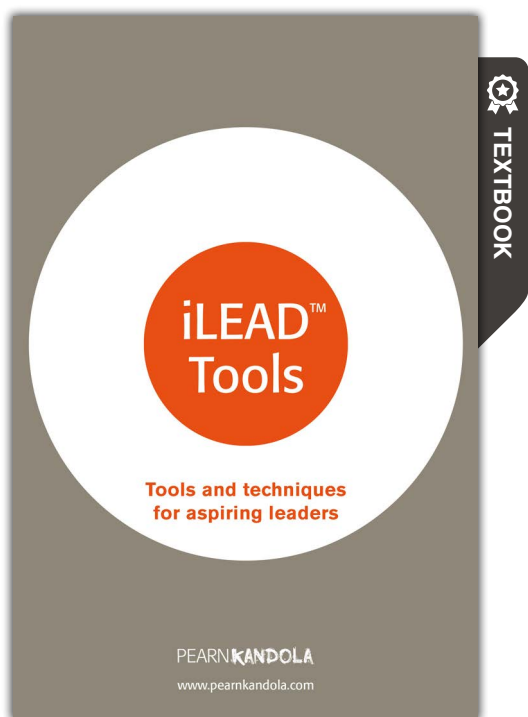
Instead, it argues that our ability to respond ethically requires ethical perception, moral imagination and discernment akin to aesthetic judgement; capabilities it fosters through a clear, programmed approach.

Engagingly and accessibly written by a leading communicator in the field, this book will be

iLEAD: TOOLS AND TECHNIQUES FOR ASPIRING LEADERS.

BY STUART DUFF

PEARN KANDOLA PUBLISHING, 2015



OVERVIEW

Drawing on over 30 years of coaching and leadership skills development experience gained with organisations in the UK and internationally, Pearn Kandola have created iLEAD™ Tools, a suite of three unique books focussing on explaining and developing the essential skills of People, Task and Thought Leadership.

Using a combination of our own models and the best emerging research, this toolkit will enable leaders to successfully engage in change and further their development.

The book covers a wide range of tools dealing with many topics of immediate and practical interest to current and aspiring managers and leaders. It looks at the theory as well as the pragmatic application of the information it contains. Each tool in the book has been tested and perfected over many years with hundreds of

individuals in many UK and international organisations.

ABOUT THE AUTHOR

Stuart is a Partner and Head of Development at Pearn Kandola. He is a Business Psychologist with a strong background in management development, leadership and coaching. Before joining Pearn Kandola, Stuart worked for a specialist management development consultancy and was a senior manager within the HR Strategy business group at Deloitte.

As well as leading Pearn Kandola's Development business, Stuart is the project director for a number of our most significant assessment and development projects, including the identification and development of potential Partners at PwC and running Executive and Senior Management Development Centres for Sara Lee/Douwe Egberts across Europe, the US and Asia.

Stuart has particular experience of the professional services, finance and retail sectors and specialises in identifying leadership talent, developing potential through one-to-one coaching and designing innovative development tools.

Stuart is the Occupational Editor for the *Assessment & Development Matters* journal and regularly contributes commentary to national press titles including *Business Week*, *The Guardian*, *The Sunday Times* and *The Telegraph*, as well as regular contributions to the HR publications.

In 2008, Stuart won the BPS Practitioner of the Year award for his work in global leadership development, while in 2009 he became the only psychologist ever to win a second BPS Practitioner of the Year award, this time for his work in global assessment and selection.



.....
"Contemporary, very approachable and appealing to managers at all levels."

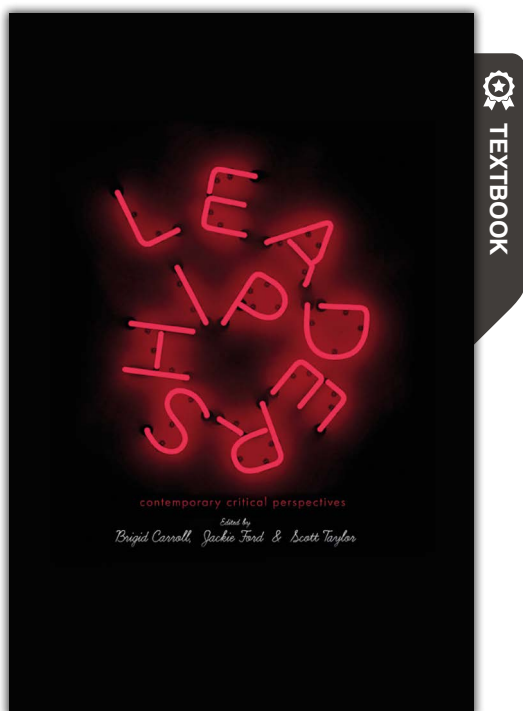
Professor Karin S Moser
Category Chair

.....
"Really attractive and well organised, it provides a lot for readers to engage with."

Ruth Sacks
Category Judge

LEADERSHIP: CONTEMPORARY CRITICAL PERSPECTIVES.

BRIGID CARROLL, JACKIE FORD AND SCOTT TAYLOR
SAGE PUBLICATIONS, 2015



OVERVIEW

The authors, an international team of experts, guide students on an entertaining journey through key concepts, contemporary issues and debates in leadership studies.

Critical and rigorous, yet also easy to digest, this text is ideal for students and practitioners with or without any prior knowledge of the field. Students can understand how theory comes to life through a fascinating selection of case studies, ranging from political leaders such as Tony Blair to business leaders such as Steve Jobs, and from leadership in the arts to leadership in gang culture. The book is designed to inspire readers with the 'Leadership on screen' feature, which encourages analysis of how leadership is represented in film and TV, including *The Dark Knight*, *Game of Thrones*, *The Hunger Games* and *Grey's Anatomy*.

ABOUT THE AUTHORS

Brigid Carroll teaches organisation theory to undergraduates and leadership to executives and postgraduates at the University of Auckland, and is Director of Research at the New Zealand Leadership Institute. She has worked with corporates, professional organisations, community groupings and youth. Until 1999, Brigid had a career in secondary education, taught English at Avondale College and was Head of English at Rangitoto College. Her entry into management, leadership and organisations came from doing a MBA at Fordham University, New York and discovering the intersection of literary and organisational theory in discourse/narrative approaches to organisations.

Jackie Ford is 50th Anniversary Chair: Professor of Leadership and Organization Studies at Bradford University School of Management. She has held Professorial roles since 2008 at the Universities of Leeds and Bradford. Prior to this, she held senior academic appointments at the University of Leeds. She has over 20 years' experience of working in Higher Education, having spent the previous 10 years in a range of managerial roles in the NHS, culminating in a post as Board-level Director of Human Resources in a large NHS organization. Jackie has also co-authored a monograph entitled *Leadership as Identity: Constructions and Deconstructions*, co-edited *Making Public Services Management Critical* and published in a wide range of journals.

Scott Taylor joined Birmingham Business School in April 2013. He previously worked at Essex, Exeter, and Loughborough Universities, and at Birmingham from 2002 to 2007. He is co-chair of the Critical Management Studies division at the Academy of Management, and a member of the editorial board of the *International Small Business Journal*. Scott's research is based on generating better understandings of the human experience of work, management, and organizations. Recent research focuses on the interplay of religious or spiritual belief and organization.



.....
"Nice to see the novel and innovative use of feature films to think about leadership."

Darren Dalcher
Category Judge

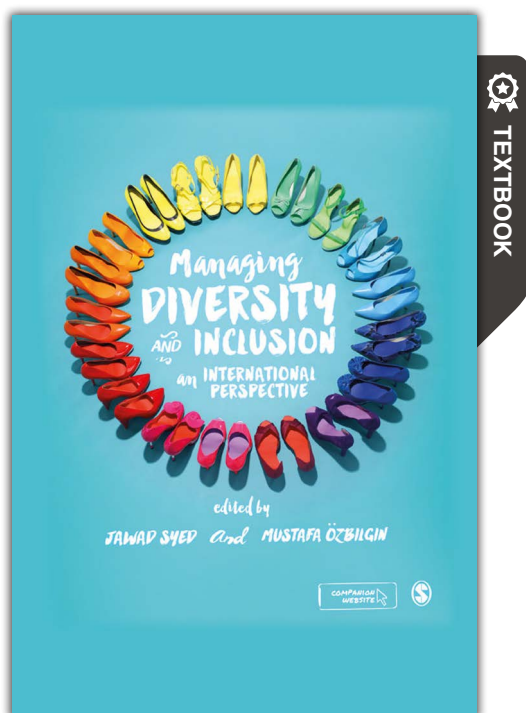
.....
"The approach is clearly thought through and makes reading interesting."

Ruth Sacks
Category Judge

MANAGING DIVERSITY AND INCLUSION: AN INTERNATIONAL PERSPECTIVE.

BY JAWAD SYED AND MUSTAFA OZBILGIN

SAGE PUBLICATIONS, 2015



critical questions and boxed critical insights and reflections. There is also a companion website with free full text journal articles.

ABOUT THE AUTHORS

Jawad Syed joined the University of Huddersfield in April 2014 as Professor of Organisational Behaviour. Previously he held the positions of Reader and Senior Lecturer in Human Resource Management at the University of Kent. Jawad received his PhD in Human Resource Management from Macquarie University, Australia, and completed a Postgraduate Certificate in Higher Education at the University of Kent. In addition, he received a Masters of International Business from the University of Western Sydney, Australia. With a professional and academic career that spans over 20 years in academic institutions and business organisations in the UK, Australia and Pakistan, Jawad examines HRM and diversity from relational, contextual and interdisciplinary perspectives, and focuses on integration of theory with practice.

Mustafa Ozbilgin is a Professor of Human Resource Management and Organisational Behaviour and the Associate Dean for Equality and Diversity at the College of Arts, Business and Social Sciences (CBASS). His research focuses on equality, diversity and inclusion at work from comparative and international perspectives. He is the editor-in-chief of the official journal of the European Academy of Management and serves on the Editorial Boards of a range of journals. He founded and directs the annual international conference 'Equality, Diversity and Inclusion'. Mustafa currently chairs positions at the Université Paris-Dauphine and Koç University, Istanbul and has held visiting appointments at many other institutions. Previously he held academic posts at University of East Anglia, Queen Mary University of London, University of Surrey and University of Hertfordshire. He has researched, consulted and co-ordinated projects for governments, international organisations, professional bodies, state regulators and commercial organisations.



.....
"The authors do not shy away from discussing controversial topics head on."

Darren Dalcher
Category Judge

.....

"Because the authors come from the countries they are writing about they have a different, and valuable, perspective."

Ruth Sacks
Category Judge

.....

OVERVIEW

This hotly-anticipated new text has been written by an international team of experts and offers an in-depth and contextual account of enduring, contemporary and cutting edge theories and approaches to diversity and inclusion management.

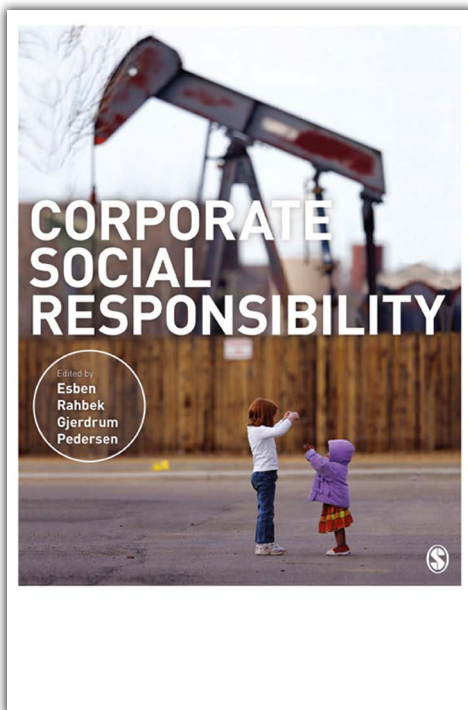
The book uniquely situates UK and European policies and practices of various dimensions of diversity firmly within the global context through an international and cross-cultural range of case studies and considers how national contexts have shaped the field.

A case study approach illuminates complex theories by showing how they are applied in practice, using international and cross-cultural case studies with examples and comparisons from a wide range of countries including the emerging economies. Criticality is central to the book with each chapter including critical analysis,

CORPORATE SOCIAL RESPONSIBILITY.

BY **ESBEN RAHBEK GJERDRUM PEDERSEN**

SAGE PUBLICATIONS, 2015



seeking an introduction to this complex and ambiguous subject.

ABOUT THE AUTHORS

Esben Rahbek Gjerdrum Pedersen is Professor at the CBS Center for Corporate Social Responsibility, Copenhagen Business School and does research within the areas of corporate social responsibility (CSR), environmental management, and non-financial performance measurement.

The results from his research have been published in a wide range of international journals, including *Business Ethics*, *Journal of Business Ethics*, *Management Decision*, *Supply Chain Management*, *Business and Society Review*, *Business Strategy and the Environment*, *Corporate Social Responsibility and Environmental Management*, and *Journal of Corporate Citizenship*.

His research has been recognised internationally and been awarded with the 2010 Social Impact Award and the 2009 Emerald Literati Award.



.....
"Lively, engaging and visually appealing."

Darren Dalcher
Category Judge

.....
"A very solid introduction to corporate social responsibility."

Professor Karin S Moser
Category Chair

OVERVIEW

Why has CSR become part of the mainstream business and academic agenda in the 21st century?

How can CSR be fully integrated in business strategy and day-to-day operations?
Do companies become more vulnerable to criticism from stakeholders if they make public their commitment to CSR?

These are just some of the questions and challenges explored in this exciting new textbook. Readers will gain comprehensive knowledge and understanding of the history of CSR, the key CSR drivers, the main theoretical CSR perspectives and the dominant CSR practices found in the business community, and, more crucially, they will learn how to implement CSR in practice.

Written by leading academics in the field, *Corporate Social Responsibility* is an engaging and accessible text designed for any student



CATEGORY.

**MANAGEMENT
FUTURES.**



CATEGORY JUDGES.



**ANDREW
MAY**

FCMI FIC CMC

Andrew took a degree in Economic History and subsequently qualified in management and management accounting.

His first appointment was with the management services division of a London borough as an MBO Adviser. Following a secondment with Urwick Orr, he moved to management consultancy and led organisation development and pay structuring projects for a wide range of clients including Siemens, Westinghouse, Allied Breweries and Rolls-Royce.

After 7 years in consulting he joined leading merchant bank NM Rothschild, ultimately as Director of Personnel Services. His responsibilities included reward systems, management development and recruitment. During this time, he was a board member of IMD, serving as its Chairman for 3 years.

Andrew was invited to join an executive recruitment consultancy, Knight Wendling. He has directed approximately 130 search assignments for board-level appointments in many sectors including financial services, manufacturing and marketing. He has also undertaken consulting assignments involving due diligence work, organisation development and pay structuring.

Andrew is a Fellow of the CMI and the IC and has been a member of both for over 30 years. He has served on the CMI's Council, held sub-committee positions, and chaired two major studies conducted by the Institute.

He has also served on the West London branch committee for most of his career and chaired the branch for 6 years. He has acted as a management book reviewer for *Professional Manager* for around 15 years promoting others' gems of management insight to the Institute's members.

In 1990, he established the annual Wycombe Schools Conference which has provided careers events for some 3,000 girls at Wycombe Abbey and boys from the Royal Grammar School.

Besides his continuing practice in executive search, Andrew is involved with HRPerform, a consultancy specialising in human resource issues, and is on the international advisory panel of the Singapore-based venture capital fund Shelterwood Pte.





**DR MICHELLE
GARDNER**

CMgr MCMI



**PAUL
TAYLOR**

CMgr MCMI

Michelle has over 15 years' experience of strategic and organisational planning, risk and performance management in public and third sector organisations.

She is currently Deputy Director Governance and Planning at the National Deaf Children's Society and is on the steering group of the not-for-profit sector Strategy and Planning Forum.

Following a PhD in Physics (she is also a member of the Institute of Physics), Michelle started her career at the Pestalozzi International Village supporting young people and helping to establish new programmes.

Michelle then joined the Home Office Scientific Development Branch, initially as a scientist, but soon became increasingly responsible for organisational planning, risk management, quality management systems and performance reporting.

Michelle left the Home Office to work at the Sector Skills Development Agency and then the UK Commission for Employment and Skills leading work on organisational planning, risk management and performance reporting. Whilst there she also developed skills in strategic planning and stakeholder relations, and completed her MBA with the Open University.

Michelle joined the National Deaf Children's Society in August 2013.

Paul is a freelance management consultant with over twenty-five years' experience of successfully delivering business critical and complex change within the financial services industry.

He has worked on a wide range of change projects including strategic reviews, product launches, business process re-engineering, outsourcing, off shoring, technology change, efficiency improvements and regulatory changes. He has managed various different sizes of change.

Paul is the co-chair for the CMI London and South East Regional Board with responsibility for implementing CMI's strategy within that region.

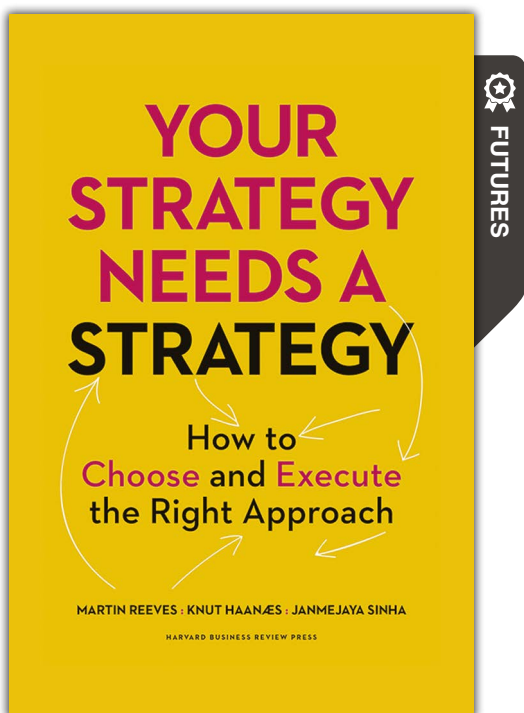
Paul is also an External Specialist for the Chartered Institute for Securities and Investment. This role involves defining the exam syllabus, writing questions and creating course materials for the Institute.

Finally, Paul holds an MBA from the Open University and is studying for a DBA at Middlesex Business School.

YOUR STRATEGY NEEDS A STRATEGY: HOW TO CHOOSE AND EXECUTE THE RIGHT APPROACH.

BY MARTIN REEVES, KNUT HAANAES, JANMEJAYA SINHA

HARVARD BUSINESS REVIEW PRESS, 2015



ABOUT THE AUTHORS

Martin Reeves is a senior partner and managing director in the Boston Consulting Group (BCG)'s New York office and leads the Bruce Henderson Institute, BCG's vehicle for research and translation of ideas from beyond the world of business into practical frameworks and tools for business strategy. He was named a BCG Fellow in 2008, and he has published and spoken widely on strategy issues. He splits his time equally between research and client service. Martin joined BCG in London in 1989 and later moved to Tokyo, where he led the Japan health care practice for eight years and was responsible for BCG's business with global clients.

Knut Haanaes is a senior partner and the global leader of BCG's Strategy practice. He leads the BCG Geneva Office and has previously been a managing partner of BCG Oslo. Knut consults widely on strategy with clients across multiple industries and sectors, focusing on value creation and growth. Following an interest in how sustainability can drive innovation and new business models, he has worked for international organizations such as the World Economic Forum (WEF) and the World Wide Fund for Nature (WWF). Knut is co-responsible for the collaboration between BCG and MIT Sloan Management Review in the area of strategies for sustainability.

Janmejaya Sinha is chairman of BCG's Asia Pacific practice, and is a member of BCG's global Executive Committee. Janmejaya works globally with clients on a range of issues encompassing large-scale organization transformation, strategy, governance, and family business issues. He has been a member of committees for the government of India, the Reserve Bank of India (RBI), and the Indian Banks' Association (IBA). He is currently chairman of the Confederation of Indian Industry's (CII) Committee on Financial Inclusion. He is also a co-author of the book *Own the Future: 50 Ways to Win* from the Boston Consulting Group.



.....
"Expertly presented by three authors who are at the forefront of their field."

Andrew May
Category Judge

.....
"A progressive and forward-looking book."

Paul Taylor
Category Chair

OVERVIEW

In a business environment that is changing faster and becoming more uncertain and complex by the day, it's never been more important - or more difficult - to choose the right approach to strategy.

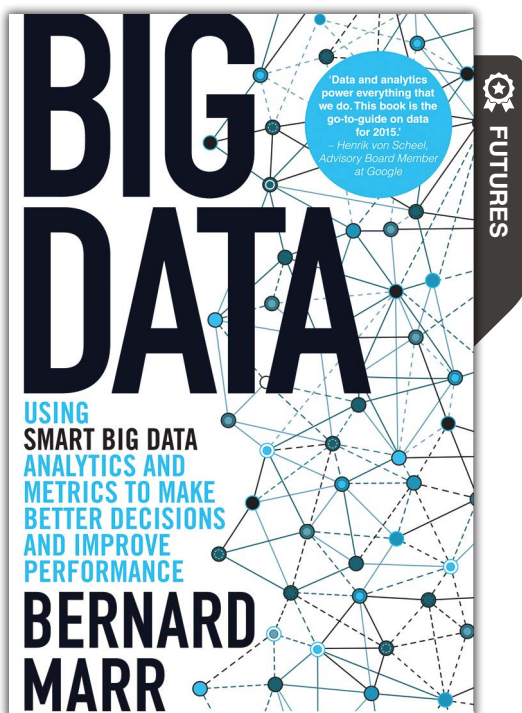
These authors show how existing strategy approaches sort into five categories - Be Big, Be Fast, Be First, Be the Orchestrator, or simply Be Viable - depending on the extent of predictability, malleability, and harshness of the business environment in which the organization is operating.

In-depth explanations of each of these approaches will provide critical insight to help you match your approach to strategy to your environment, determine when and how to execute each one, and avoid a potentially fatal mismatch.

BIG DATA: USING SMART BIG DATA, ANALYTICS AND METRICS TO MAKE BETTER DECISIONS AND IMPROVE PERFORMANCE.

BY BERNARD MARR

WILEY, 2015



OVERVIEW

There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious.

Is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance.

Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform.

ABOUT THE AUTHOR

Bernard Marr is a bestselling author, keynote speaker, strategic performance consultant, and analytics, KPI & Big Data guru. He helps companies to better manage, measure, report and analyse performance.

His leading-edge work with major companies, organisations and governments across the globe makes him an acclaimed and award-winning keynote speaker, researcher, consultant and teacher. Bernard is acknowledged by the CEO Journal as one of today's leading business brains.

He has written a number of seminal books and over 200 high-profile reports and articles on enterprise performance. This includes the bestsellers *Key Performance Indicators*, *The Intelligent Company*, *More with Less*, *Managing and Delivering Performance* and *Strategic Performance Management*, a number of Gartner Reports and the world's largest research studies on the topic. His expert comments regularly feature in high-profile publications including *The Times*, *The Financial Times*, *Financial Management*, the *CFO Magazine* and the *Wall Street Journal*.

He has worked with and advised many of the world's best-known organisations including Accenture, Astra Zeneca, Bank of England, Barclays, BP, DHL, Fujitsu, Gartner, HSBC, Mars, Ministry of Defence, Microsoft, Oracle, The Home Office, NHS, Orange, Tetley, T-Mobile, Toyota, Royal Air Force, SAP and Shell, among many others. His engagements range from executive awareness and training sessions to the design and implementation of corporate performance management and reporting approaches.



.....
"The SMART framework is very powerful."

Paul Taylor
Category Chair

.....

"I will use this book to guide my thinking on this topic."

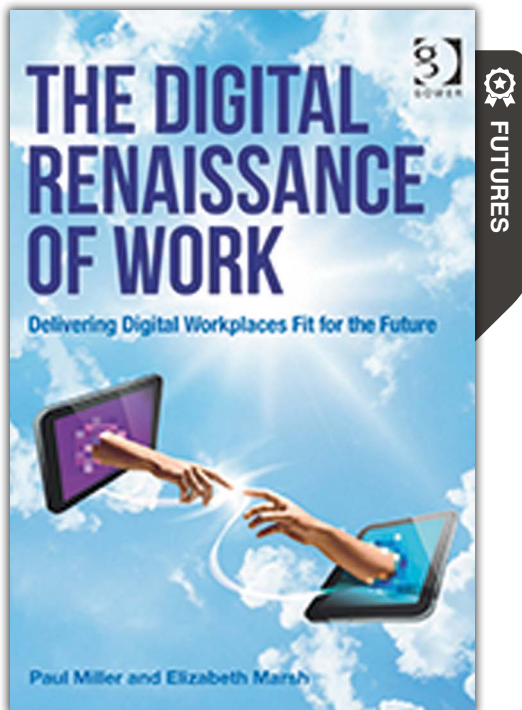
Michelle Gardner
Category Judge

.....

THE DIGITAL RENAISSANCE OF WORK: DELIVERING DIGITAL WORKPLACES FIT FOR THE FUTURE.

BY PAUL MILLER AND ELIZABETH MARSH

GOWER PUBLISHING, 2014



OVERVIEW

We are living through a new (second) renaissance – this time it's digital.

The Digital Renaissance of Work: Delivering Digital Workplaces Fit for the Future takes the reader on a journey into the emerging technology-led revival of work.

Paul Miller's follow up to his critically acclaimed *The Digital Workplace* picks up the story to provide organizations with an understanding of the structural and organizational implications that emerging technology has for the workplace.

His insights, backed by the considerable research of the Digital Workplace Group, offer a lifeline to organizations needing to make better sense of a very uncertain future.

ABOUT THE AUTHORS

Paul Miller has been at the heart of the work and technology revolution for 20 years. He is CEO and Founder of the Digital Workplace Group and author of *The Digital Workplace: How Technology is Liberating Work and Mobilising the Power of What You Know*.

He has given many inspirational keynote talks on the digital future of work to senior executives and addressed large employee events at Microsoft, Google and Adobe. For five years he hosted internet radio Digital Workplace Live and was Executive Producer of IBF24 and DW24. After an early career as a City editor and speechwriter, he published the influential *WAVE* magazine.

Elizabeth Marsh is a writer and researcher with a background in intranet and knowledge management at companies such as Reuters and T-Mobile (UK).

She manages Digital Workplace Group's best practice research programme, which provides organizations with practical insights and thought leadership across intranet and digital workplace topics. She also regularly works with DWG's clients on consulting projects.



.....
"A credible insight into the future of management."

Michelle Gardner
Category Judge

.....
"The authors are obviously very passionate about this subject."

Paul Taylor
Category Chair

THE OPEN ORGANIZATION: IGNITING PASSION AND PERFORMANCE.

BY JIM WHITEHURST

HARVARD BUSINESS REVIEW PRESS, 2015



and global operations, Whitehurst has proven expertise in helping companies flourish—even in the most challenging economic and business environments.

Since joining in January 2008, he has more than doubled the company's revenue and tripled its market capitalization. Under his leadership, Red Hat was ranked 4th on Forbes' list of "The World's Most Innovative Companies" in 2012, was added to Standard and Poor's (S&P) 500 stock index in 2009, and named one of the best places to work 2013.

During his 6 years at Delta Air Lines, he drove significant international expansion and as chief operating officer oversaw all aspects of airline operations, from sales to strategy.

At The Boston Consulting Group, where he began his career in 1989, he held several corporate development leadership roles, working in the Chicago, Hong Kong, and Shanghai offices, and as a partner in the Atlanta office with numerous clients across a wide range of industries.



.....
"Helps managers to challenge what they're doing now and to consider how this might need to change in the future."

Michelle Gardner
Category Judge

.....

"A really fascinating book... futuristic and ahead of its time."

Andrew May
Category Judge

.....

OVERVIEW

From the CEO of Red Hat – one of the world's most revolutionary companies – *The Open Organization* shows how open principles of management – based on transparency, participation, and community – reinvent the organization for the fast-paced connected era.

Whitehurst gives readers an insider's look into how an open and innovative organizational model works. He shows how to leverage it to build community, respond quickly to opportunities, harness resources and talent both inside and outside the organization, and inspire, motivate, and empower people at all levels to act with accountability.

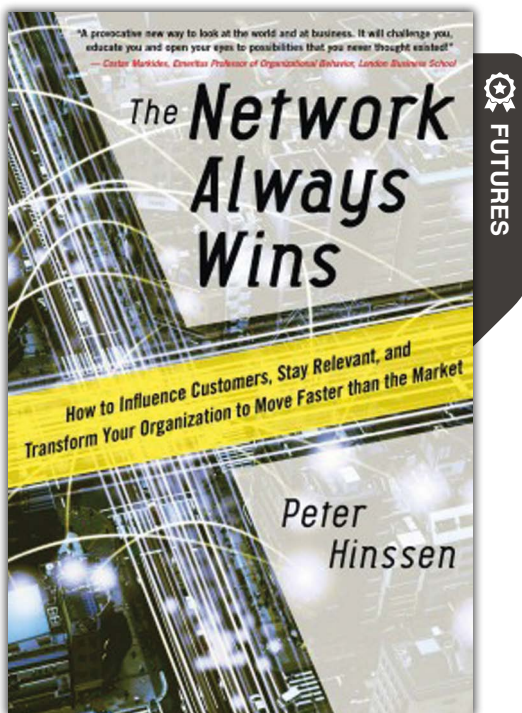
ABOUT THE AUTHOR

James "Jim" Whitehurst serves as the president and chief executive officer of Red Hat, the world's leading provider of open source solutions. Whitehurst is an avid advocate for open software as a catalyst for business innovation. With a background in business development, finance,

THE NETWORK ALWAYS WINS: HOW TO INFLUENCE CUSTOMERS, STAY RELEVANT, AND TRANSFORM YOUR ORGANIZATION TO MOVE FASTER THAN THE MARKET.

BY PETER HINSSEN

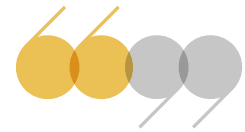
MCGRAW-HILL EDUCATION, 2015



thought leaders on radical innovation, leadership and the impact of all things digital on society and business.

For more than fifteen years, Peter led a life of technology startups. Today he is founder of Nexxworks, co-founder of Across Group, and Chairman of Across Technology.

He lectures at various business schools including the London Business School and the Stockholm School of Economics, is a Senior Industry Fellow at the Centre for Digital Transformation of the The Paul Merage School of Business at UC Irvine and functions as a board advisor on disruptive and digital innovation.



.....
"Very cogently argued...
deserves to be read."

Andrew May
Category Judge

.....
"These insights will help
the future of
management and
support individual
managers' self-
development and work."

Paul Taylor
Category Chair
.....

OVERVIEW

The Network Always Wins is the definitive business guide to surviving and innovating in the digital age.

The world is changing faster than ever. With the rise of new digital markets and the consequent networkization of our environment the phrase "The customer is always right" takes on a whole new meaning.

This powerful guide from serial entrepreneur and radical innovation consultant Peter Hinssen shows you how to keep your company up to speed with your market, engage with customers at a time when loyalty keeps fading into the background, and transform your organization into a network in order to thrive in this era of digital disruption.

ABOUT THE AUTHOR

An entrepreneur, advisor, lecturer and writer, Peter Hinssen is one of the most sought-after



CATEGORY.

**PRACTICAL
MANAGER.**



CATEGORY JUDGES.



**RAYMOND
DAVIS**

CMgr MCMI CMC CBA
MIC

Ray has an enviably broad knowledge of industries, businesses and management gained from over 30 years of experience at senior management and Director level.

He has worked in the public and private sectors (large and small service and manufacturing organisations) and charities. Originally qualified as a Mechanical Services Design Engineer, Ray had a successful 10 years in sales and sales management before becoming General Manager of a PLC manufacturing subsidiary.

There, he trebled net profit two years running then sold the business and became a group internal consultant and troubleshooter. In 1991 he became an independent Management Consultant and for the last 21 years he has concentrated mainly on the SME market, tailoring performance improvement, leadership and management development programmes, business turnarounds, preparing businesses for sale, and selling them.

Ray has extensive experience of Investors in People, leadership and management development (having run a Management Development Centre for Hertfordshire Business Link) and has designed and delivered over 20 different Management Development and Leadership programmes. He mentors at Director and Manager level in private and public sector organisations.

Recently, Ray has worked extensively with the legal profession to introduce rigorous management and business practices and help them prepare for the Legal Services Act.

Ray is the developer and sole provider of the highly effective "Culture Benchmark" that enables commercial and non-commercial organisations to understand and accurately measure their own culture.

He is a member of the Chartered Institute of Management Accountants, a Chartered Manager and member of the Chartered Management Institute, and is also a Chartered Manager assessor. He is a Member of the Institute of Consulting, a Certified Management Consultant and an assessor for the Certified Business Advisor award.



**IAN
MACEACHERN**

OBE CMgr FCMI



**QUENTIN
KOPP**

MCFI

Following undergraduate and postgraduate degrees in mathematics and numerical analysis at the University of Wales Aberystwyth and Dundee University respectively, Ian worked at Scottish Widows Fund & Life Assurance Society in Edinburgh and Dingwall Academy in the Highlands of Scotland prior to being awarded a commission in the Royal Air Force in 1978.

His RAF career embraced a broad spectrum of director-level roles including human resources, finance, information systems and management of major transformational change programmes.

Following a successful military career of nearly 30 years, Ian spent four years as a senior civil servant at HM Land Registry where he worked closely with board members to shape the organisation's strategic direction and transform it to a smaller, leaner and more sustainable business.

A Council Member of the former Institute of Management from 1996-2002, Ian was a First Officer and Board Member of CMI when its Royal Charter came into effect on 1 April 2002. More recently, he served as a Board Member and Trustee from 2008 to 2014. A seasoned management book reviewer for Professional Manager, Ian has been a reviewer or category judge for the Management Book of the Year since its inception, and a category judge for the National Management & Leadership Awards.

Currently, Ian is Chairman of Aberystwyth Ltd, which operates a branch campus of Aberystwyth University in Mauritius; an independent Council Member and Trustee of Aberystwyth University; and a non executive member of the Advisory Board to the Awards Recognition Bureau. He was awarded an OBE in the Queen's New Year's Honours List 1994.

Quentin has a mixed family background with a Russian father and an English mother. They have given him a very international outlook and a passion for innovation and improvement in businesses. After a London University degree in Sociology, Quentin's early career was in a variety of HR roles in large engineering groups.

His next role was divisional HR Director for a number of subsidiaries in what became Coats Viyella. Quentin's active role in improving business performance led to his appointment to a number of Managing Director roles in large Coats Viyella subsidiaries supplying major retailers.

He built teams which produced excellent results for customers, enabling them to grow their market share and in consequence rapidly grew the sales and profitability of the companies he was responsible for.

Quentin currently has a mixed portfolio of interests. These include a 20 year involvement with Warwick Manufacturing Group at Warwick University. During this time he has been on DTI sponsored study missions, and has been a visiting lecturer on change management and leadership. Quentin is now supervising students from many different countries and cultures to complete their Masters dissertations.

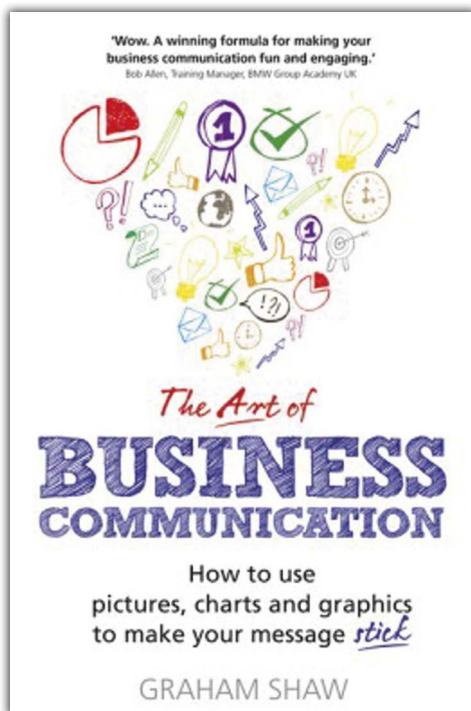
Quentin's principal activity is with his independent consultancy practice, AQK Change Management Consultants Ltd. This has included working with public sector and private sector organisations in many fields from oil and gas and pharmaceuticals to major legal and other business service practices.

The clients range in size from one-person start-ups to top FTSE companies and the NHS. He has worked in all continents, apart from the poles! Quentin is also enthusiastically working with four innovative manufacturing and service start-ups, which have huge potential, to help them to realise their dreams.

THE ART OF BUSINESS COMMUNICATION: HOW TO USE PICTURES, CHARTS AND GRAPHICS TO MAKE YOUR MESSAGE STICK.

BY GRAHAM SHAW

PEARSON BUSINESS, 2014



the professional skills required to make convincing presentations.

Many directors and managers required to make important speeches and conference presentations have benefited from Graham's coaching. He helps people to develop their skills in the areas of influencing, coaching, training and facilitating. In particular he coaches people to enhance their personal presence and impact.

The Art of Business Communication has featured in WHSmith's Business Book Chart, in Amazon's top 100 books on Business Communication Skills and was a Pearson Business Book of the Month. Graham was invited to speak at the 'TEDx Hull 2015' and the video of his talk is now part of the TEDx Library of online talks.

As a former manager in Corporate Training at British Airways, he was responsible for the delivery of leadership and management development training at all levels in the company.

Just some of the numerous organisations he has helped in over twenty years of consulting include: Air Products, BP, Bally, Birmingham City University, BskyB, the BBC, B&Q, British Airways, British Gas, CBRE, GlaxoSmithKline, the Home Office, HSBC Bank, Pricewaterhouse Coopers, the Samaritans, Siemens, Skipton Building Society, Specsavers, Tesco and the World Health Organisation.



.....
"There are few other opportunities to improve the power of one's communication with such modest effort and no cost whilst being a lot of fun."

Ray Davis
Category Judge

.....
"A delightful book, especially if like me, you think you cannot draw... it generates confidence from the first page."

Quentin Kopp
Category Judge

OVERVIEW

Whether it's in emails, documents, presentations, meetings or tweets, we're all being bombarded by millions of words every day.

So, how do you make your message stand out and stick amongst all this chatter? The answer is simple - just get visual!

With a straightforward doodle or a quick illustration you'll revolutionise how your message impacts your audience. And *The Art of Business Communication* will show you how to do it.

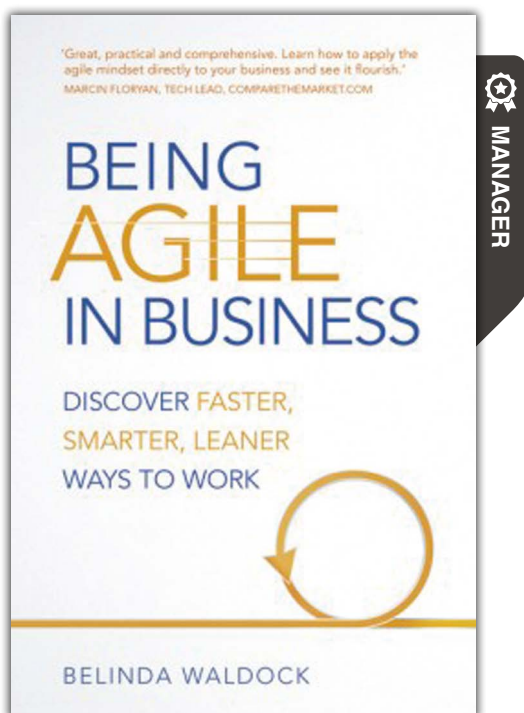
ABOUT THE AUTHOR

Graham is an international conference presenter and trainer and Managing Director of Vision Learning and Development Limited. He specialises in advanced communication skills and has helped thousands of people to develop

BEING AGILE IN BUSINESS: DISCOVER FASTER, SMARTER, LEANER WAYS TO WORK.

BY BELINDA WALDOCK

PEARSON BUSINESS, 2015



ABOUT THE AUTHOR

Belinda Waldock is an agile business coach and a professionally qualified Institute of Leadership and Management (ILM) coach and mentor in business management with a Computer Science degree.

Over the past 15 years Belinda has worked with small to medium-sized businesses in the UK, supporting information and communication technology (ICT) adoption and, more recently, agile adoption through Oxford Innovation.

As programme manager and business coach for Agile Innovation, Belinda has worked with a broad range of high-growth businesses across most business sectors to adopt agile practices to leverage their growth aspirations.

Belinda works independently as an agile business coach, facilitator and trainer and supports a wide array of businesses, teams and individuals to adopt agile. She is part of the organising committee for one of the world's leading agile conferences, 'Agile on the Beach', held each September in Falmouth, Cornwall.

Belinda has helped to develop and grow the conference over the past four years and is a regular speaker, sharing her experiences of adopting and using agile beyond the software sector. She also supports Software Cornwall, a small, high-growth cluster network of software development companies, and is a business advisor for Young Enterprise.



.....
"A unified suite of practical tools that will enable all managers to work faster, think clearer and improve their agility."

Ian MacEachern
Category Chair

.....

"I would recommend it to leaders of SMEs, who are sometimes so immersed in the "now" they cannot see a way to get to a less stressful future."

Quentin Kopp
Category Judge

.....

OVERVIEW

Agile and lean aren't just business buzzwords - they're the fast and efficient methodologies you need to change the way you work - for good.

Work faster, think clearer and improve your agility, both professionally and personally, with a suite of powerful tools that will introduce you to the essential skills and mindsets of agile and lean and quickly encourage you to start thinking differently.

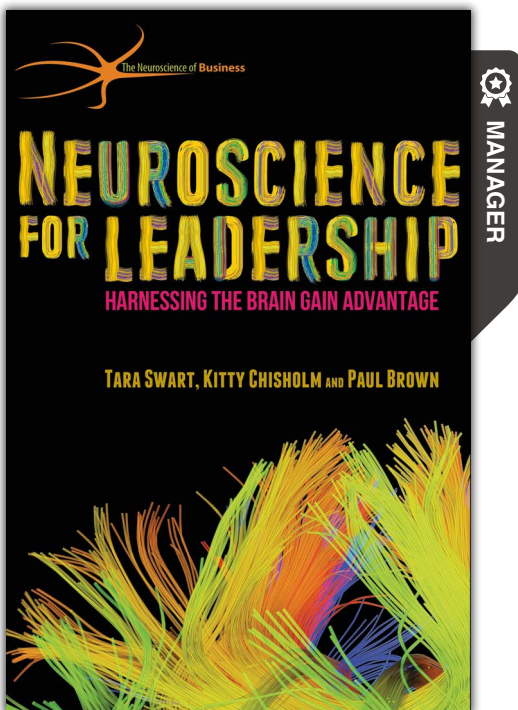
Get up to speed: learn all about agile and lean and how they can work for you. Stop wasting time: think smart, act fast, be adaptable and get more done. Be efficient: spot opportunities, maximise your resources and blast through barriers. Get results: maximise quality and value and turn your ideas into reality.

For a clear, collaborative and more enjoyable way to work, start being agile - today!

NEUROSCIENCE FOR LEADERSHIP: HARNESSING THE BRAIN GAIN ADVANTAGE.

BY TARA SWART, KITTY CHISHOLM, PAUL BROWN

PALGRAVE MACMILLAN, 2015



OVERVIEW

Leadership can be learned: new evidence from neuroscience clearly points to ways that leaders can significantly improve how they engage with and motivate others, allowing them and their organizations to continue discovering their potential.

This book provides leaders and managers with a guide to practical, effective actions, based on neuroscience, explained in an accessible way. It focuses on the competencies and capabilities that leaders and managers need, to think creatively, take good decisions, improve their performance and resilience, deal with complexity, incentivize, and innovate, rather than focusing on brain regions or even functional pathways within the brain. This book comes from three authors who combine knowledge and experience in applied neuroscience, psychiatry, organizational psychology, learning and leadership coaching at a world class level.

ABOUT THE AUTHORS

Tara Swart is a Senior Lecturer at MIT, the only leadership coach with a PhD in neuroscience and a successful career as a medical doctor behind her. This unique combination of experience drives her passion for disseminating simple, pragmatic neuroscience-based messages that change the way people work and sustainably translate to tangible financial improvement in the business. Neuroscience consulting includes individual brain-based coaching at CE level, team development workshops, in-house talks, conference key-notes and The Unlimited Mind's signature programme for senior teams, 'Leading sustainable performance'.

Kitty Chisholm is a professional coach specializing in leadership development and strategic change. She is a founder Director of Boardwalk, formed in 2011 to support women in achieving their full leadership potential. Kitty has been involved with pioneering work in organisational learning, including the first major application of AI in training, the creation of the Knowledge Media Institute and the Reliance Academy. She was on the advisory boards of the BT Corporate University, VTES and Board Intelligence. Kitty is a Trustee of the UK's Science Museum Group and chairs the Advisory Board of the School of Management, Royal Holloway, University of London. She is a Fellow of Brunel University, the RSA, and the Knowledge Media Institute.

Dr. Paul Brown is a consulting clinical and organisational psychologist and executive coach and was Chairman of the Association for Professional and Executive Coaching and Supervision (APECS). He has been Visiting Professor in Organisational Neuroscience at London South Bank University and in Individual and Organisational Psychology, the Nottingham Law School. He is now Senior Adviser to the Vietnam Veterans of America Foundation, Hanoi; External Adviser to the International Energy Research Centre at the Tyndall Institute, University of Cork, Ireland; and is the Association for Coaching's Global Ambassador for Applied Neuroscience.



.....
"A real heavyweight... one of the most enjoyable, perceptive and enlightening books on leadership that I have read."

Ian MacEachern
Category Chair

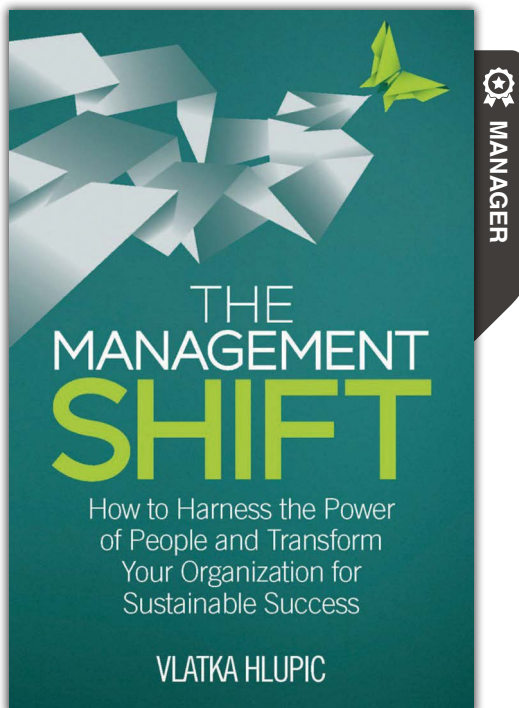
.....
"immediately pulled me right into the subject and persuaded me of its relevance and importance"

Ray Davis
Category Judge

THE MANAGEMENT SHIFT: HOW TO HARNESS THE POWER OF PEOPLE AND TRANSFORM YOUR ORGANIZATION FOR SUSTAINABLE SUCCESS.

BY VLATKA HLUPIC

PALGRAVE MACMILLAN, 2014



Based on leading-edge research supported by numerous case studies, which demonstrate the power and impact of change, *The Management Shift* offers managers a practical and systemic approach to diagnose leadership issues in their organization. It then provides an implementation process to shift their mindset and organizational culture to the new level of thinking, performance, and ultimately business success.

ABOUT THE AUTHOR

Vlatka Hlupic is a Professor of Business and Management at the University of Westminster, an Adjunct Faculty at London Business School and founder and Chief Executive Officer of the Drucker Society, London.

She is a renowned event speaker, presenting regularly at major conferences worldwide and has published more than 160 academic articles, including the award winning 'To be a Better Leader, Give up Authority', *Harvard Business Review*. Professor Hlupic is a respected leadership and management consultant and has advised major international organizations including the House of Commons, GlaxoSmithKline, BP, Learndirect, Brand Velocity USA, the Drucker Institute USA, Croatian Government and the Hungarian National Bank.

A sought-after thought leader, she has a growing media platform and her expert commentaries and interviews have appeared in the national press including *The Times*, *Sunday Telegraph*, *Independent* and *Guardian* as well as leading industry publications such as *Edge Magazine*, *Marketing Magazine*, *Business Executive*, *HR Magazine*, *Strategy Magazine*, *New Europe* and the *Training Journal*. She has led the development of four Management 2.0 'hacks' within Gary Hamel's Management Innovation eXchange Management 2.0 Hackathon, and as a result of this was invited to give a TEDx talk in Oslo in 2012.



.....
"The author is persuasive in the completeness of her research and her rational observations."

Ray Davis
Category Judge

.....
"An inspiring call-to-arms for individual and organizational change."

Ian MacEachern
Category Chair

OVERVIEW

Research shows that corporate life expectancy and performance have declined 75% in the last 50 years – organizations need a different approach if they are to survive, let alone thrive.

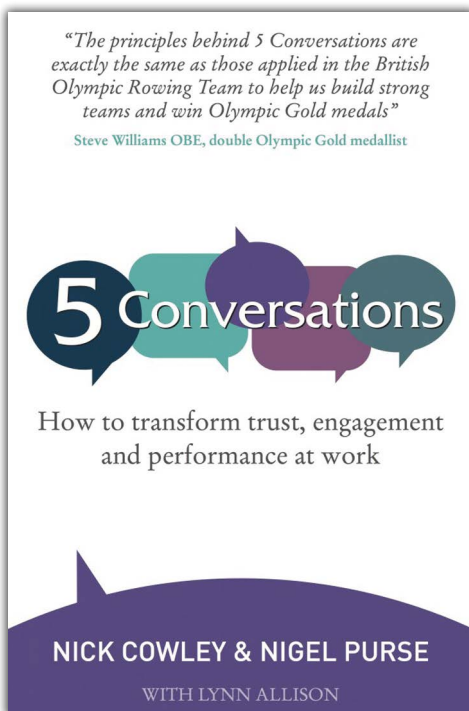
While people are often stated as a company's greatest asset, few businesses have a clear model of leadership that improves engagement, removes barriers to innovation, and uncovers hidden strengths in people and the organization.

This book addresses that need and, more importantly, demonstrates HOW organizations can make *The Management Shift* to a new way of thinking and working. Professor Hlupic argues that organizations now need to adopt a leadership style that focuses on people, purpose and knowledge sharing, creating new types of value and ultimately improving innovation and engagement – leading to improved business.

5 CONVERSATIONS: HOW TO TRANSFORM TRUST, ENGAGEMENT AND PERFORMANCE AT WORK.

BY NICK COWLEY AND NIGEL PURSE

PANOMA PRESS, 2014



OVERVIEW

Research shows that successful businesses are those where employees are really engaged - how do they achieve this?

Complex organisation initiatives or something more personal? In today's world of work we have forgotten a simple truth: the power of authentic, two-way, human conversations to build relationships, trust, and engagement.

This book comes from 30 years of learning from world-class organisations, tried and tested leadership coaching techniques and emergent thinking on neuroscience and employee behaviour.

The result is a simple guide to why, when and how to hold five critical conversations with people you manage. *5 Conversations* will help the reader to dramatically improve trust, relationships, motivation and performance at work; build a

better business by developing successful relationships; engage their personnel.

ABOUT THE AUTHORS

This is Nick's first book and has been an opportunity to draw on his wealth of management experience in major corporations. Before joining The Oxford Group in 1994, his career included roles with British Airways, Bayer AG and Whitbread in operational management, HR and OD across Europe and the Middle East.

Nick gained particular corporate expertise in leading international projects, participating in merger and acquisition activity and significant organisational change programmes, as well as designing and implementing learning and development architecture. As a Director of The Oxford Group, he has a particular responsibility for acquiring and growing client relationships over the long term. He also leads the development of our Management Development services and works as an Executive Coach.

In 2013, Nick led the development of The Oxford Group's 5 Conversations programme, the concept from which this book was created. Nigel is an experienced facilitator, writer and speaker whose passion lies in developing management and leadership capability in both new and senior leaders in organisations worldwide.

He is Chairman and Director of The Oxford Group, which he co-founded in 1987 following a career in HR and business management with the Mars Corporation and Burmah Oil. Under Nigel's leadership The Oxford Group has grown from its roots as a small company specialising in behavioural assessment to a global consultancy providing leadership and management development as well as executive coaching.

Believing in the importance of employees being engaged with the values of their organisation, he also remains personally involved in the recruitment, induction and development of new Oxford Group consultants worldwide.



.....
"It's rare to find a book that makes you jump about like this because it's so timely."

Quentin Kopp
Category Judge

.....
"A real "how to" resource for a manager who wants to put in to practice what they've just read."

Ian MacEachern
Category Chair



CATEGORY.

THE COMMUTER'S READ.



CATEGORY JUDGES.



**DR AFZAL
ASHRAF**

FCMI

Afzal Ashraf's diverse range of jobs included Aeronautical Engineering research and development in industry.

A senior officer in the Royal Air Force, he was appointed to the Multi-National Force in Baghdad where he contributed to Political, Military and Economic strategy working at times directly for the US Ambassador and the Commanding General.

He received a Queen's Commendation for Valuable Service in Iraq. He led organisations of up to 1,000 strong and 3,000 on an interim basis. In one case he had to manage eight centres spread between England, Scotland and Wales, providing corporate level training for over 50,000 personnel globally.

He has served in the UK Foreign and Commonwealth Office where he was responsible for Security Sector Reform and Political Military affairs. Ashraf has experience of counterterrorism and all-source information fusion and threat assessment in the UK.

His last appointment in the Services was in Afghanistan where he led a multinational team responsible for policing and internal security advice to both NATO and the Afghanistan Minister of the Interior.

Afzal's qualifications include a BSc in Aeronautical Engineering, and an MA in Defence Studies from Kings College. In 2003 he attended St Andrews University's Centre for the Study of Terrorism and Political Violence to undertake a PhD in International Relations dealing with terrorist ideology through political myth and rhetoric.

After leaving the RAF he became a management consultant initially contracted by the UK government to develop the capabilities of a national security department. Currently he is undertaking cyber-security contracts and is employed by the Royal United Services Institute to design and deliver a ground-breaking course in International Diplomacy.





**PHILIP
CRISP**

FCMI CMgr FIC CMC
Chartered FCIPD



**TERE
DALY**

FCMI

The founding director of Development Professionals Ltd, Philip is responsible for helping clients to improve organisation, team and individual performance.

This is achieved by facilitating the design of business strategy; by developing management and teamwork skills; and by integrating leadership, learning and action through coaching.

For the last ten years Philip has provided business coaching to a significant number of high growth organisations in diverse sectors including point of sale, advanced engineering and digital marketing. Philip also provides one-to-one executive coaching to business leaders with clients from the NHS, financial services, a major supermarket, a leading utility company and the exhibition industry.

Philip is experienced working at board level and with senior management teams to formulate strategy and then implement change to create a culture of continuous improvement, teamwork, lean operations, learning or engagement.

Philip is a Fellow of the CMI, the Institute of Consulting and the Chartered Institute of Personnel & Development. He is a Chartered Manager as well as a Certified Management Consultant and is a member of the National Assessment Team for the CMC award.

Philip led the Management Team of the Leicestershire and Rutland Branch of the CMI for several years and was also member of a CMI board advisory committee.

An enthusiastic (though not competitive) cyclist, Philip uses a range of bikes - e.g. a folding bike for commuting, a mountain bike for hills and a range of road bikes for everything else.

Tere is the Director, External Relations at Southampton Solent University and is a member of the University Management Board.

His remit covers all external relations, including marketing, communications, news media, alumni, development, community engagement, international and student recruitment. He has held senior level roles in both public and private sector education providers for more than a decade, across the UK, Australia and New Zealand.

A native of New Zealand and a graduate of The University of Waikato, Tere began his career in international collaborations at Auckland University of Technology, where his primary focus was on building international partners in North America and Europe with attention to growing the quality of students recruited into degree, masters and doctoral studies.

After three years, he moved to Study Group to oversee all their marketing and recruitment efforts for the New Zealand-based college. He then moved to Melbourne, Australia to take on the role of General Manager, Marketing and Communications at Victoria University to re-build and develop a progressive brand. In this role, he managed an award winning team in marketing, events, sponsorship, student recruitment, news media, publication and design.

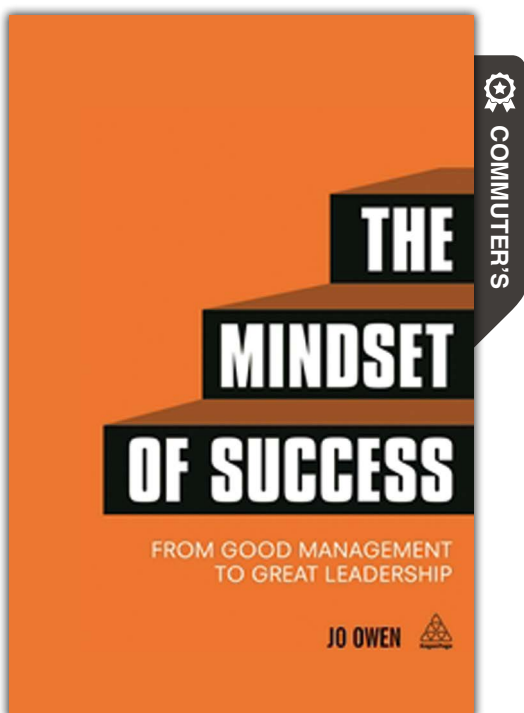
More recently, Tere held the role of Deputy Director of Marketing, Recruitment and Admissions at London South Bank University where his team won the London Education Partnership Award for its 'City Opportunities' programme in May 2012 and the Times Higher Award for Widening Participation in November 2012.

Tere is currently completing his Doctorate in Business Administration (DBA) in the field of Internationalisation and Marketing Strategy in the higher education sector. He is a Fellow of the Chartered Management Institute, an Honorary Officer for the CMI External Affairs and Insight Committee and a Member of the Institute of Directors.

THE MINDSET OF SUCCESS: FROM GOOD MANAGEMENT TO GREAT LEADERSHIP.

BY JO OWEN

KOGAN PAGE, 2015



OVERVIEW

Look around the place where you work. You will always find a few people who stand out from the crowd; people who make things happen, attract followers and create opportunities.

After fourteen years of researching leaders around the world, author Jo Owen has found that the best and most successful leaders have something more than skills. They act differently because they think differently.

The Mindset of Success will help you unlock your true potential, showing you how to acquire the seven key mindsets that lead to success. The right mindset will enable you to achieve far more than you thought possible, opening up new career possibilities and new potential for your future.

From spies to sports, education to entrepreneurship, business to beyond, Jo

Owen's original research and interviews will show you how outstanding leaders think and behave differently from the merely good.

The way they think is consistent and predictable; we can all learn it. This is the mindset difference, and once you have it, you have an advantage which lasts for a lifetime and works for you time and time again.

This book is not about changing who you are, but becoming the best version of who you are, making the most of your existing talent and focusing on your natural strengths.

The Mindset of Success provides a clearly structured set of tools to change the way you think, act and perform, pushing you beyond good management to great leadership.

ABOUT THE AUTHOR

Jo Owen has worked for over 100 of the best, and one or two of the worst, organizations on our planet. His experience crosses most industries and continents - and formed the basis for his bestselling book *Management Stripped Bare* (also published by Kogan Page).

He is a founder of Teach First, the top graduate recruiter in the UK, and six other national charities. Since starting Teach First fourteen years ago, he has been focused on creating the leaders of the future with great values and great impact. He is in demand as a speaker and in 2013 his title *The Leadership Skills Handbook* won the New Managers category of the CMI Management Book of the Year awards.



.....
"You could be a new or a very experienced manager and still take something away."

Tere Daly
Category Judge

.....
"A book I was really keen to crack on with."

Philip Crisp
Category Chair

WHEN DIGITAL BECOMES HUMAN: THE TRANSFORMATION OF CUSTOMER RELATIONSHIPS.

BY STEVEN VAN BELLEGHEM

KOGAN PAGE, 2015



OVERVIEW

In an age when customers have access to vast amounts of data about a company, its product and its competitors, customer experience becomes increasingly important as a sustainable source of competitive advantage.

Success doesn't just rely on digital engagement and excellence, but also on combining a digital-first attitude with a human touch. In *When Digital Becomes Human*, Steven Van Belleghem explores and explains the new digital relationships.

Packed with global examples from organizations that have successfully transformed their customer relationships, such as Amazon, Toyota, ING, Coolblue, Nike and Starbucks, *When Digital Becomes Human* presents a clear model that companies can easily implement to integrate an emotional layer into their digital strategy.

This guide to combining two of a business's most important assets - its people and its digital strengths - covers the latest issues in digital marketing and customer experience management, including omnichannel and multichannel experiences, big data and predictive analytics, privacy concerns, customer collaboration (i.e. crowdsourcing) and more.

So many books focus on customer service, or digital marketing, or e-selling. This book looks at the intersection of these three subjects and more, looking at the benefits of digital opportunity and service with human experience, giving heart to the digital experience and value to the customer.

ABOUT THE AUTHOR

Steven Van Belleghem is a successful entrepreneur, academic, speaker and author. He is a thought leader on the transformation of customer relations and the future of customer-centric marketing.

The former Managing Partner at market research and consultancy firm InSites Consulting, he is a professor at Vlerick Leuven Gent Management School and author of *The Conversation Manager* and *The Conversation Company*.



.....
"A highly relevant and informative piece of work... read this if you don't want to be left behind."

Afzal Ashraf
Category Judge

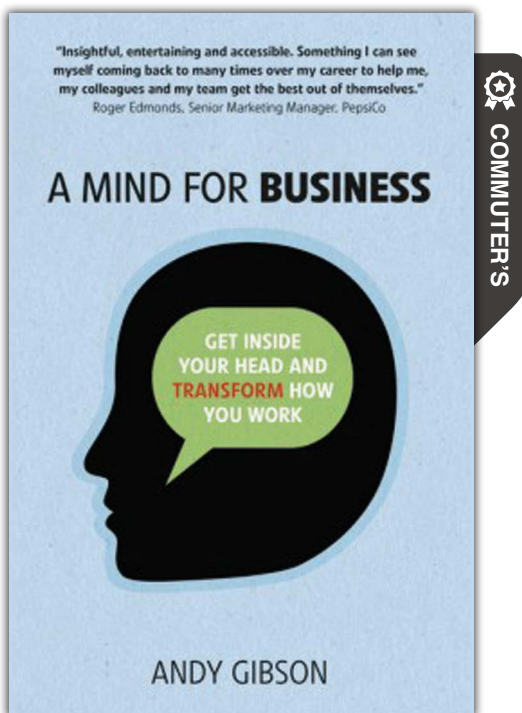
.....
"The author has done a great job adding life and understanding through his use of case studies... I found it fascinating throughout."

Tere Daly
Category Judge

A MIND FOR BUSINESS: GET INSIDE YOUR HEAD TO TRANSFORM HOW YOU WORK.

BY ANDY GIBSON

PEARSON BUSINESS, 2015



The latest in modern science combined with expert, inspiring advice will get you thinking about exciting ways to use your whole brain to work smarter, thrive under pressure, make better decisions, boost your creativity and take your business acumen to a whole new level. So open this book, fire up your synapses and fine tune your mind for business.

ABOUT THE AUTHOR

Andy Gibson is the Founder of Mindapples, the popular UK social enterprise that encourages everyone to understand and take better care of their minds.

Andy's background is in business and education, having previously co-founded the 'education 2.0' start-up School of Everything. He writes and blogs extensively about social change, technology and mental health.

He wanted to combine his experience as an entrepreneur and business consultant with his work promoting public mental health, and so for four years Mindapples have been teaching people in businesses about how their minds work, and helping them use this knowledge to work smarter and feel better.



.....
"Distils the key messages from research and makes them accessible."

Philip Crisp
Category Chair

.....
"Well written and very credible."

Afzal Ashraf
Category Judge

OVERVIEW

Use the full power of your mind to accelerate your performance. Using proven insights from psychology and neuroscience you can be more effective, more resourceful and develop the sharpest of business brains.

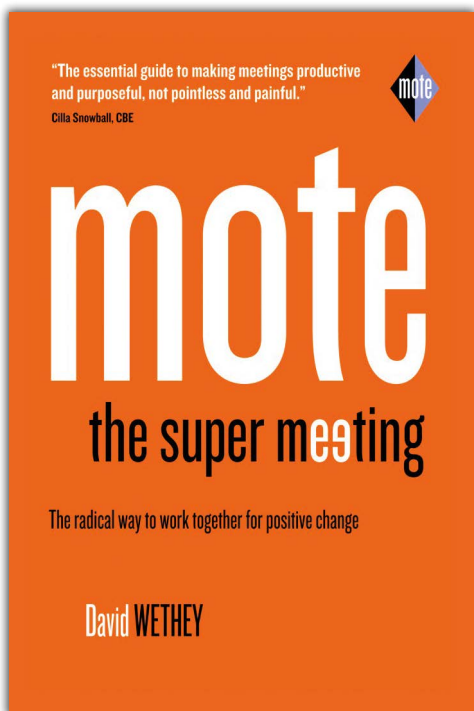
While there are many books that describe the psychology of business, this book brings all the strands together to create an integrated and easy-to-use model for modern working. It draws on business psychology, academic research, wellbeing models, public health promotion and management theory - as well the author's many years of direct experience applying these principles in large and small businesses.

The breadth of research, and the simplicity of presentation, will enable managers to get straight into applying the principles, to work smarter and feel better.

MOTE: THE SUPER MEETING.

BY DAVID WETHEY

URBANE PUBLICATIONS, 2015



COMPUTER'S

Empower people, inspire innovation, promote productivity, and mote your way to your business goals. *Mote* is business process re-engineering. *Mote* can transform YOUR business.

Unlike many other 'how to' books, *Mote* doesn't just use a glib gimmick to try and improve meetings, it focuses on why meetings matter, where we go wrong and how we can all benefit from running them more effectively to improve our decision making abilities, both individuals and organisations.

ABOUT THE AUTHOR

David Wethey is an author and writer born 1944 in Alvechurch, Worcestershire England. He has his own blog site *Making Better Decisions Better*, and writes articles and blog posts on decision making, current affairs and advertising for a variety of publications and sites, including the Marketing Society.

David founded Agency Assessments International (AAI) in 1988. AAI is headquartered in London, with partners, associates and affiliates in US, Brazil, Australia, Hong Kong, South Africa, the Gulf, Ireland, and Russia.

AAI advises large advertisers on appointing communications agencies and building productive partnerships with them. David has undertaken projects in more than 40 countries. In 2008 he was awarded an Honorary Fellowship by the IPA for services to the Client/Agency Relationship, and he is also the bestselling author of *Decide*, published in 2013.



.....
"It definitely does offer something new."

Philip Crisp
Category Chair

.....
"Clear, well-structured and humorous, it is an easy, engaging and enjoyable read."

Afzal Ashraf
Category Judge

OVERVIEW

Analyse the calendar function on the computers, tablets and mobile devices of millions of executives, and what will you find?

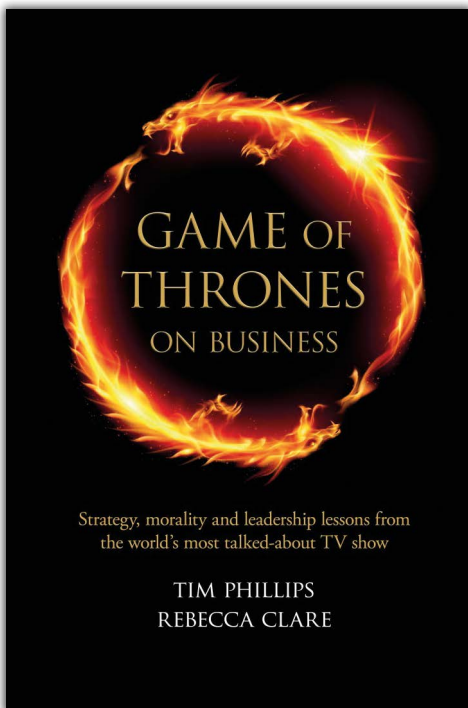
Wall-to-wall meetings. Even conservative estimates say that we spend more than a quarter of our working lives in meetings, and that over 50% of that meeting time is wasted. Yet meetings appear central to the way process works in the vast majority of organizations and no-one seems to want to tell the truth about them.

Can you embody leadership through meetings? Can you innovate effectively through meetings? Is creativity evolved in meetings? *Mote* is that better meeting and a life-changing way forward. When you learn how to mote you open up the pathways to business success.

GAME OF THRONES ON BUSINESS: STRATEGY, MORALITY AND LEADERSHIP LESSONS FROM THE WORLD'S MOST TALKED ABOUT TV SHOW.

BY TIM PHILLIPS AND REBECCA CLARE

INFINITE IDEAS, 2015



authors illustrate that far from merely being the most entertaining programme on TV, *Game of Thrones* is a business tool par excellence for everyone from management trainee to CEO, in organisations from SMEs to global corporations.

ABOUT THE AUTHOR

Tim Phillips has been a freelance journalist since 1990, writing about business, technology, social change and innovation. He has written for *The Wall Street Journal Europe*, *The International Herald Tribune*, *The Times*, *The Sunday Times*, *The Observer*, *The Independent* and *The Daily Express* among others. For two years he was a technology and Internet columnist for *The Guardian*.

Tim is the author of *Beat the Odds*, *Bertrand Russell's The Conquest of Happiness*, *Charles Mackay's Extraordinary Popular Delusions* and the *Madness of Crowds*, *Niccolo Machiavelli's The Prince* and co-author of *Strategy Power Plays*.

Rebecca Clare is a business editor and publisher. While watching Tywin Lannister in action in the small council the similarities between business and Game of Thrones-style politics struck her.

Pretty soon she couldn't watch the series without seeing business examples, and *Game of Thrones on Business* was born. It's her first book, and will be followed by *Working With The Walking Dead* in spring 2016.



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"A really different style... helps you to understand the dynamics of business and your role."

Tere Daly
Category Judge

.....
"A great hook, especially for new managers."

Philip Crisp
Category Chair

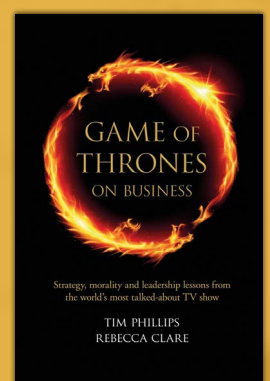
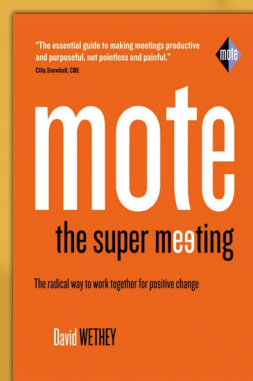
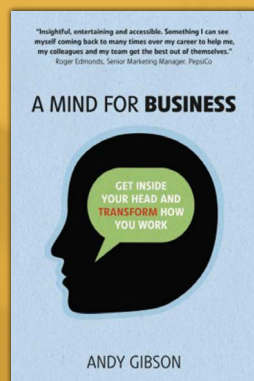
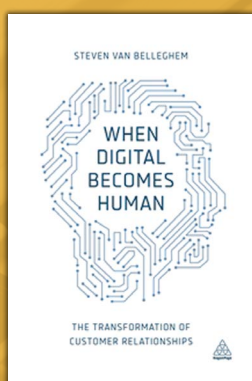
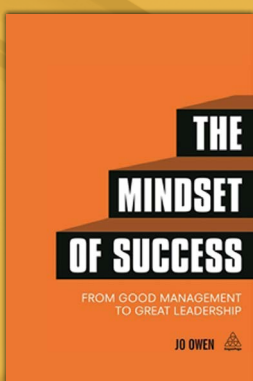
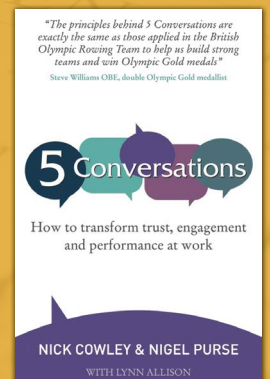
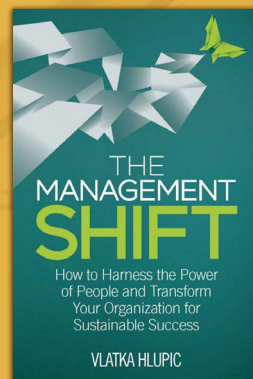
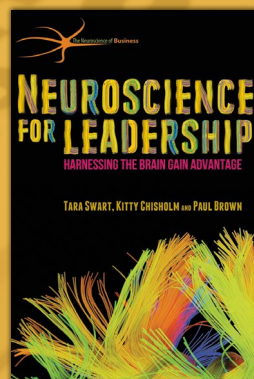
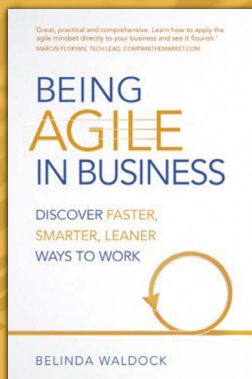
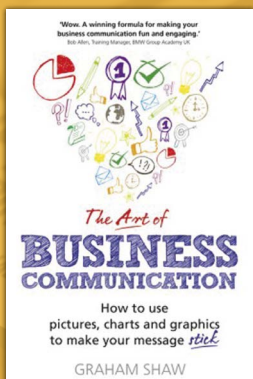
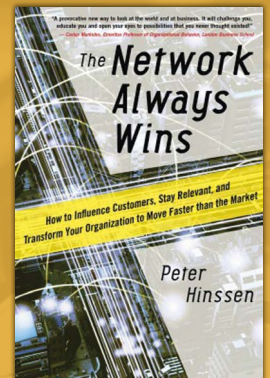
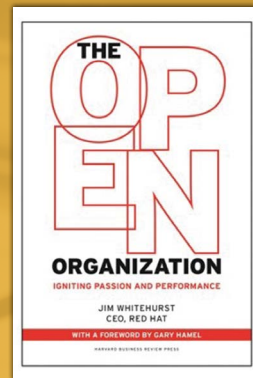
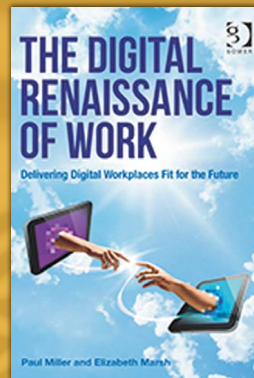
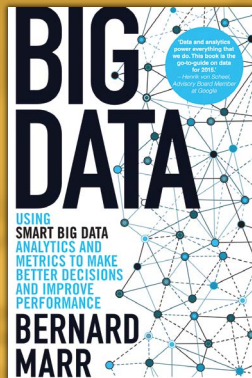
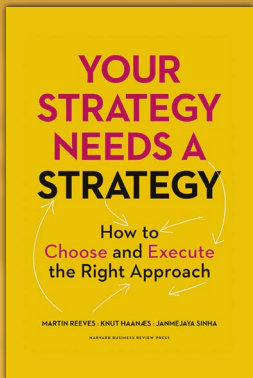
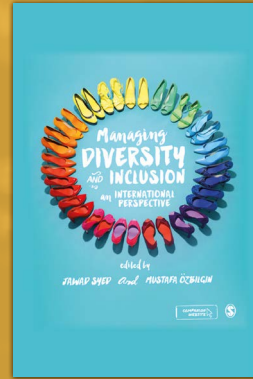
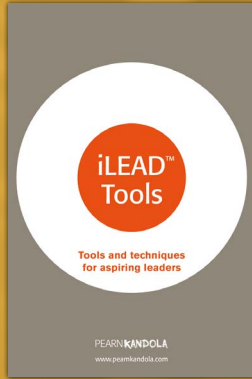
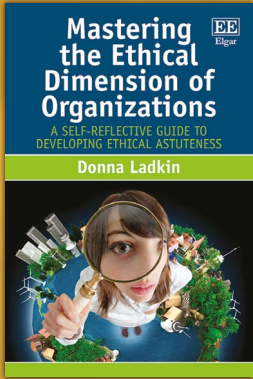
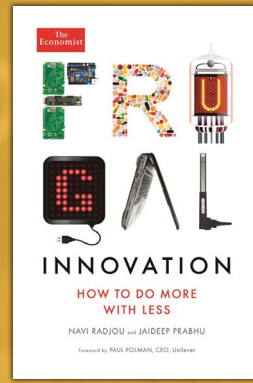
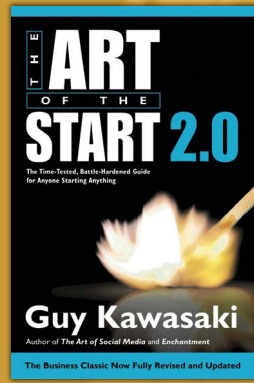
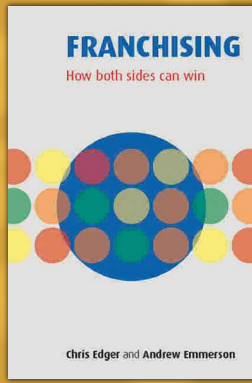
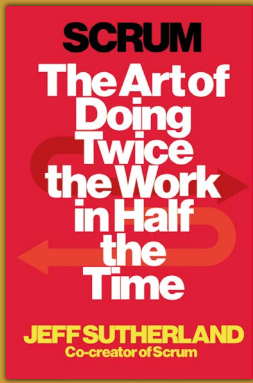
OVERVIEW

Game of Thrones is a global phenomenon that has attracted record viewing figures for HBO and won a huge international fan base as well as collecting numerous awards and nominations.

But surely a fantasy involving dragons, ice monsters and heads on spikes is about as far from the world of business as it's possible to get, isn't it?

In *Game of Thrones on Business* Tim Phillips and Rebecca Clare present readers with a fascinating and entertaining take on the hidden leadership and management lessons the drama contains.

The authors take particular storylines and demonstrate how we can learn from the successes achieved and (more often) mistakes made by the characters involved. Drawing parallels with modern business examples the




Chartered Management Institute (CMI)

CMI is the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence.

With a member community of over 120,000, CMI has been providing forward-thinking advice and support for more than 60 years. We continue to give managers and leaders, and the organisations they work in, the tools they need to improve their performance and make an impact.


We are a UK awarding body for management and leadership qualifications, and the only body that awards Chartered Manager, the hallmark of any professional manager.

For more information, visit our website or social media pages.

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