

# RIGHTS GUIDE

## LONDON BOOKFAIR 2026



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**NEW TITLES**  
**BUSINESS/SELF-DEVELOPMENT**  
**FALL 2026**

**TO START UP OR NOT START UP? 18 questions that every founder and entrepreneur must face to make smart and realistic choices**

In a world of viral pitch decks and success stories, starting a business can seem easier than it really is. With every headline promising overnight unicorns, it's tempting to believe all you need is a great idea and passion. But anyone who's been through it knows: building a sustainable business requires much more than enthusiasm – it demands clarity, readiness, and strategic self-awareness. This vital book helps you slow down before you speed up.

Written by a seasoned entrepreneur and executive who has worked with Fortune 500 companies, startups, and leadership teams in more than 50 countries, this book distils two decades of experience into a practical, deeply reflective decision-making guide. At the heart of the book are 18 essential questions that every aspiring founder and entrepreneur must reflect on and answer honestly, organised in six categories: mindset, market, strategy, money, team, and systems. They are the same questions asked in boardrooms, investor meetings, co-founder negotiations...and sleepless nights.

**About the author:** Pantelis Velentzas is one of Europe's most successful entrepreneurs. He founded Agora Trading (that secured the master franchise/distribution rights for Victoria's Secret and Bath & Body Works in Europe with €35 million in sales). He is based in Greece.

UK publication: July 2026  
Length: 224 pages

**STILL LEARNING: How curiosity keeps us human in an uncertain world**

In a world increasingly driven by rigid algorithms and predictable routines, we often find ourselves moving through life on autopilot. But as Benjamin Verrall argues, the opposite of life isn't death – it's a lack of curiosity. This book serves as a powerful wake-up call, inviting readers to transition from "passive" to "active" learners. By shifting the focus from external validation to the beauty of the process itself, Verrall demonstrates how a learning mindset can transform social anxiety into discovery, failure into growth, and survival into a celebrated act of resilience.

At the heart of this journey is the ALIVE framework – a practical, five-step compass designed to help you navigate complexity through the power of Asking, Listening, Interpreting, Validating and Exploring. Whether you are looking to overcome imposter syndrome in the boardroom, bridge divides in polarized communities, or simply reconnect with your own sense of wonder, this book provides inspiration and guidance for a more intentional existence. Through a blend of personal anecdotes, reflective exercises and human-centred strategies, Verrall proves that while we cannot control the uncertainty of the future, we can always choose to stay curious, stay connected – and stay alive.

**About the author:** Benjamin Verrall is a creative consultant and learning advocate. He is the founder of Toffee Hammer, which works with organizations to make learning feel human and have a lasting impact. He is based in the UK.

UK publication: September 2026  
Length: 256 pages

### **WIN-WIN-WIN: Hard-won lessons for building a resilient and growing business**

In this inspiring book, a real-world entrepreneur shares the hard-won lessons from a journey that spans from selling frozen food in pub car parks to building a £40-million industry leader. This isn't a book about frantic growth or "winging it" through the next deal; it's a tactical guide for entrepreneurs and managers who are tired of carrying the pressure alone. By shifting from a "heroic" mindset to one of clarity and confidence, you will learn how to build a business that is resilient from the inside out, ensuring that your progress no longer comes at the expense of your family, your values – or your sanity.

True sustainability is found in a simple, non-negotiable alignment: the *Win–Win–Win*. When you win as a leader by regaining control and stability, your team wins through clear purpose and trust, which ultimately ensures your customers win through reliable, consistent value. Brian Donne provides a "back-room coach" experience, utilizing "Performance Levers" and "the Mushy Ps" – from Purpose to Profit – to help you master the fundamentals that most businesses ignore. It's time to stop settling for growth that feels like firefighting and start building your "Champions League" victory. Discover how to make a decent profit, decently, and finally achieve the ultimate win: a successful business that grants you the freedom to live life on your terms.

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

UK publication: November 2026  
Length: 224 pages

### **BEYOND WORDS: How to lead people from survival to success**

The modern workplace is facing an epidemic of relational poverty, leading to burnout, disconnection, and organizations operating far below their true capacity. While mental health crises cost businesses billions, this book argues that these are merely symptoms. The true root cause is a pervasive, self-interested individualism that has isolated brains and eroded the fundamental human need for connection.

Drawing on the principles of relational psychotherapy, this book provides a radical new paradigm for successful leadership. Forget everything you thought you knew about communication; this isn't just about words. It delves into the process of relating – the felt experience of connection and disconnection – that truly defines successful teams. By showing that the brain is a relational organ, the book proves that our wellbeing, and therefore organizational performance, is embedded in shaping the vital space between people, and the meaningful interactions we have with our colleagues and teams.

**About the author:** Kerry-Lyn Stanton-Downes is an international speaker, author and business relationship expert. She is the founder of Be Relational and has spent 20 years guiding CEOs, entrepreneurs and executive teams. She is based in London.

UK publication: May 2026  
Length: 296 pages

## **PEOPLE FIRST: Human-centric leadership in a tech-driven world**

Technology may power the future, but humanity will determine its course. This book shows how human-centric leadership builds the resilience organizations need to navigate uncertainty, equipping people to seize opportunities and mitigate the threats of exponential technological, economic and societal change. *The Human Advantage* is a timely and practical guide for leaders navigating today's high-pressure business environment. In a world obsessed with artificial intelligence, the book makes the case that the real differentiator is still – and will always be – HUMAN.

Drawing on authentic stories from CEOs, entrepreneurs and global institutions, the author shows how leaders can unlock uniquely human strengths – passion, purpose and partnership – to build resilient, high-performing organizations. The message is urgent and clear: in these tech-driven, fast-moving and unpredictable times, organizations must rediscover what only people can do – exercise judgment, apply values, inspire others and build connection – and leadership is what turns those human strengths into lasting success.

**About the author:** Siefried Hoenle is leadership strategist and founder of Talent & Leadership Solutions, whose clients include multinationals such as Coca-Cola, UBS, Takeda Pharma, Merck, and Zurich Insurance. He is based in Switzerland.

UK publication: August 2026  
Length: 208 pages

## **SELL THE TRUTH: How truth turns culture into capability and capability into competitive advantage**

In a world saturated with performance-driven messaging and soft-pedaled narratives, this book offers a new approach to leadership and communication that is both honest and intensely effective. The author argues that while truthfulness is a moral necessity, selling the truth with intention is a strategic superpower. Far from manipulation or spin, this method involves shaping the *right* truth with clarity and weight, transforming it into influence and momentum that audiences, customers and employees are ready to follow and buy. Leaders often value truth, but few have been taught how to find, shape, and intentionally sell it to build genuine conviction—this book bridges that gap.

The core of this transformative philosophy is The Truth Cascade, an organizational law that maps the journey from insight to competitive edge: Truth becomes clarity, clarity shapes culture, culture builds capability, and capability becomes competitive advantage. *Sell the Truth* provides leaders with the method to activate this cascade, introducing a practical framework designed to navigate difficult conversations, align teams, and ensure that your organizational narrative creates belief rather than resistance.

**About the author:** Bryan Adams is an expert in employer branding. He is the founder and CEO of Happy Dance, which tailors career websites for 100s of top brands. He is based in the UK.

UK publication: September 2026  
Length: 256 pages

## **LEAD WITH AI. STAY HUMAN.: How modern leaders orchestrate enterprise value**

Artificial Intelligence is reshaping leadership faster than anticipated. Analysis is abundant, expertise is compressing, and competitive advantage has become transient. Yet this inflection point is not a threat, but a defining opportunity to elevate what makes leaders irreplaceable: Judgement Under Ambiguity, Trust Stewardship, Adaptive Learning, and Enterprise Orchestration.

In *Lead with AI. Stay Human.*, Peter Whealy draws on 30 years as an Equity Partner in Big Four consulting, alongside insights from global leaders, to show that AI will not replace leaders - it will reveal who is truly leading. The real risk is not displacement, but stagnation: clinging to outdated models of control and personal expertise while hierarchies flatten and work converges into flows. This is a practical blueprint for People-First transformation, showing how leaders can turn AI disruption into competitive advantage by orchestrating human and artificial intelligence to compound potential and create sustainable enterprise value. Through real-world examples and cautionary lessons, Whealy reveals how to move at AI speed without eroding trust, scale intelligence without losing judgement, and deliver results while developing people.

**About the author:** Peter Whealy is the founder of Elevate Potential, a consultancy that helps organizations to elevate human potential in the AI age. He was previously a Partner at EY. He is based in France and Switzerland.

UK publication: April 2026

Length: 256 pages

## **OMG!: How to do due diligence of systems and services the right way**

Businesses and investors are losing millions on software that looks impressive but is rarely used, poorly integrated or abandoned. Startups with promising solutions are struggling to secure funding because they cannot communicate the bigger picture of how their system, service and business model connect. Technology investment is accelerating worldwide, yet the gap between promise and operational reality continues to widen.

This book is a practical guide to doing effective due diligence, and uncovering hidden risks, operational gaps and value opportunities in software and service environments. Most due diligence stops at financial and legal checks. This book goes further by exposing the realities of system structure, service delivery, usability, scalability, and the full product lifecycle. In doing that, the author provides both seller and buyer with a clear, repeatable method to close the gap between promise and operational reality.

**About the author:** Pernille Korzon has over 20 years' experience in the software industry as a buyer, seller and developer. Today, she consults and advises companies on unlocking value in their systems and services. She is based in Denmark.

UK Publication: November 2026

Length: 224 pages

## **VERSES OF WISDOM: Modern business lessons from classical Chinese poetry**

In the fast-paced corridors of modern corporations, where quarterly earnings dominate conversations and digital transformation drives strategy, an ancient voice whispers timeless truths about leadership, resilience and human nature. This voice emanates from the poetic verses of China's greatest literary masters – voices that have guided emperors, scholars, and leaders for over two millennia.

Welcome to a journey that bridges 25 centuries of wisdom with the challenges facing modern-day business leaders. Chinese poetry, particularly from the Tang Dynasty (618-907 CE) and Song Dynasty (960-1279 CE), captures the essence of human experience in its most distilled form. These poems speak to universal themes that transcend cultural boundaries and historical periods: the struggle for self-improvement, the challenge of leading others, the complexity of making difficult decisions, and the pursuit of meaning in our work and lives. This fascinating book explores how the profound insights embedded in classical Chinese poetry can illuminate the path to extraordinary leadership in our contemporary world.

**About the author:** Dr Catherine Hua Xiang is Head of East Asian Languages at LSE, Programme Director of LSE's BSc International **Relations and Chinese course**, as well as **UK Director of LSE Confucius Institute for Business London**. **Zhining Xu** is an executive in corporate finance and is the Managing Director of Zedex Capital. They are both based in London.

UK publication: October 2026

Length: 240 pages

## **THE AI-DRIVEN COMPANY: Lessons for organizations to create value from AI and data**

The launch of generative AI, exemplified by ChatGPT, has fundamentally transformed the business landscape, moving AI from the boardroom to every corner of the organization. This book acknowledges the democratization of AI while asserting that the core challenge of digital transformation remains the same: how to move beyond the hype and create scalable, tangible economic value. Drawing on over 15 years of practical experience, the book serves as an essential guide for leaders who understand that harnessing AI is not just a technology problem, but an organizational one.

The book is structured to directly address the critical, high-stakes decisions every organization faces on the journey to integrating AI. It includes a section dedicated entirely to generative AI, contrasting its capabilities with classical machine learning and explaining how organizations can start creating value even without prior data. The book is organized into four other crucial sections: Organization, Business and Finance, Technology, and Responsible AI. Whether you are a new Chief Data Officer establishing your mandate, a CEO seeking clarity on the required investments and expected returns, a CFO looking to fund the data journey, or an AI professional aiming for a leadership role, this book provides the practical, lessons-learned approach you need.

**About the author:** Richard Benjamins is among the 100 most influential people in data-driven business (DataIQ 100). He was previously Chief AI and Data Strategist and Chief Responsible AI Officer at Telefonica. He is based in Spain.

UK publication: July 2026

Length: 320 pages

## **AUSTRALIA: A LIGHTHOUSE IN THE GLOBAL STORM**

Australia is often called the “lucky country” – a large, mineral-rich landmass with a relatively small population, advanced infrastructure, a stable government and a well-functioning society. By nearly every measure, Australia is one of the world’s most successful countries. Although luck has played its role, Australia’s advantage still must be persistently earned, today and in the decades ahead, in the face of constant business disruption and increasing geopolitical instability.

This book is aimed at Australia’s business leaders and addresses four transformational themes that will be key to the stability and growth of the Australian economy: leadership at a time of moral confusion; culture versus AI; achieving structural productivity gains; and redesigning the global supply chains for resilience. The second part of the book then examines seven of Australia’s most important industry sectors and the role that these four transformational themes will play in these sectors’ development. In short, this is a manifesto that sets out the crucial actions and directions for Australia’s business leaders to follow, that will ensure their organisations continue to thrive and that Australia as a country maintains its special advantages and continues to play a leading role in the world economy.

**About the author:** Contributions to this book are made by Adam Dixon and Kearney’s Australia Partner Team. Adam Dixon is the Managing Partner of global consulting firm Kearney’s Australia and New Zealand operations. He is based in Sydney.

UK publication: July 2026

Length: 192 pages

**NEW TITLES**  
**CONCISE ADVICE SERIES**

**THE MARKETING INSPIRATION BOOK: 100 illustrations of marketing excellence**

*The Marketing Inspiration Book* brings together 100 of the most iconic, insightful and engaging examples of marketing brilliance. From Airbnb to Zoom, with stops along the way for the Michelin Man and the Amur Girl, this book celebrates the power of great marketing and the flashes of genius behind some of the world's most successful brands.

Over the course of a 35-year career in the marketing industry, the author has taken note of the remarkable marketing triumphs featured in this book. For newbies to the industry, as well for seasoned marketing professionals, this book offers 100 stories of marketing brilliance and the lessons from their success, to energize their thinking and to inspire their colleagues and teams. And as every marketer knows, stories make ideas more memorable—and more actionable.

**About the author:** Dan White is a trainer and consultant who has worked in the marketing and branding sector for over 30 years. He was previously Head of Expertise and MD of Corporate Development at Kantar. He is the author of *The Smart Marketing Book*, *The Soft Skills Book*, *The Smart Branding Book* and *The Smart Advertising Book* (Concise Advice Series, LID). He is based in the UK.

UK publication: May 2026  
Length: 224 pages

**The WELLBEING BOOK: 50 ways to focus your mind, boost your body and supercharge your soul**

As our lives get busier, boundaries between work and leisure blur, and we spend less time thinking about what we're putting our minds, bodies and souls through. This fast-living is resulting in a pandemic of 'ill-being': from general weariness and 'feeling under the weather', to prolonged bouts of sickness, lethargy and sharp increases in stress, depression and mental health issues.

*The Wellbeing Book* will demonstrate how we can interact with the world to lead a better life. The author provides 50 practical and uplifting ways to improve physical and mental wellbeing by focusing on the mind, body and soul. In doing so, he helps us to hit the pause button and learn how to enhance our energy and build resilience, cultivate our emotional and physical wellbeing, manage stress and generally live a happier and more fulfilled life.

**About the author:** Andrew Sharman is the Founder and Chief Executive of RMS, global consultants on health, work and wellbeing to Fortune 500 corporations, including Apple, Burberry, Mercedes-Benz and many more.

UK publication: June 2026  
Length: 128 pages

### **THE PROJECT MANAGEMENT BOOK: 50 ways to run successful projects in half the time**

Business is becoming increasingly project-based and our ability to manage projects has become one of the key skills for success as managers and businesspeople. This compact guide, written by a leading project management expert, gets to the heart of successful project management.

Project management is not complicated – many *projects* may be complicated, but project management itself is not. By following a set of simple rules and applying simple techniques, there will be no need for the expensive project failures that we often see. Moreover, as this book shows, projects can be significantly shortened by again using simple ideas and techniques. Anyone who manages projects will find this book helps them to save time, effort, resources and money.

**About the author:** Fergus O’Connell is a leading consultant and trainer in project management. He is the author of over 15 business and self-help books, including the bestselling *Simply Brilliant* (Pearson). He is based in the UK.

UK publication: June 2026

Length: 128 pages

### **THE PERSONAL BRANDING BOOK: Transform your identity and unleash your potential**

This concise book is a powerful, hands-on workshop designed to help you build a brand that is genuinely, unapologetically you. By a professional with 30 years of experience in branding, marketing, and personal development, the book combines strategic marketing with deep psychology and creative practices. It offers a gentle yet structured path to self-discovery, helping you reveal your unique individuality and shape it into an authentic presence.

This isn’t about building a brand by someone else’s rules. It’s a journey to uncover your true self, define your unique positioning and tap into your inner strength. Through each chapter, you will find practical assignments, inspiring examples, and space for deep reflection. You’ll work through fears, discover your resources and connect with your inner voice—all essential steps to building a foundation for external success. By the end, you won’t just have a brand; you’ll have a profound sense of self, ready to act with clarity, purpose, and soul.

**About the author:** Daria Dmitrieva is an executive coach and trainer. She held senior marketing and branding positions in marketing and branding with organizations such as Shell and Nestle. She is based in France.

UK publication: June 2026

Length: 196 pages

## **THE ENERGY BOOK: Marketing Lessons from the Romans and Greeks**

In business today, every professional faces the challenge of an increasing demand for extra energy in order to deliver the high level of performance required to continue to be successful. If energy is not managed and renewed on a day-to-day basis, then personal energy resources are constantly coming under pressure, leading to drainage, depleted performance and, in some instances, to potential burnout situations.

*The Energy Book* presents 50 simple and pragmatic ways to quickly boost energy in one or more of the '4 Energy Dimensions'. When these 'Boosters' are put into practice, the resulting extra energy enables you to continue delivering a high level of performance in all areas of life.

**About the author:** Richard Maddocks has over 40 years of business experience. He quit corporate life to help organizations and individuals maximize their full potential through his training and coaching company, Communicum. He is a British citizen and currently lives in the Netherlands.

UK publication: August 2026

Length: 158 pages

NEW TITLES  
NON-FICTION  
FALL 2026

**WHAT IS LIFE? The quest for a definition**

It seems like a simple question: what makes something alive? We know it when we see it – a bird in flight, a growing tree, a scurrying insect. Yet, as Don Simborg reveals here, the scientific community has been locked in a millennia-long struggle to find a definition that actually sticks. From the earliest philosophical musings to the complexities of "Vitalism" and the pioneering insights of Erwin Schrödinger, this book explores why every attempt to define life seems to hit a wall.

Moving beyond simple lists of plants and animals, this engaging quest dives into the functional essence of existence. Simborg examines the modern candidates for the "essence of life" – from the presence of DNA and cellular membranes to the "Seven Pillars of Life". Is it metabolism, evolution, or the ability to die that defines us? By dissecting the flaws in our current scientific language and exploring the "facts of life" that complicate our understanding, *What is Life?* challenges readers to rethink their place in the universe. It is a must-read for anyone curious about the fundamental mystery that separates a collection of chemicals from a living, evolving being.

**About the author:** Don Simborg received his MD degree from John Hopkins School of Medicine. He is the author of *What Comes After Homo Sapiens?* and *The Fourth Great Transformation*. He is based in California, USA.

UK publication: September 2026  
Length: 128 pages