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**LID**  
**ANNIVERSARY**

**2023 SPRING CATALOGUE**  
GLOBAL BUSINESS & PERSONAL GROWTH

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# WELCOME TO OUR SPRING 2023 CATALOGUE

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LID is the home of original and purposeful business books. We are completely focused on commissioning, publishing and promoting high-quality books in the categories of business, smart thinking and personal development.

DEAR READERS AND PARTNERS,

In the Spring of 2023, LID will celebrate its 30<sup>th</sup> anniversary. Founded on the 16<sup>th</sup> of March, 1993 by Marcelino Elosua (who is today LID's Global Chairman), the LID brand is now present across the world and operates from the UK, Spain, Mexico, Colombia, Argentina and China.

"Sharing Knowledge" has been the mission of LID since 1993 and means communicating the expertise, ideas and thinking of our authors to the wider business world. Consequently, during the past 30 years or so, we have had the privilege of working with hundreds of thought leaders and experts (both individuals and organizations) from a broad range of sectors.

As LID moves into another decade, uncertainty remains the main theme in business and society. How individuals and organizations deal with that is very much at the forefront of LID's editorial strategy. This catalogue represents the next wave of knowledge by experts and thinkers, designed to help readers understand current issues and opportunities, and to undertake personal and organizational development.

On behalf of the entire LID team, I would like to sincerely thank all of our past, present and soon-to-be published authors and thought leaders for their collaboration and trust in LID as we enter another decade and continue on our mission of Sharing Knowledge.



MARTIN LIU  
COO & Publisher  
[martin.liu@lidbusinessmedia.com](mailto:martin.liu@lidbusinessmedia.com)

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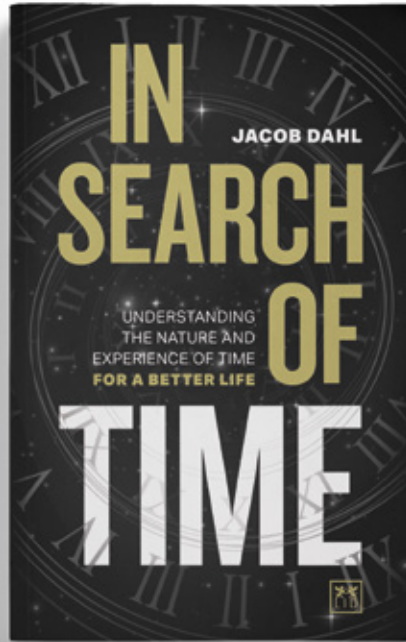
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All languages



## IN SEARCH OF TIME

UNDERSTANDING THE NATURE AND  
EXPERIENCE OF TIME FOR A BETTER LIFE



**Jacob Dahl** was, until recently, a Senior Partner at McKinsey & Company, after spending 26 years at the global consulting firm. Today, he is a board member of a leading international bank and continues to be a serious student of science.

Time is relative, situation-dependent, location- and culturally-dependent, and very much subjective. Yet we treat it as if it were objective. We share standardized time, and we are dependent on it for almost everything we do – from getting up, to going to work, to seeing friends to going to the movies. The future gives us hope and deadlines drive innovation and productivity. Time drives us forward and we talk about time – all the time!

In this fascinating book the author aims to bring us closer to our experience of time by looking at it through different lenses, ranging from physics to history to philosophy to art, in order to improve our understanding of what time is and what it is not – and to use that knowledge to improve how we organize ourselves around time. By better understanding time's nature and experience, we can keep the positive elements of time and remove unhealthy practices from our lives.



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All languages

## THE POWER OF THE DAO

### SEVEN ETERNAL PRINCIPLES FOR LIVING IN FLOW, FULFILMENT AND RESILIENCE

What if you could live your life in flow? Being in flow is when you are “in the zone”, “on your game”, or even “on fire”. This is both a mental state and a physical one. You have a feeling of complete focus, involvement and enjoyment in whatever you are doing. You feel the activity takes no energy from you and you barely notice the passage of time. You feel calm but almost ecstatic.

Most of us have glimpsed being in this state. But what if you could be in your zone not just for a moment of flow, but always and forever? This book shows you how to achieve that state, based on the enduring (ancient Chinese) wisdom of Daoist principles and practice. Millions of people have lived a better, happier and more productive life by following all or some of these Daoist principles. The book provides the seven core principles of Daoism to help you live your life in productive yet relaxed flow for extended periods – or all the time.

**Max Landsberg** is the bestselling author of *The Tao of Coaching* and six other books – which have sold over 1 million copies and been published in 15 languages. He is currently a Director at one of the world’s leading management consultancy firms and based in London.

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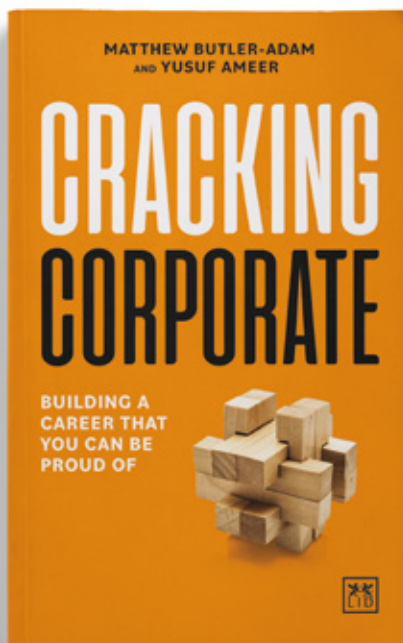
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All languages



**Matthew Butler-Adam** is a Director at Duke Corporate Education in the UK, and was previously a M&A manager at Deloitte and consultant at Bain & Company.

**Yusuf Ameer** is a senior consultant at Deloitte in Australia, and was previously MD of Apex Energy and head of strategy and business development at Caltex.

## CRACKING CORPORATE

BUILDING A CAREER THAT  
YOU CAN BE PROUD OF

When it comes to entering and succeeding in many (especially large) corporate organizations, there are still barriers and challenges (ranging from education and background to not having the right contacts and networks) that the majority encounter. This book provides inside advice on planning your career, overcoming the barriers and “cracking corporate”.

Through interviewing young professionals who currently have successful corporate careers, and through the authors’ own experiences of cracking corporate, the book offers readers valuable lessons in choosing career options and tackling the different challenges at each stage in your career. Furthermore, the authors provide insightful advice on thinking about your purpose in life, planning your education and becoming an expert in a particular field, developing your network of contacts, handling difficult people and situations, and using good ethical principles.



## MADISON AVENUE MAKEOVER

### THE TRANSFORMATION OF HUGE AND THE REDEFINITION OF THE AD AGENCY BUSINESS

In August 2021, Michael Farmer was invited by Mat Baxter, the new CEO of Huge, the global digital agency owned by Interpublic, to become an independent “fly on the wall” observer to record the strategic and operational transformation of Huge. Mat was Huge’s fourth CEO in four years. Huge had had a history of slow growth, client churn and marginal profitability.

This book is the riveting story of Mat’s journey through his transformation effort – from its initiation in 2021 to a rethink in May 2022 to a revised structure and plan that put the program back on course – with some significant delays. “It’s one thing to organize a change plan that assigns responsibilities to senior executives,” mused Mat, “and another thing to have the sum of their efforts add up to something greater.” This book provides a unique insight into how one company changed in order to survive, and at the same time, redefined the advertising agency business.

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All languages



Prior to founding Farmer & Company in 1992, **Michael Farmer** was a strategy consultant with The Boston Consulting Group and a Director of Bain & Company. He headed Bain’s Munich, Paris and London offices during Bain’s decade of European expansion in the 1980s. He is the author of *Madison Avenue Manslaughter*.

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World

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All languages



**Chris Budd** is the founder of the Initiative for Financial Wellbeing and is the Chairman of Ovation Finance. He is the author of *The Financial Wellbeing Book* (part of LID's Concise Advice series) and is based in the UK.

## THE FOUR CORNERSTONES OF FINANCIAL WELLBEING

CREATE A PATHWAY TO A MORE HEALTHY AND MEANINGFUL LIFE

We typically think that, in order to be successful and get nearer to financial independence, we need to accumulate more money. In fact, it may well be that we actually need to become more aware of what makes us happy. Then we may well find that financial independence and success moves nearer to where we currently are!

Through a four-cornerstone approach this book provides practical advice on how to create a financial wellbeing plan that will help you focus away from simply accumulating wealth, and instead focus on enjoying your life. The author guides the reader into understanding their own definition of success, what brings happiness and wellbeing, and the distractions and barriers that prevent them. Based on this insight into what we want from life, we can create a pathway to use money to increase our wellbeing and have a more healthy, fulfilling and enjoyable life.

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Management/Leadership

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All languages

# MINDFUL COMMAND

## A LEADER'S GUIDE TO SELF-MASTERY

Highly effective leaders express who they are through their thoughts, words and actions. They are inwardly directed and outwardly aware, realistic and astute. They consistently align who they are with how they lead, no matter what is happening around them. In this way they embody the self-mastery necessary to inspire and lead others well in all situations.

Airey's career in the British Royal Navy spanned 23 years and during this time she observed all kinds of leadership, good and bad. These observations gave her huge insight into what works and in *Mindful Command* she presents her learnings and arguments as an international business leader, leadership coach and mindfulness teacher.

In this book she delivers these learnings in a simple, all-encompassing framework, which is as vivid, clear and accessible as possible, to simplify the journey for others treading the path to developing real leadership skill.

**Sally-Anne Airey** is the founder of Skilful Leaders where she coaches leaders and their teams to become who they really want to be, to do the work they really want to do. In her 23-year career in the Royal Navy she has been at the forefront of leadership practice and development. She left as a Commander, and the Navy's first serving mother. She resides in France.

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All languages



## THE SKY IS NO LIMIT

AN AUTOBIOGRAPHY  
(VOLUME ONE)

**Per Wimmer** is a global financier who founded investment management companies Wimmer Financial and Wimmer Family Office.

Outside of work, he is an astronaut, adventurer and philanthropist. Danish in origin, Per lives mostly in London.



**Volume Two** to be published in Fall 2023

Per Wimmer is equally known as a global financier, philanthropist, adventurer and explorer. Today, Per owns and runs his own investment bank, Wimmer Financial, which he founded in 2007. He has also supported numerous charities financially with a particular view to inspiring children to live out their dreams. His penchant for exploration and adventure has taken him to 85 countries, a world landspeed record attempt, crossing the USA on a Harley-Davidson motorbike, living with the Indians of the Amazon Forest, skydiving over Mount Everest – and soon to be the first Dane private citizen to fly into space via Richard Branson's Virgin Galactic.

Per Wimmer's life story is far from ordinary and very much driven by the desire to push boundaries. This first volume covers Per's formative years, his growing fascination for adventure, travel and space, and the growth of his career in international finance, culminating in the founding of Wimmer Financial.



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# THE MOVING OF MOUNTAINS

## THE STORY OF THE AGASTYA INTERNATIONAL FOUNDATION

The Agastya International Foundation is an Indian education trust and non-profit organization based in Bangalore, India, whose mission is to spark curiosity, nurture creativity and build confidence among economically disadvantaged children and teachers in India. A team of scientists, educators, and entrepreneurs led by Ramji Raghavan founded Agastya in 1999 and has since become one of the most remarkable social enterprise stories in the world.

This book tells that story of Agastya's extraordinary origins, the individuals who devoted their resources and efforts to make a difference, the vision and beliefs behind Agastya, and the many children who have benefitted from Agastya's renowned experiments in educational innovation and project-based learning programs. *The Moving of Mountains* is, moreover, the story of an extraordinary and generous dream of a group of people who wanted to make available a path of discovery for everyone.

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**Adhirath Sethi** is a Trustee of the Agastya International Foundation. He was formerly a management consultant at the Boston Consulting Group and is today a Director of his family's business in India.

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## HOMO STUPIDO

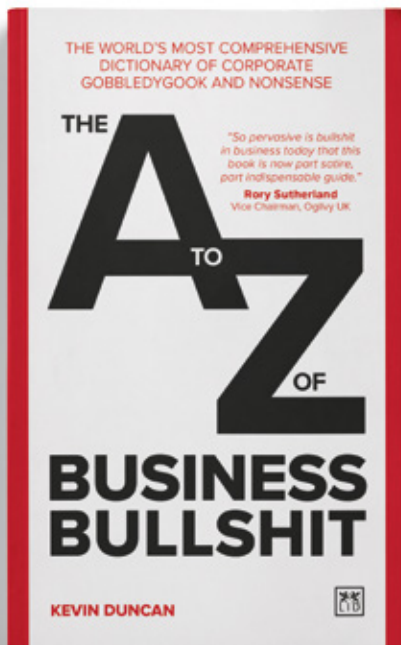
RECYCLING OUR STUPIDITY  
TO SAVE OUR PLANET



**Stefan Engeseth** is a creative futurist, keynote speaker and Guest Professor (NYU Prague). He is the author of four books, the most recent being *Sharkonomics*, which has been translated into 8 languages. He is based in Stockholm, Sweden.

As a child, Stefan Engeseth often got into trouble with his teachers, because he simply did not believe them. Could it really be true that we, *Homo Sapiens*, achieved all that stupidity he was taught in his in history class? That we're destroying the planet, there's a new Cold War, and economic systems are becoming unstable... yet, at the same time, we're highly intelligent, making groundbreaking medical advances, and receiving the Nobel Prize. It did not make sense to him as a child, and it still does not today.

This short book attempts to explain why, when many of us are born as geniuses, human stupidity seems to dominate our lives, from current wars to the environment, politics to economics, terrorism to sport. In answering the question, "Are we intelligent or stupid?", Stefan Engeseth seeks lessons from our past failures, and from the wider animal kingdom, to find ways to turn the power of stupidity into a more positive force for society.



## THE A-Z OF BUSINESS BULLSHIT

THE WORLD'S MOST COMPREHENSIVE  
DICTIONARY OF CORPORATE  
GOBBLEDYGOOK AND NONSENSE

Wherever you work, the chances are you have fallen under the poisonous spell of business bullshit. Very few of us seem able to avoid “reaching out”, or “walking the talk”, or “pivoting”, or “thinking outside the box”. No longer solely the province of management consultants, investors and MBA types, business jargon has mesmerized the rank and file around the globe.

Keep this handy dictionary of 1,200 nonsensical terms by your side. It will help you stay sane, steer clear of the business bullshit madness, and be an invaluable companion when you play business bullshit bingo with your colleagues. Based on his wide and extensive experience with business bullshit, Kevin Duncan deciphers the terms and language of modern-day business speak to save us all from going stir-crazy!

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**Kevin Duncan** is a business advisor, marketing expert and the author of several successful business books (including *The Diagrams Book* and *The Smart Thinking Book*). He previously worked in the communications and advertising sector – the epicentre of business bullshit – for 25 years.

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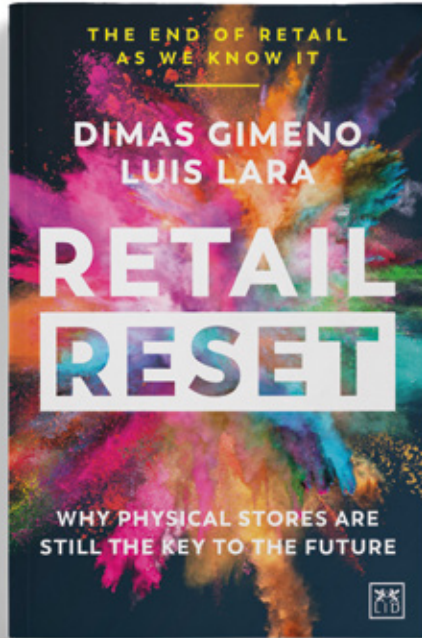
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English language



## RETAIL RESET

WHY PHYSICAL STORES ARE STILL  
THE KEY TO THE FUTURE



**Dimas Gimeno** is the former CEO of El Corte Ingles. Today, he is Executive President of WOW, a new retail and lifestyle concept recently opened in Madrid.

**Luis Lara** is the Managing Partner of Retalent, a growth strategy consultancy. Both are based in Madrid, Spain.

New consumer trends, over-supply of brands, products and services, digital acceleration, market fragmentation, new disruptive businesses/models, and the growth of large e-commerce platforms have all combined to cause a paradigm shift in commercial distribution. If channels like multi-brand stores, chain stores, shopping centres and department stores are to survive, they will have to change.

In this book, two leading figures from retail explain how changes taking place today will affect each retail channel, and explore strategies to promote the rebirth of the sector. This reset is based on enhancing emotional connections with consumers so that stores will surprise again. Ultimately, physical stores remain important for the future of retail and distribution because they offer the kind of person-to-person experience that cannot be matched online. However, consumer expectations and behaviour has changed, and the stores of the future will have to transform to keep attracting their attention.



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# THE RISE OF THE METaverse

AN ESSENTIAL GUIDE TO WEB 3.0

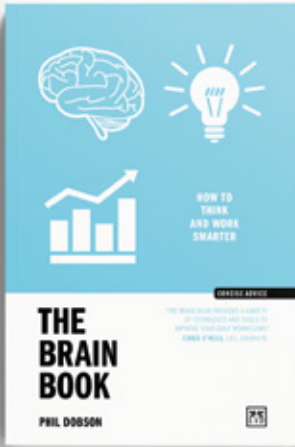
The Internet is now, but the future is the metaverse. The metaverse is a virtual-reality space in which users can interact with a computer-generated environment and others. The prediction is that the next ten years will be the golden era of the metaverse, and everyone's life, entertainment, social interaction, and work will increasingly take place in the metaverse world.

This book outlines six important trends in the era of the metaverse, that will see dramatic changes in technology and the bringing together of digital and physical worlds. People will experience a great migration of their social life and economic activities into the metaverse. Furthermore, the authors argue that, in the metaverse, we can get rid of many of the constraints of the physical world, achieve a better self in the new digital space, and truly maximize our own value as human beings. This book sets out how you can seize the opportunity of the metaverse era.



**Jianing Yu** is Executive Director of the Metaverse Industry Committee of the China Mobile Communications Federation and a university educator of blockchain courses.

**Ciara Sun** is the founding partner of C<sup>2</sup> Ventures and previously worked at Boston Consulting Group, Deloitte Consulting and Ernst & Young.



# CONCISE ADVICE PAPERBACKS

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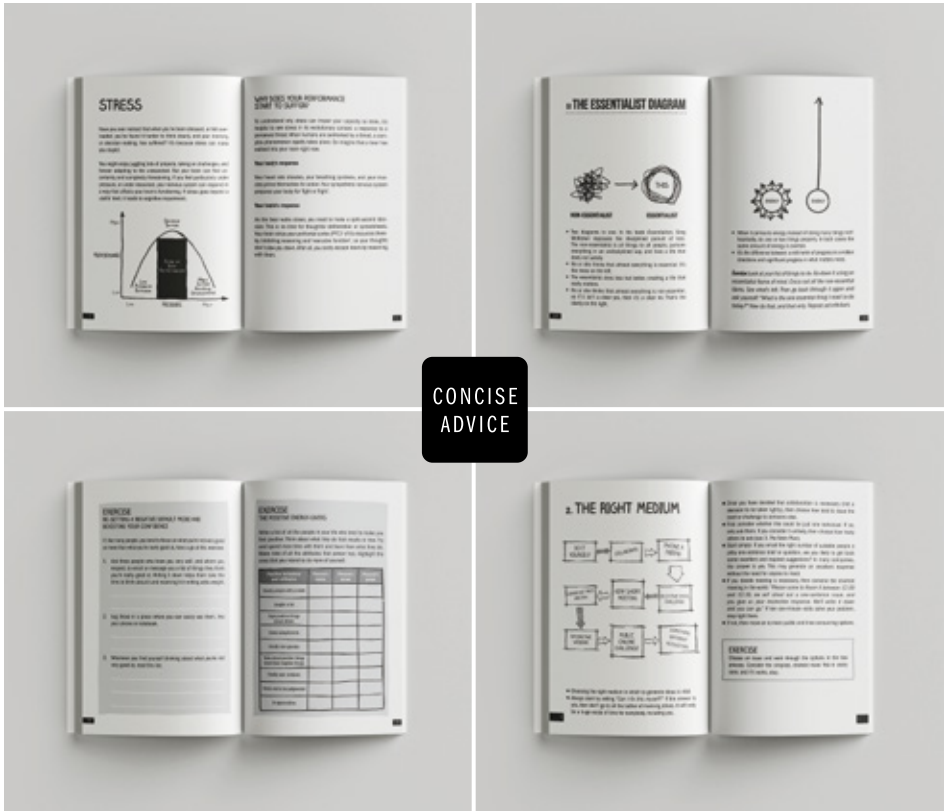
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**INTERNAL PAGES**

- Visually attractive and stimulating
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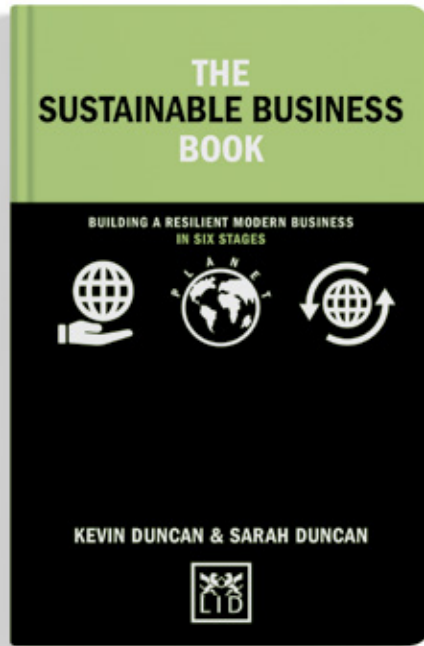
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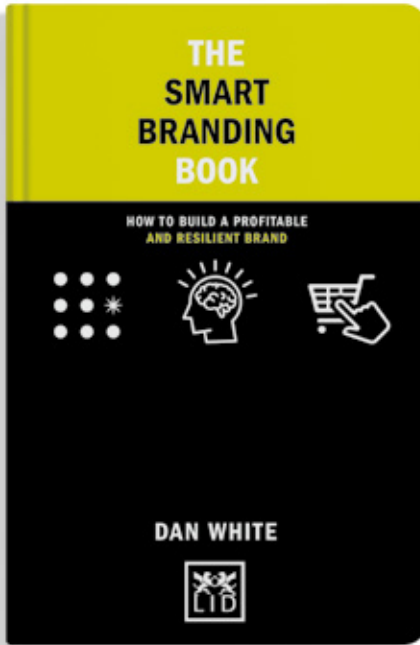
**Kevin and Sarah Duncan** are established business authors who have now combined forces to produce an essential book. Sarah brings her expertise as a sustainability consultant to Kevin's considerable experience in business strategy.

## THE SUSTAINABLE BUSINESS BOOK

BUILDING A RESILIENT MODERN BUSINESS IN SIX STAGES

All businesses today face increasing pressure from customers and legislation to improve their sustainability credentials. Moreover, companies' employees and shareholders are demanding the same. Yet, many companies are playing catch-up and urgently need to get on track for the future. This book explains how companies – small or large – can do that in a series of practical stages.

The authors adopt a method that asks a series of questions that then require brutally honest answers to, that then go on to develop guaranteed actions for companies to implement. For any business owner or manager who realize the importance of running a sustainable business, but do not know where to start, this book provides an essential springboard. It all adds up to a roadmap towards the next decade – and for businesses to remain relevant and resilient.



# THE SMART BRANDING BOOK

HOW TO BUILD A PROFITABLE  
AND RESILIENT BRAND

Most businesses today can readily access the required technology and talent to match competitors' innovations and ideas quickly, making products and services similar to one another. In the modern business environment, companies instead need to build brands that consumers recognize and trust if they're looking for sustainable, profitable growth.

This book presents in a concise fashion the latest thinking and methods for successful branding. Clear and accessible, it contains real-life examples from business, practical frameworks, and inspiring illustrations. It explains what branding really is, why a brand is so critical to success in business, and how to maximize the growth of your current and future products/services through branding.

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World

**RIGHTS**  
All languages



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

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## THE RESET BOOK

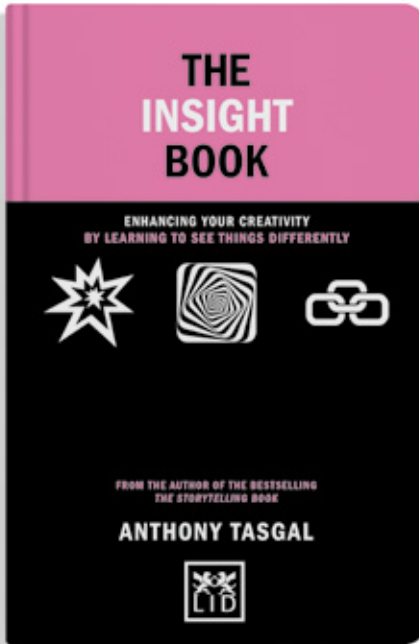
HOW TO BOUNCE BACK  
FROM A CRISIS



**Magnus Lindkvist** is a renowned trendspotter, futurist and award-winning speaker. He is the author of six books, the most recent being *The Future Book*. He is based in Sweden, but his work takes him all over the world.

A crisis can happen at any time, to any person or organization. You could lose your job or your partner. A company could lose its market or simply lose its way. And, as recent times have demonstrated, the world as we knew it can be lost too. This is when we find ourselves at Year Zero – a strange, new place that can feel frightening and unknown. But it can also be the first step into a new world with new possibilities.

We cannot avoid crises in our lives, businesses and societies. But we can learn how to reset and bounce back from a crisis. And not the same place, but to something bigger, better or, at least, different. The clues about how this can be accomplished lay hidden in case studies, psychological research, corporate storytelling, personal anecdotes and historical documents. Magnus Lindkvist is the interdisciplinary detective in search of these clues, and in doing that, he provides insights, tools and solace for any person or organization seeking to reset and bounce back.



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All languages

## THE INSIGHT BOOK

ENHANCING YOUR CREATIVITY BY  
LEARNING TO SEE THINGS DIFFERENTLY

More than ever, people crave new ideas, new ways of seeing and interpreting behaviour; of changing their companies and lives and of being more creative. Insight today has become an essential tool for seeing things differently and more deeply to enable you to understand better the trends and changes going on around you and your work/business.

This book is an entertaining, instructive and accessible guide to understanding and deploying insight to see things differently and find creativity from all sources and in all places. Insight has become an important way to gain a deeper understanding of how your customers think and feel about your products and services.

Part of the *Concise Advice* series of short and powerful guides, the book explains what insight is, why insight is so important (and yet so poorly misunderstood and under-used), and how can we nurture and develop it in our work and even personal lives.



**Anthony Tasgal** is a marketing consultant and educator who specializes in insight, behavioural economics and storytelling. Prior to that, he was a planner for leading advertising agencies. He is the author of *The Storytelling Book*.

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SMALL BOOKS, BIG IDEAS

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## **THE ATTITUDE BOOK**

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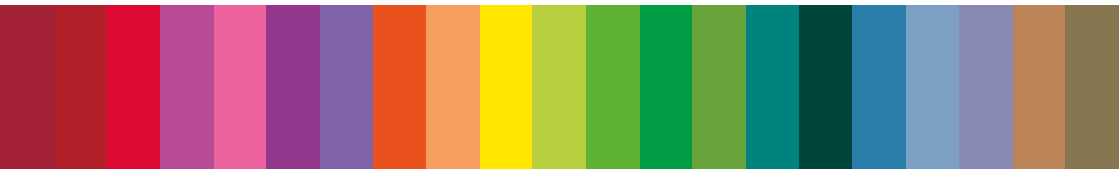
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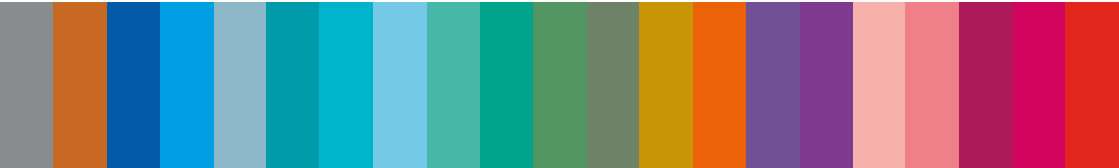
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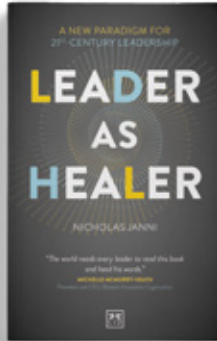
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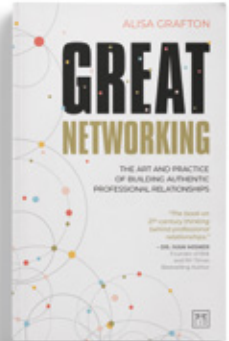
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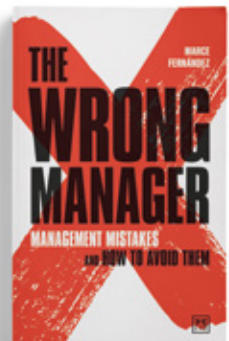
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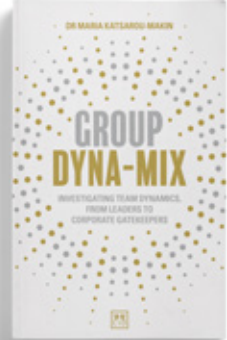
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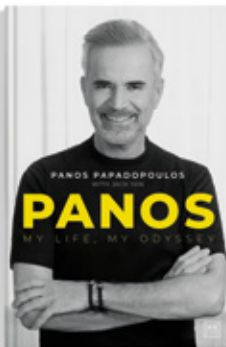
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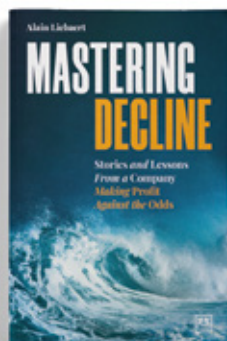
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