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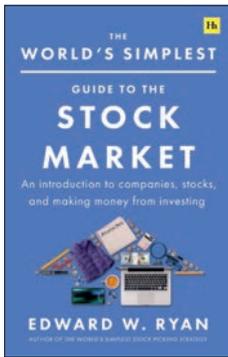
**Rights Catalogue**  
*Autumn 2023*

# **New and coming soon**

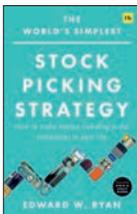
## **The World's Simplest Guide to the Stock Market**

*An introduction to companies, stocks, and making money from investing*

By Edward Ryan



Also by the same author:



*The World's Simplest Guide to the Stock Market* provides a crash course on the essentials of stocks and the stock market. This new book is the ideal first read for anyone new to stocks, but is also useful for someone looking for a refresher on the basics.

A new title from the author of *The World's Simplest Stock Picking Strategy*. In plain language the book gives clear answers to key questions such as:

- What is a company, how do companies grow, how do companies raise money, and how does a company go public?
- What is a stock, what causes stock prices to move, and what do investors experience when they own a stock?
- What are stock exchanges and how do they work, how do investors interact with exchanges, and what is an index?

Author Edward W. Ryan brings life to what can be complex and daunting topics. By drawing on his own experiences as both a personal investor and a professional in the investment industry, he provides real-world context that makes the material relatable and memorable.

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ISBN 9781804090206 | Paperback £15.99  
Publication date: 16/04/2024

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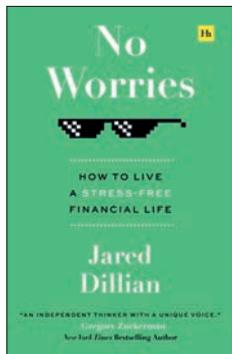
**New and coming soon**

**It**

# No Worries

*How to live a stress-free financial life*

By Jared Dillian



*No Worries* is a book for people who don't want to agonise over money. This comprehensive personal finance guide is designed to help the reader avoid stress and manage their own finances to ensure a happier, more fulfilling financial life. Dillian argues that, if you get the big decisions right, then you don't have to worry about the small decisions.

With practical, everyday principles, this book is a one-stop shop for dealing with a variety of financial problems.

Jared Dillian is the editor of *The Daily Dirtnap*, a popular market newsletter for investment professionals. He was a trader for Lehman Brothers, specializing in index arbitrage and ETF trading. Jared is an investment strategist at Mauldin Economics and has contributed to Bloomberg Opinion, Forbes and *TheStreet.com*. He tweets @dailydirtnap.



**Future  
bestseller**

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ISBN: 9781804090558 | Paperback: £14.99

Publication date: 23/01/2024

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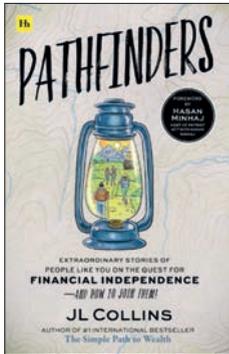
**Hh**

**New and coming soon**

# Pathfinders

*Extraordinary stories of people like you on the quest for financial independence — and how to join them*

By JL Collins



A new book from JL Collins, the international bestselling author of *The Simple Path to Wealth*. *Pathfinders* is designed to be a companion book to *The Simple Path to Wealth* and explores the journeys of people who had taken the message from *The Simple Path to Wealth* to heart and adapted it to their own unique life situations.

This new book is a practical guide, divided into chapters with contributions from fans and followers of JL Collins, each opening with an essay from the author.

The book features perspectives from USA, UK, Canada, Australia, New Zealand, Japan, Switzerland, Austria, Belgium, Taiwan, Russia, Ukraine, Portugal, India, Italy, Nigeria and the Philippines. *The Simple Path to Wealth* has been translated into many languages including Japanese, Korean, Russian, German, Spanish, Arabic, Simplified and Traditional Chinese, Thai, Vietnamese, Polish, Romanian, Portuguese (Portugal only and Brazil), Marathi, Bulgarian and Dutch.



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ISBN: 9781804090015 | Paperback: £14.99

Publication date: 31/10/23

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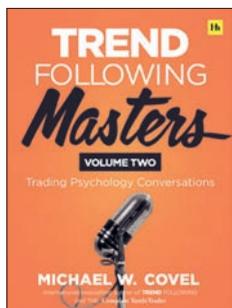
New and coming soon



# Trend Following Masters – Volume two

*Trading psychology conversations*

By Michael Covell



This second volume of *Trend Following Masters* features Michael's conversations with great psychologists and behavioral scientists, including Annie Duke, Alexander Elder and Daniel Kahneman.

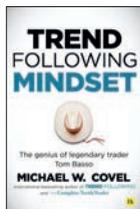
Encouraged by Michael's skilled and knowledgeable questions, the legendary guests reveal the best of their wisdom, guidance, and ideas to help you manage your trading mindset. It is the ultimate mentorship circle serving one goal: to give everyone the chance to learn how to profit in the markets.

Also by the same author:



Michael Covell's *Trend Following* podcast has delivered millions of listens across 80+ countries for over a decade. On the podcast, Michael invites you to take a seat next to him as he interviews the world's top experts in investor psychology.

Covell is the bestselling author of many books including *Trend Following*, *The Complete Turtle Trader*, *Trend Commandments*, *The Little Book of Trading* and *Trend Following Mindset*. He tweets @Covell and has over 41,000 followers. His previous books have been translated into many languages including: Arabic, Traditional and Simplified Chinese, French, German, Hungarian, Korean, Japanese, Polish, Portuguese, Romanian, Russian, Thai, Turkish and Vietnamese.



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ISBN: 9780857199997 | Hardback: £30

Publication date: 19/09/23

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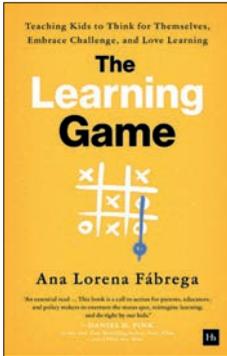
Hh

New and coming soon

# The Learning Game

*Teaching kids to think for themselves, embrace challenge, and love learning*

By Ana Lorena Fábrega



Ana Lorena Fábrega is an award-winning edupreneur, writer, and Chief Evangelist at Synthesis. Growing up, she attended 10 schools in seven different countries. She earned her BS in Childhood Education and Special Education from New York University and taught elementary school. Today, Ana writes a newsletter to nearly 200,000 readers about the promise of alternative education and has over 160,000 X followers @anafabrega11.

In *The Learning Game*, Fábrega maps the school lessons we need to unlearn and challenges us to rethink education: instead of telling kids what to believe, what if we helped them learn how to think for themselves? What if we encouraged them to take risks and tackle projects of their own?



The author considers how in the real world, the people who succeed are the ones who know how to teach themselves anything. *The Learning Game* will appeal to parents and anyone whose job involves helping others learn, including managers, consultants and people looking to master their craft, learn a new job skill, earn a promotion, or become an entrepreneur.

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ISBN: 9781804090510 | Paperback: £14.99

Publication date: 05/09/2023

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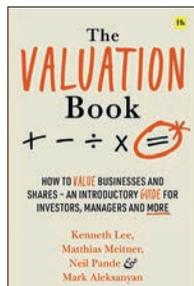
New and coming soon



# The Valuation Book

*How to value businesses and shares – an introductory guide for investors, managers and more*

By Kenneth Lee, Matthias Meitner, Neil Pande and Mark Aleksanyan



*The Valuation Book* contains the tools needed to make a robust valuation of a business. No detailed prior knowledge of business valuation is required – the book covers everything you need to know, including how to read relevant parts of company accounts and the valuation tools that are used by professionals. Written by academics who are also practitioners, the book is a comprehensive introductory valuation guide for investors, managers, accountants, lawyers and anyone else who needs to value a business.

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ISBN: 9780857199492 | Paperback: £29.99 | Publication date: 13/08/24

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# Lets Go!

*How great leaders shape the future*

By Jamie Ramsden



Author Jamie Ramsden has thrived in the leadership world as a successful executive, an elite coach, and an academic. *Let's Go!* lays out his own powerful leadership framework, which merges hands-on business knowledge with profound insights into human motivations. The effective leader is a role model, a community builder, a sense maker, and a future shaper. *Let's Go!* empowers executives and leaders to elevate their game, better understand themselves and their world, and live to their fullest potential.

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ISBN: 9781804090756 | Paperback: £17.99 | Publication date: 14/05/24

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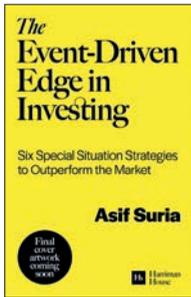
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# The Event Driven Edge in Investing

*Six special situation strategies to outperform the market*

By Asif Suria



Every investor wants a dependable advantage that enables them to beat the market. Every investor wants an edge. One such edge, long thought to be accessible only to institutional investors, can be found in event-driven investing strategies. These strategies allow you to recognise and take advantage of the effect of corporate events on the price of stocks: events including mergers and acquisitions, stock buybacks, and spin-offs. Accomplished multi-strategy investor Asif Suria provides a simple, in-depth introduction to these highly profitable strategies, making them available to all investors.

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ISBN: 9781804090497 | Paperback: £24.99 | Publication date: 21/05/24

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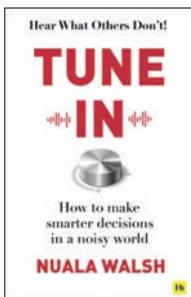
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# Tune In

*How to make smarter decisions in a noisy world*

By Nuala Walsh



Your decisions matter more than you think. Despite popular belief, the most underestimated risk facing our generation is not economic, political, cyber or even climate risk. It's human decision risk. And it's rising. In today's noisy, fast-paced world, it's hard to hear what really matters – amplifying a rush to misjudgement. Behavioural scientist and award-winning Fortune-500 advisor, Nuala Walsh understands how to master the art of judgement. She explains why decision-makers tune out at milestone moments and champions an underestimated source of power, influence and relative advantage – tuning in to what matters when it matters most.

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ISBN: 9780857199959 | Paperback: £15.99 | Publication date: 26/03/24

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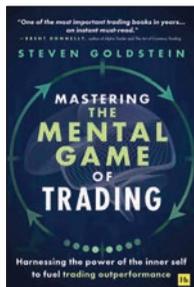
New and coming soon

Hh

# Mastering the Mental Game of Trading

*Harnessing the power of the inner self to fuel trading outperformance*

By Steven Goldstein



The biggest hurdle in trading can be the trader's inability to take ideas based on sound analysis and trade them effectively in the financial markets. Far too often traders look back with regret at what they could have achieved if only they had done what they intended to do, and not what they actually did. This book is an exploration into the inner world of trading, and the inner reaches of the trader's mind, soul and heart. The book is based on the experience of the author who spent nearly a quarter of a century as a professional trader, plus over a decade coaching traders at many of the world's leading trading firms. Steven Goldstein is one of the leading coaches in the financial markets industry.

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ISBN: 9781804090077 | Paperback: £26.99 | Publication date: 16/01/2024

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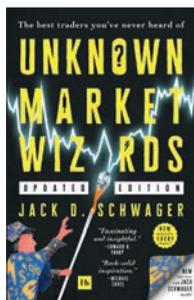
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# Unknown Market Wizards (new paperback edition)

*The best traders you've never heard of*

By Jack D. Schwager



A revised and updated edition of *Unknown Market Wizards* with new material in every chapter. Jack Schwager returns to interview the traders from the 2020 book, asking how they navigated the unprecedented markets of 2020–2022, including the pandemic bear market, rising inflation, and the emergence of another bear market. All chapters have been updated with exclusive new interviews. An invaluable collection of trading wisdom, brimming with insights that will help all traders improve their outcomes. Over one million *Market Wizards* have been sold and over 72,000 copies of the 2020 Hardback book have been sold since publication in 2020.

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ISBN: 9780857198716 | Paperback: £19.99 | Publication date: 07/11/2023

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**Hh** ★  
**Bestseller**

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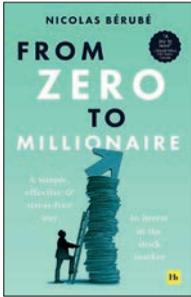
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**Hh** New and coming soon

# From Zero to Millionaire

*A simple, effective and stress-free way to invest in the stock market*

By Nicolas Bérubé



At a time when a record number of people are investing in the stock market, this book by award-winning financial writer Nicolas Bérubé reveals how any investor can get rich and beat the professionals at their own game by investing less than an hour a year of their time. Admitting that he felt like a 'zero' after his first mistakes as a beginner investor, Bérubé never stopped trying to understand what separates the winners from the losers. He observes how the greatest investors around the world think and act, meeting and interviewing many of them. Using the latest research, he identifies proven and accessible ways to invest, and offers concrete advice on how to get started or take control of your investments today.

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ISBN: 9781804090268 | Paperback: £14.99 | Publication date: 10/10/2023

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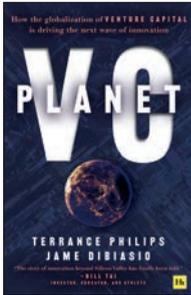
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# Planet VC

*How the globalization of venture capital is driving the next wave of innovation*

By Terrance Philips and Jame DiBiasio



A unique framework for understanding the future of global innovation and venture capital, *Planet VC* uncovers the story of how VC went global, transforming cities from Beijing to Bangalore into the techno-hubs of tomorrow. The authors follow the money to understand how VC helped enable the rise of America's global competitors, and where the world of innovation is headed next. Through in-depth interviews *Planet VC* provides a unique and useful framework for understanding the future of innovation. The book will appeal to finance professionals, those interested in the VC industry, investors, entrepreneurs and corporate strategists.

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ISBN: 9780857199973 | Paperback: £21.99 | Publication date: 22/08/2023

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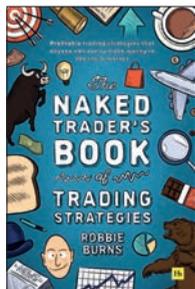
New and coming soon

Hh

# The Naked Trader's Book of Trading Strategies

*Profitable trading strategies that anyone can use to make money in the stock market*

By Robbie Burns



From the author of the best-selling *Naked Trader*, this new book reveals Robbie Burns' latest and most profitable trading strategies. Readers will learn the best places to find great shares, how to plan trades properly, what it takes to make massive profits and approaches to put trading plans into action. Perfect for experienced traders as well as those new to the markets.

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ISBN: 9780857199782 | Paperback: £18.99 | Publication date: 18/07/23

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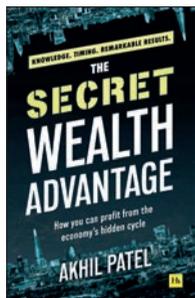
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# The Secret Wealth Advantage

*How you can profit from the economy's hidden cycle*

By Akhil Patel



*The Secret Wealth Advantage* guides the reader through the financial markets and their cycles to help them make better investment decisions. A unique take on property and stock market cycles using data and historical analysis drawn from over two hundred years and multiple countries, the book provides practical guidance on the times to be in and out of the markets. It will help readers secure their financial futures by taking advantage of wealth building periods or preserving their capital during periods when markets tank.

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ISBN: 9780857198570 | Paperback: £19.99 | Publication date: 11/07/2023

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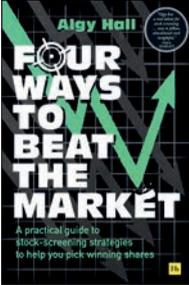


New and coming soon

# Four Ways to Beat the Market

*A practical guide to stock-screening strategies to help you pick winning shares*

By Algy Hall



Investors in stocks are faced with two major problems: how to find and interpret the most useful data from company accounts and how to whittle down the list of thousands of public companies into a smaller pool of candidates for further research. In *Four Ways to Beat the Market*, financial journalist Algy Hall provides the solution to both problems and helps investors in their quest to pick winning shares. The book contains many other hints, tricks and tactics for investors and will help readers spot the best stocks and avoid the duds.

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ISBN: 9780857199416 | Paperback: £24.99 | Publication date: 16/05/2023

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New and coming soon

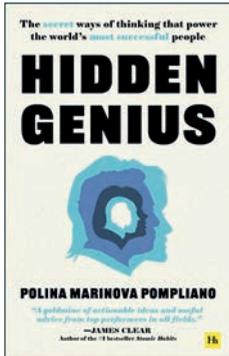
Fh

# Key titles

## Hidden Genius

*The secret ways of thinking that power the world's most successful people*

By Polina Marinova Pompliano



*Hidden Genius* is based on Polina Marinova Pompliano's popular Substack writings – The Profile – where she studies the most successful and interesting people and companies in business, entertainment, tech and sports.

The author routinely profiles influential figures and has interviewed The Rock, Melinda Gates, Danny Meyer, Steve Case, Chamath Palihapitiya and Alexis Ohanian. Polina tweets @polina\_marinova and has over 130,000 followers. Her @ProfileRead account has over 16,000 followers.

Polina previously spent five years at Fortune where she wrote more than 1,300 articles and earned the trust of prominent investors and entrepreneurs. *Hidden Genius* will appeal to a broad audience including self-improvers, business leaders, creatives and all smart thinking readers.



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ISBN: 9781804090046 | Paperback: £14.99

Publication date: 20/06/23

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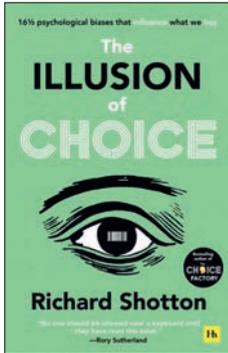
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# The Illusion of Choice

16½ psychological biases that influence what we buy

By Richard Shotton



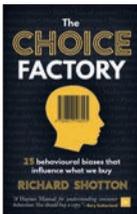
A new book from the bestselling author of *The Choice Factory*, *The Illusion of Choice* explores how behavioural science can be practically applied to advertising.

Drawing on a wide range of behavioural biases, *The Illusion of Choice* identifies the 16½ most important psychological quirks – from the peak-end rule to the power of precision – that anyone in business needs to be aware of. The author focuses on how each should be practically applied to advertising.

Richard Shotton has worked in the advertising industry for 20 years. He has over 39,000 followers on X and over 267,000 followers on LinkedIn. He regularly writes for *Campaign*, *The Drum*, *WARC*, *Mediatel*, *AdMap*, *Market Leader*, *Huffington Post* and *Media Guardian*. *The Choice Factory* was the Winner of the Sales and Marketing Category at the 2019 Business Book Awards and has been translated into Chinese (Simplified and Traditional), Czech, Hungarian, Italian, Korean, Portuguese, Russian, Spanish, Turkish and Vietnamese.



Also by the same author:



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ISBN: 9780857199744 | Paperback: £14.99

Publication date: 28/03/2023

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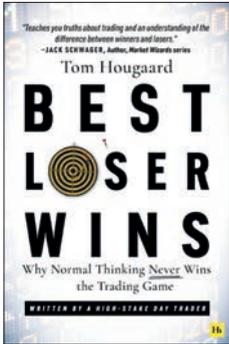
Key titles



# Best Loser Wins

*Why normal thinking never wins the trading game – written by a high-stake day trader*

By Tom Hougaard



In *Best Loser Wins*, respected trader Tom Hougaard explains how his high-stake approach to trading allowed him to make millions. He is the winner of multiple trading competitions and on one occasion traded £25,000 into more than £1 million over the course of a year.

*Best Loser Wins* is about mindset psychology and self knowledge. The book explains how traders by thinking differently can elevate their game from mediocre and sporadic to excellent and consistent. Normal thinking leads to normal results. For exceptional results, traders must think differently.



**Bestseller**

Tom is followed by 13,000 people on Telegram where he posts his live trades, including live entries and exits, leaving him nowhere to hide.

Over 37,000 copies sold worldwide since publication in April 2022.

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ISBN: 9780857198228 | Paperback: £24.99

Publication date: 16/08/22

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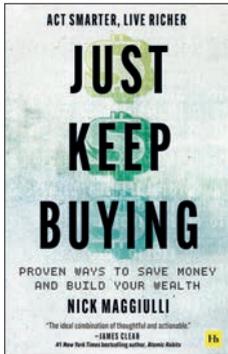
Korean, Brazilian (Portuguese), Simplified Chinese, Traditional Chinese, Japanese, German, Polish and Vietnamese rights sold. All other rights available.

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# Just Keep Buying

*Proven Ways to save money and build wealth*

By Nick Maggiulli



Bestseller

Everyone faces big questions when it comes to money: questions about saving, investing, and whether you're getting it right. Many answers provided by the financial industry have been based on belief and conjecture... until now.

In *Just Keep Buying*, Data Scientist and popular blogger Nick Maggiulli uses real data and evidence to answer the biggest questions in personal finance. You will learn why you need to save less than you think, why saving up cash to buy market dips isn't a good idea and how to survive during a market crash.

Nick is the creator of the popular [OfDollarsAndData.com](https://OfDollarsAndData.com) blog and has over 148,000 engaged X followers. He tweets at @dollarsanddata. Over 100,000 copies sold worldwide since publication in April 2022.

***“Just Keep Buying is the ideal combination of thoughtful and actionable. Maggiulli not only uses evidence to guide his suggestions, but he is also among the best at boiling everything down into ideas that are easy-to-understand and apply.”***

– James Clear, #1 New York Times bestselling author of *Atomic Habits*

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ISBN: Hardback: 9780857199713 Paperback: 9780857199256

Hardback: £22.00 Paperback: £14.99

Publication date: 12/04/22

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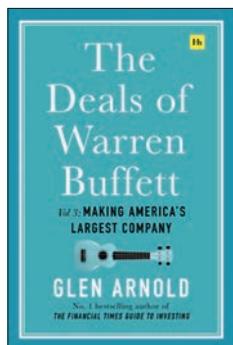
Key titles

Hb

# The Deals of Warren Buffett: Volume 3

*Making America's largest company*

By Glen Arnold

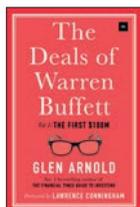


The third volume of *The Deals of Warren Buffett* traces Warren Buffett's journey as he made Berkshire Hathaway the largest company in America.

The book covers detailed analysis of the deals of the world's greatest investor, Warren Buffett, in the years when Berkshire Hathaway became the largest company in America.

This third volume in a series of four books follows Buffett's journey from 1989 to 1998 as Berkshire shares jump 14-fold from \$4,700 to \$68,000 and its market cap grew from \$5bn to \$100bn.

Also by the same author:

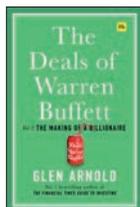


It covers the period Buffett made investments in companies including: Wells Fargo, USAir, American Express, The Shoe Group, Helzberg Diamond Shops, RC Willey, FlightSafety International, Dairy Queen, NetJets, and General Re.

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ISBN: 9780857196491 | Hardback: £25

Publication date: 23/11/2021



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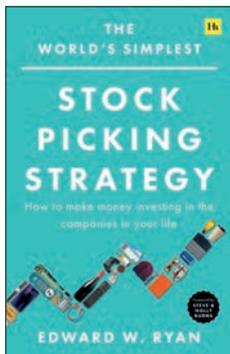
Thai, Vietnamese, Marathi, Indian English Language Reprint, Indonesian, Korean, Traditional and Simplified Chinese rights sold. All other rights available.

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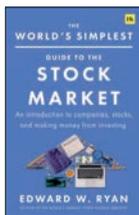
# The World's Simplest Stock Picking Strategy

*How to make money investing in the companies in your life*

By Edward Ryan



Also by the same author:



At a time when interest in stock investing is surging, *The World's Simplest Stock Picking Strategy* provides a simple and successful strategy – showing how to invest in companies that stand out in everyone's daily life.

Technology and user-friendly apps like Robinhood have given people easy access to the markets through their mobile devices but many people have no guidance or plan. This book provides a practical strategy to pick stocks and invest in a more disciplined way for greater success.

Wall Street equity adviser Edward Ryan describes the investment strategy he has used for his own personal investments for the last ten years and shows you, step by step, with full practical guidance, how to put it into practice yourself.

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ISBN: 9780857199430 | Paperback: £14.99

Publication date: 16/11/2021

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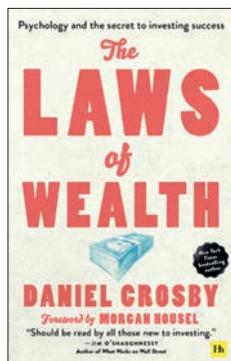
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# The Laws of Wealth

*Psychology and the secret to investing success*

By Daniel Crosby



New York Times bestselling author Dr Daniel Crosby brings the insights of behavioural finance to investors and traders everywhere, in this applied and accessible book.

Throughout, anecdotes, research, and graphics illustrate the lessons in memorable ways and Crosby provides clear, concise direction on what to think, ask, and do next to become a better investor.

This new, updated 2021 edition features a foreword from bestselling author of *The Psychology of Money*, Morgan Housel.



An accessible and practical guide to investing psychology, *The Laws of Wealth* provides the reader with a unique perspective on investing, written by a clinical psychologist who also works as an asset manager.

*The Laws of Wealth* (original hardback) was awarded a gold medal in The Axiom Business Book Awards 2017.

Also by the same author:



ISBN: 9780857197832 | Paperback: £14.99

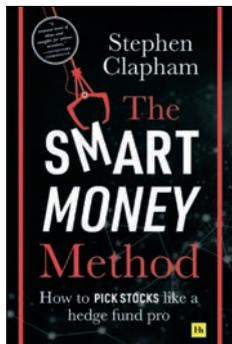
Publication date: 30/03/2021

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# The Smart Money Method

*How to pick stocks like a hedge fund pro*

By Stephen Clapham



In *The Smart Money Method*, the stock-picking techniques used by top industry professionals are laid bare for investors. This is the inside track on how top hedge funds pick stocks and build portfolios to make outside returns.

Written by one of the leading commentators on fraud and aggressive accounting, Stephen Clapham spent 20 years as an equity analyst at different investment banks and is the founder of Behind the Balance Sheet, a leading investment research and investor training consultancy.

Clapham highlights the techniques to beat the market – he shows where to find great stock ideas, teaches how to access the quality of the business and explains his process to formulate the final decision to purchase. Split into 14 digestible chapters, the author shows how to monitor your portfolio and how to decide when to sell.

**Hh**   
**Bestseller**

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ISBN: 9780857197023 | Paperback: £19.99

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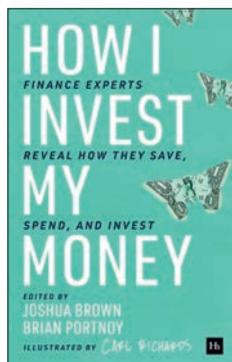
Key titles

**Hh**

# How I Invest My Money

*Finance experts reveal how they save, spend, and invest*

By Brian Portnoy and Joshua Brown



An insightful collection of short essays from 25 of the most thoughtful and interesting leading finance professionals on how they manage their own money.

Taken as a whole, these essays powerfully demonstrate that there is no single 'right' way to save, spend, and invest. We see a kaleidoscope of perspectives on stocks, bonds, real assets, funds, charity, and other means of achieving the life one desires.

Very few financial professionals have ever written about their own personal finances and investments until now. Inspired by a hugely popular blog post by Josh Brown, an on-air contributor to CNBC television each week for the past decade. Josh Brown has one of the largest social media followings in the industry with over one million X followers.

With contributions from high-profile experts including Morgan Housel, Christine Benz, Brian Portnoy and Joshua Brown.

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ISBN: 9780857198082 | Paperback: £18.99

Publication date: 17/11/2020

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Bestseller

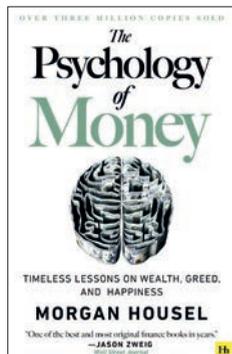
Hh

Key titles

# The Psychology of Money

*Timeless lessons on wealth, greed, and happiness*

By Morganousel



**An international bestseller with over 3.5 million combined copies sold and over 39,000 Amazon.com customer reviews.**

Award-winning writer and social media sensation Morgan Housel shares short stories exploring the strange ways people think about money. Inspired by a blog post read by over one million people, the book takes a unique look at misconceptions and common flaws that take place when people think about money and investing, arguing that finance is not just about what you know. It's about how you behave.

Writer and high-profile financial blogger Morgan Housel has over 470,000 highly engaged X followers and *The Psychology of Money* won the gold medal at the Axiom 2021 Business Book Awards in the Personal Finance/Retirement/Investing category. Housel is a former columnist at The Motley Fool and *Wall Street Journal* and has a huge international fan base. He regularly speaks at events, appears on podcasts, television and radio shows.



**Over  
3.5 million  
copies sold**

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ISBN: 9780857197689 | Paperback: £14.99

Publication date: 08/09/2020

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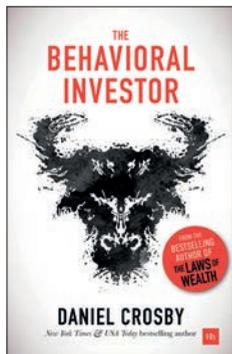
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Key titles



# The Behavioral Investor

By Daniel Crosby



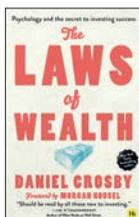
*The Behavioral Investor* takes an applied look at how psychology ought to inform the art and science of investment management.

Psychologist and asset manager Dr. Daniel Crosby examines the sociological, neurological and psychological factors that influence investment decisions and offers practical solutions for improving both returns and behavior.

Readers will be treated to the most comprehensive examination of investor behavior to date and will leave with concrete solutions for refining decision-making processes, increasing self-awareness and constraining the fatal flaws to which most investors are prone. Wealth, truly considered, has at least as much to do with psychological as financial wellbeing.



Also by the same author:



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ISBN: 9780857196866 | Hardback £25

Publication date: 16/10/2018

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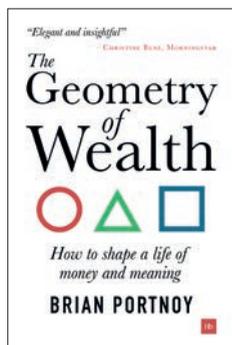
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# The Geometry of Wealth

*How to shape a life of money and meaning*

By Brian Portnoy



How does money figure into a happy life? Behavioral finance expert Brian Portnoy delivers an inspired answer, building on the critical distinction between being rich and being wealthy.

While one is an unsatisfying treadmill, the other is the ability to underwrite a meaningful life, however one chooses to define that. Truly viewed, wealth is funded contentment.

In this accessible and entertaining book, Portnoy reveals that true wealth is achievable for many – including those who despair it is out of reach – but only in the context of a life in which purpose and practice are thoughtfully calibrated.



**Bestseller**

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ISBN: 9780857196712 | Paperback £19.99

Publication date: 11/06/2018

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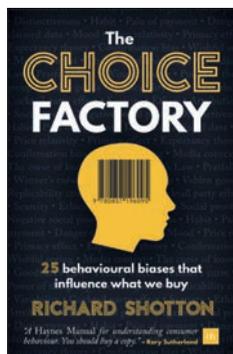
Key titles



# The Choice Factory

*25 behavioural biases that influence what we buy*

By Richard Shotton



Before you can influence decisions, you need to understand what drives them. In *The Choice Factory*, Richard Shotton sets out to help you learn.

By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research.

Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls.



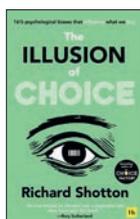
**Bestseller**

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ISBN: 9780857196095 | Paperback: £14.99

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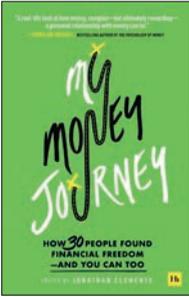
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# My Money Journey

*How 30 people found financial freedom – and you can too*

By Jonathan Clements



30 inspirational stories from ordinary Americans setting out their journeys to financial independence. *My Money Journey* will appeal to those interested in financial independence and anyone planning retirement. Jonathan Clements is the author of nine books on personal finance and spent almost 20 years at the *Wall Street Journal*, where he was the newspaper's personal finance columnist.

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ISBN: 9780857199867 | Paperback: £17.99 | Publication date: 25/04/2023

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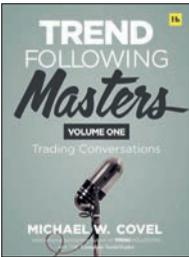
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# Trend Following Masters – Volume one

*Trading conversations*

By Michael Covel



Michael Covel is the voice behind the hugely successful Trend Following™ Radio. This first volume of *Trend Following Masters* features Michael's conversations with great trend following traders, including: Bill Dreiss, Harold de Boer, Jerry Parker, Tom Basso, Larry Hite, Martin Bergin, Niels Kaastrup-Larsen, Eric Crittenden, Donald Wieczorek, and Robert Carver. Covel is the bestselling author of many books including *Trend Following*, *The Complete Turtle Trader*, *Trend Commandments*, *The Little Book of Trading* and *Trend Following Mindset*.

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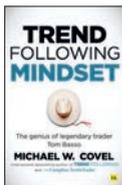
ISBN: 9780857198167 | Hardback: £30 | Publication date: 28/02/2023

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Also by the same author:



Key titles

Hh

# Crossover Creativity

*Real-life stories about where creativity comes from*

By Dave Trott



Creativity is all around us. In this entertaining collection of real-life stories, Dave Trott applies his crystal-clear lens to define what genuine creative vision looks like. This new title follows the hugely successful *Creative Blindness* and *The Power of Ignorance*. Dave Trott's illustrious advertising career spans 45 years. He is the author of many books and has almost 58,000 X followers @davetrott. Trott has a hugely popular blog: [davetrott.co.uk](http://davetrott.co.uk) and writes a regular column for *Campaign* magazine. He is a regular global public speaker.

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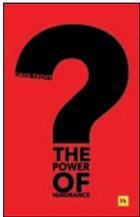
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## The Intelligent Fund Investor

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## The Case for Long-Term Investing

*A guide to the data and strategies that drive stock market success*

By Jim Cullen

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# The Behaviour Business

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*The big effects of small behaviour changes in business*

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ISBN: 9780857197535 | Paperback: £14.99 | Publication date: 31/03/2020

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# Creative Blindness

*Real-life stories of remarkable creative vision*

By Dave Trott

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ISBN: 9780857197306 | Paperback: £14.99 | Publication date: 04/02/2019

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# Classic backlist: Max Gunther

Max Gunther wrote a series of bestselling books in the 70s and 80s which continue to sell throughout the world. Harriman House has brought all of these great titles back into print in new and improved editions, from investment cult-classic *The Zurich Axioms* to the quirky self-help guide *How to Get Lucky* – all great reads and as relevant today as the day they were written.

## The Zurich Axioms



*The rules of risk and reward used by generations of Swiss bankers*

By Max Gunther

Foreword by James P. O'Shaughnessy

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ISBN: 9780857198631 | Paperback: £14.99 | Publication date: 06/10/2020

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## The Luck Factor

*Why some people are luckier than others and how you can become one of them*

By Max Gunther

Foreword by Gautam Baid

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ISBN: 9780857198808 | Paperback: £14.99 | Publication date: 11/08/2020

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## How to Get Lucky

*13 techniques for discovering and taking advantage of life's good breaks*

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2020–2021

By John Boik

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ISBN: 9798412659633 | Publication date: 13/03/2022

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## The Lifecycle Trade

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ISBN: 9781733506601 | Publication date: 21/12/2018

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## University of Berkshire Hathaway

*30 Years of lessons learned from Warren Buffett & Charlie Munger*

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ISBN: 9780998406268 | Publication date: 03/08/2017

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