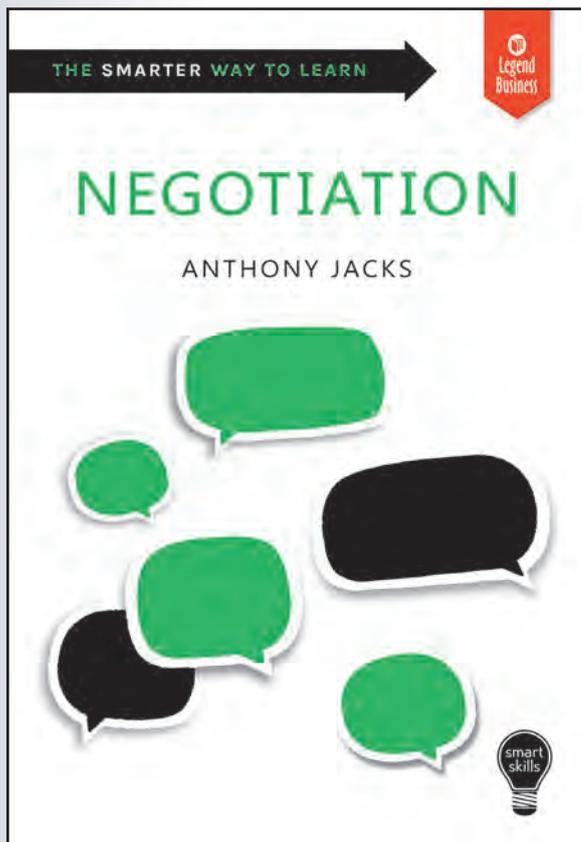


# NEGOTIATION

ANTHONY JACKS



**Securing the appropriate and best deal is paramount in any successful business.**

In the current challenging work and business environment, the importance of each negotiation is paramount. This book will provide you with all you need to know, not just for the negotiation itself but for the set-up, preparation and including the vital after-negotiation period.

A must read for any employee, manager, freelancer or business owner.

ISBN (Paperback): 9781787198647

ISBN (Ebook): 9781787198630

Price: £9.99 (Paperback) £6.99 (Ebook)

Extent: 130 pages

Format: 198x129mm

Rights Held: World

## More in the Smart Skills Series



## The Smart Skills Series: the smarter way to learn

### Key Selling Points:

- Great negotiation skills are an essential asset to excel in business
- Negotiation is part of the Smart Skills series, providing accessible, up-to-date and dynamic advice for all aspects of working in business, whether as an owner or executive or starting out in a first job.

### Comparison Titles:

*Difficult Conversations* (Penguin)  
& *Nutshells* (Sweet and Maxwell)

### The Author:

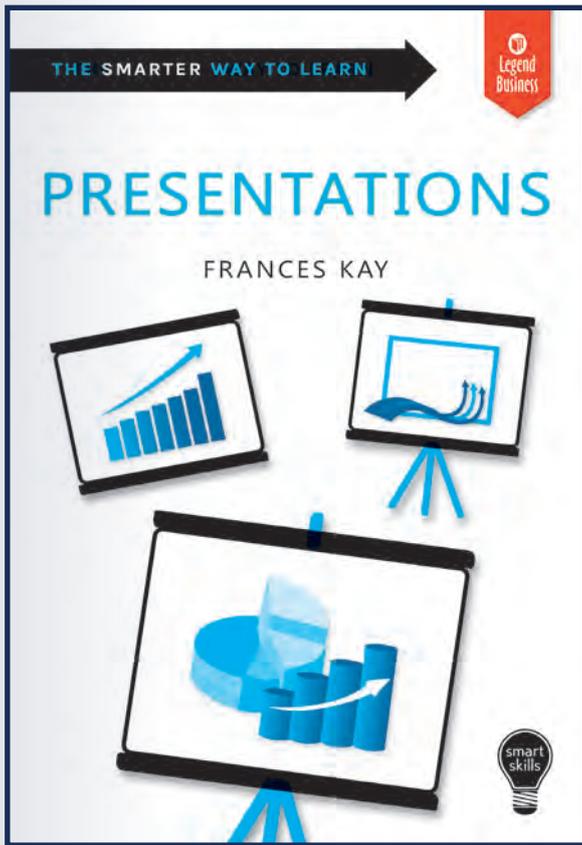
Anthony Jacks has more than twenty-five years experience as a successful consultant and trainer.

He specialises in developing communications skills such as selling, negotiation, business writing and making presentations.

He has also written on a variety of business matters and is the author of *How To Be Better At Marketing* (Kogan Page).

# PRESENTATIONS

FRANCES KAY



ISBN (Paperback): 9781787198661

ISBN (Ebook): 9781787198654

Price: £9.99 (Paperback) £6.99 (Ebook)

Extent: 130 pages

Format: 198x129mm

Rights Held: World

**Many people dread them, some relish them, but one thing is clear: presentations are necessary and key in all walks of life.**

Good presentation skills are essential for any person to succeed in business or the workplace, whether to secure new clients, showcase new projects, motivate staff or for business planning.

Getting them right can make or break your project and your career. This easy-to-follow, succinct book provides all you need to know to get ahead and is a must for any employee, manager, freelancer or business owner.

## More in the Smart Skills Series



## The Smart Skills Series: the smarter way to learn

### Key Selling Points:

- Easy-to-follow, clear and succinct, this authoritative guide is written by one of the UK's leading business book writers
- Presentations is part of the Smart Skills Series, providing accessible, up-to-date and dynamic advice for all aspects of working in business, whether as an owner or executive or starting out in a first job.

### Comparison Titles:

*Difficult Conversations* (Penguin)  
& *Nutshells* (Sweet and Maxwell)

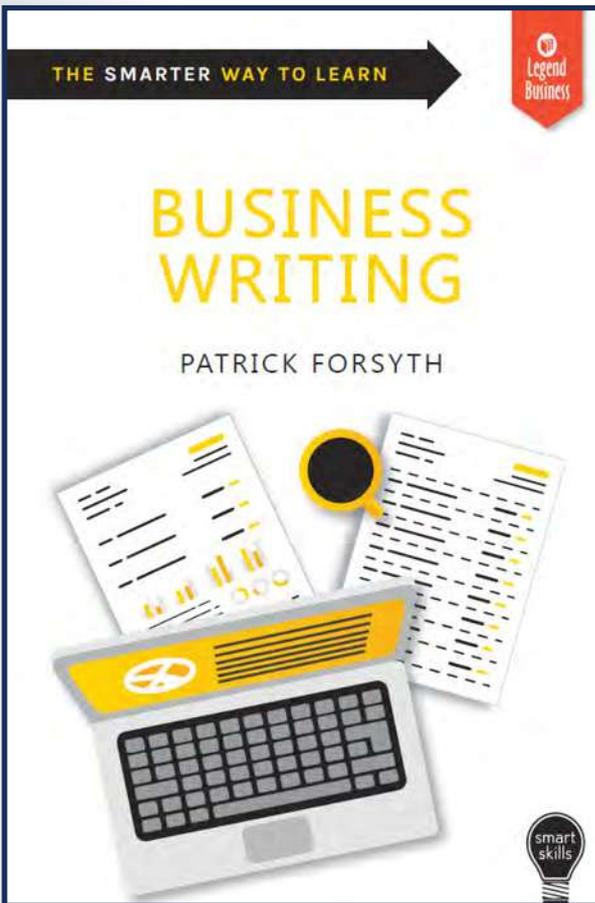
### The Author:

Frances has had many years of experience covering politics, diplomatic service and law. She now spends her time writing business books and articles, giving interviews, talks and workshops on her book topics.

Four years ago Kogan Page Publishers appointed Frances Kay Editor of their best-selling title *The Good Non Retirement Guide*, an annual publication. The 25th edition appeared in January 2011.

# BUSINESS WRITING

PATRICK FORSYTH



## Learn How To Achieve A Competitive Edge With Your Business Writing.

Effective business writing skills can help you win that million pound contract, earn a promotion, resolve a dispute, or generate a significant increase in new business leads. From business reports, proposals, or presentations this is must read book will give you guidelines and examples of how to write with clarity and conciseness.

### More in the Smart Skills Series



ISBN (Paperback): 9781787198227  
ISBN (Ebook): 9781787198210  
Price: £9.99 (Paperback) £6.99 (Ebook)  
Extent: 130 pages  
Format: 198x129mm  
Rights Held: World

## The Smart Skills Series: the smarter way to learn

### Key Selling Points:

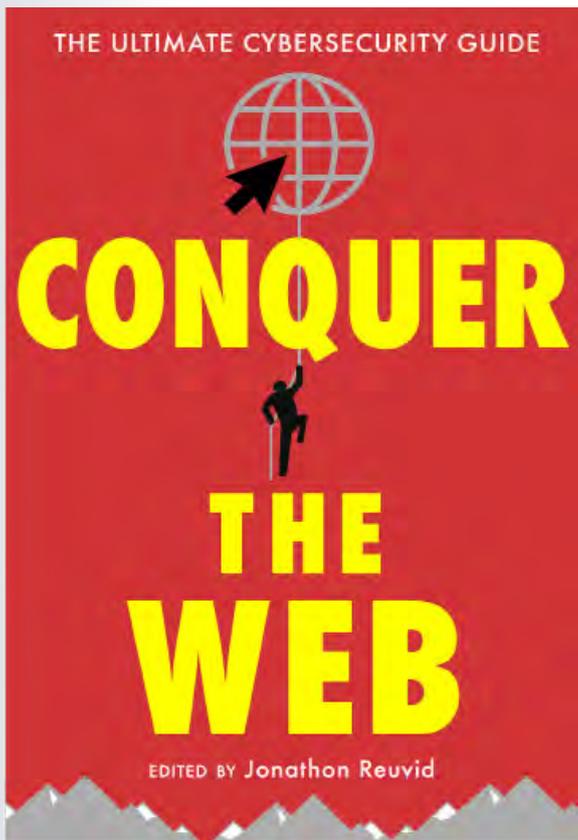
- Clear and concise writing skills are an essential asset to excel in business
- Business writing is part of the Smart Skills Series, providing accessible, up-to-date and dynamic advice for all aspects of working in business, whether as an owner or executive or starting out in a first job.

### The Author:

Patrick has more than twenty-five years experience as a successful consultant and trainer. He specialises in developing communications skills such as selling, negotiation, business writing and making presentations. He has also written on a variety of business matters and is the author of *How To Be Better At Marketing* (Kogan Page).

# CONQUER THE WEB

JONATHAN REUVID



ISBN (Paperback): 9781787198623  
ISBN (Ebook): 9781787198616  
Price: £14.99 (Paperback) £9.99 (Ebook)  
Extent: 204 pages  
Format: 198x129mm  
Rights Held: World

**Tons of malicious content flood the internet which can compromise your system and your device be it your laptop, tablet or phone.**

How often do you pay by paypal?

How often do you sit at a coffee shop and log onto their free wifi?

How often do you use social media on the train or buses?

If you believe that using antivirus will keep you safe... you are probably wrong.

## Contributors



[www.getsafeonline.org](http://www.getsafeonline.org)



CYBERCARE

## The ultimate cybersecurity guide for everyone

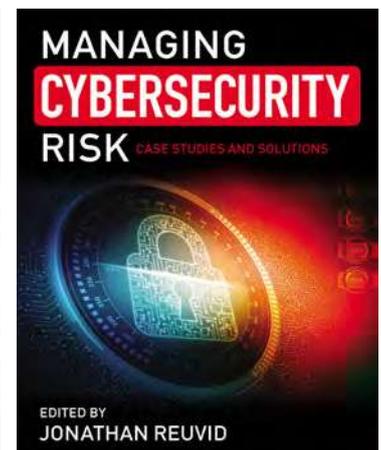
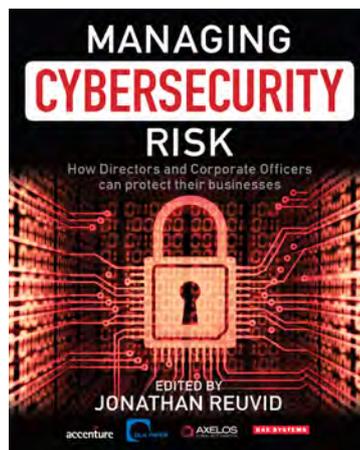
### Other Cyber titles by Legend Business:

#### Key Selling Points:

- Chapters are written by expert individuals and corporate contributors
- Content is being shared through media partnerships

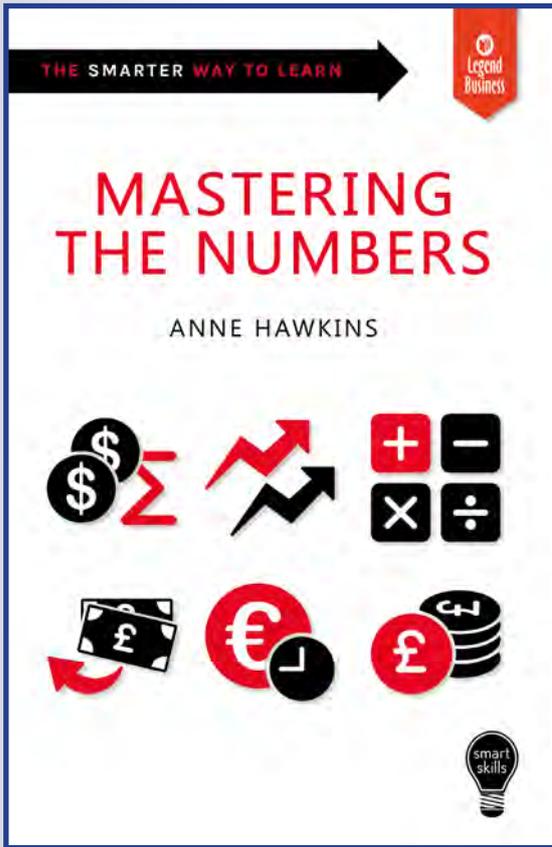
#### Target Market:

- SMEs
- Corporate officers working on growth strategy



# MASTERING THE NUMBERS

ANNE HAWKINS



**Mastering the Numbers** offers a practical and accessible guide to the numerical skills needed to excel in business. A must for any employee, manager, freelancer or business owner.

Whatever your business or technical background, having a sound grasp of finance empowers you to make more informed and confident strategic and operational decisions. Those with a good understanding are also more likely to be involved in strategically important projects, facilitating career advancement or any role where scrutiny of budgets or contracts is required.

This is designed to give any professional from a nonfinancial background the skills and confidence to add that critical financial dimension to all decision making.

ISBN (Paperback): 9781787198203

ISBN (Ebook): 9781787198197

Price: £9.99 (Paperback) £6.99 (Ebook)

Extent: 130 pages

Format: 198x129mm

Rights Held: World

## More in the Smart Skills Series



## The Smart Skills Series: the smarter way to learn

### Key Selling Points:

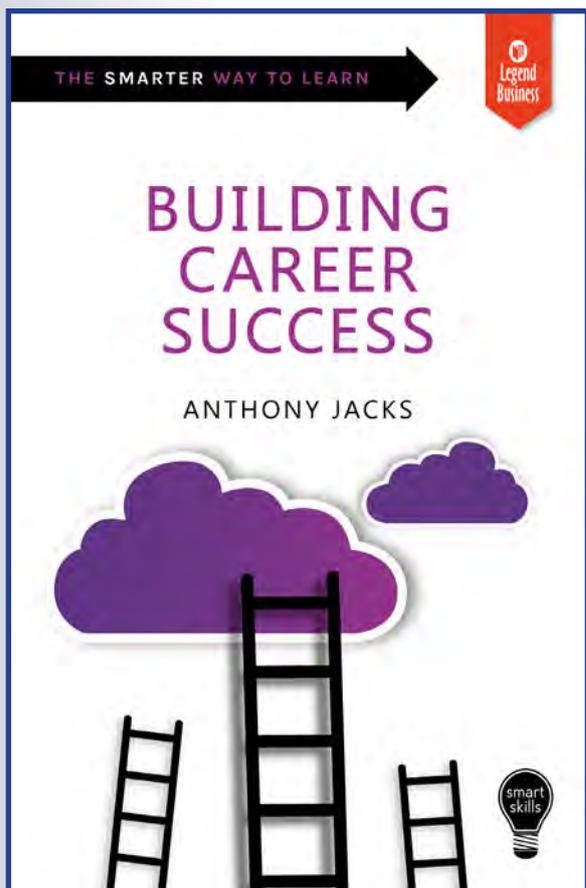
- Quickly and accurately read and interpret accounts, including forecasts, balance sheets and profit and loss reports
- Understand the difference between revenue, profit, cash flow, overhead and margin to make better financial decisions and produce budgets and forecasts with confidence
- Effectively communicate financial performance to your management or employees

### The Author:

Anne Hawkins has developed an enviable reputation for explaining financial matters in straightforward simple terms. Anne has also written a number of successful books including *Lean Means Beans* and *100 Great Cost-Cutting Ideas* (Marshall Cavendish).

# BUILDING CAREER SUCCESS

ANTHONY JACKS



**In today's working environment building your career success can seem like a minefield: conditions such as increasing levels of competition, accountability, limited potential for advancement, and lack of opportunities can prevent you from developing career success.**

This book will show you how to build the skills that will make you a more successful professional, such as: developing your skills and competencies, working and partnering with your employer, building strong organizational relationships and increasing your visibility, thriving in your organizations culture, and increasing and applying your business knowledge.

Our book will enable you to achieve peak performance and success by understanding and capitalizing on your strengths and minimizing your weaknesses.

ISBN (Paperback): 9781787198180

ISBN (Ebook): 9781787198173

Price: £9.99 (Paperback) £6.99 (Ebook)

Extent: 130 pages

Format: 198x129mm

Rights Held: World

## More in the Smart Skills Series



## The Smart Skills series: the smarter way to learn

### Key Selling Points:

- Increasing business savvy, help with industry knowledge and positioning
- Understanding the culture such as company values, physical environment, organisational structure
- Build competencies and expertise in your chosen career path
- Effectively communicate in building relationships and visibility

### The Author:

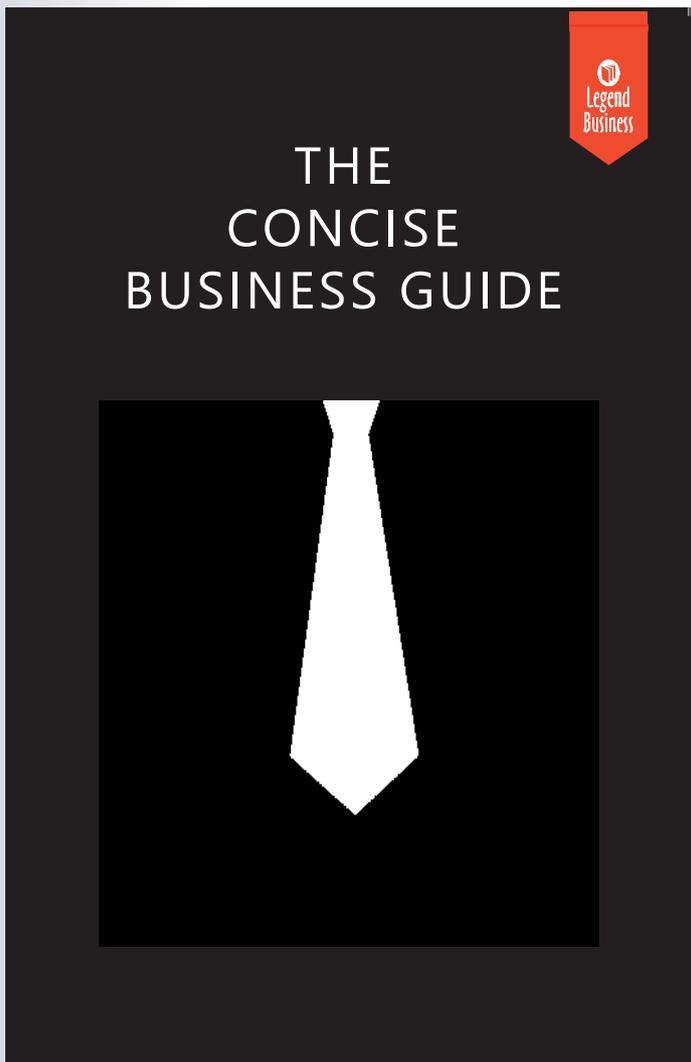
Anthony Jacks has more than twenty-five years experience as a successful consultant and trainer.

He specialises in developing communications skills such as selling, negotiation, business writing and making presentations.

He has also written on a variety of business matters and is the author of How To Be Better At Marketing (Kogan Page).

# THE BUSINESS GUIDE

ED: JONATHAN REUID



ISBN (Paperback): 9781787197985  
ISBN (Ebook): 9781787197978  
Price: £14.99 (Paperback) £9.99 (Ebook)  
Extent: 160 pages  
Format: 152x229mm  
Rights Held: World

## Key Selling Points:

- An essential guide with the world now focused on business in the UK post Brexit vote.
- Chapters are written by expert individual and corporate contributors

## Target Market:

- SMEs, Directors and Corporate Officers, Those looking at the impact of Brexit on UK business

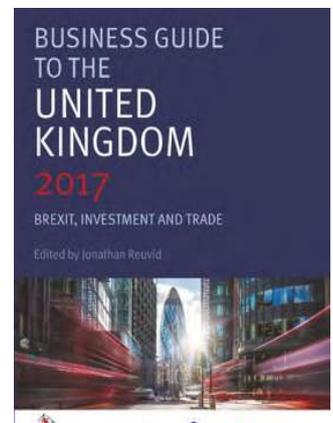
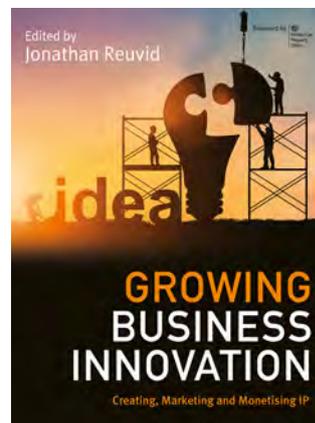
**This is essential reading for any entrepreneur or small business. Covering every topic that you will need to know from grants, making the most of your IP, financial reporting to taxation.**

Read case studies and advice from industry experts such as Mazars, PNO Consultants and the UK Intellectual Property Office.

## Contributors



## Follow on from



## The Author:

Jonathan Reuid has edited ten editions of Managing Business Risk in association with the Institute of Risk Management (IRM), eight editions of Personal Wealth Management with the Institute of Directors (IoD) and eight editions of Investors' Guide to the United Kingdom.

An Oxford MA, Jonathan was formerly an economist with the French national oil company, Total, and later Director of European Operations for a US Fortune 500 precision components manufacturer.

# EASY STEPS TO MANAGING CYBERSECURITY

ED: JONATHAN REUID

24 SEPTEMBER 2018



**This guide will give you a better understanding of the extent and scale of potential damage that a breach in cybersecurity could cause a business.**

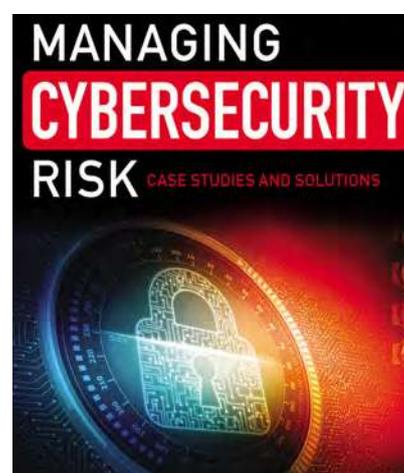
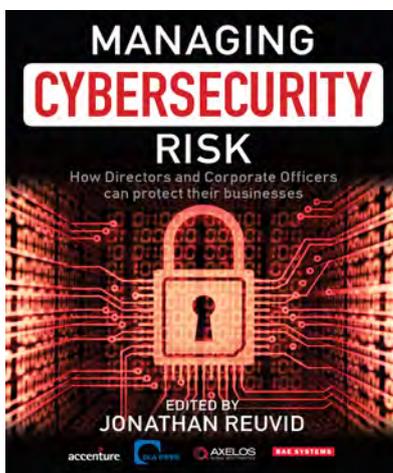
It includes case studies and advice from leading industry professionals, giving you the necessary strategies and resources to prevent, protect and respond to any threat.

## Contributors

**BAE SYSTEMS**



## Other Cyber Titles from Legend Business



ISBN (Paperback): 9781787197961  
ISBN (Ebook): 9781787197954  
Price: £14.99 (Paperback) £8.99 (Ebook)  
Extent: 160 Pages  
Format: 198x129mm  
Rights Held: World

## Key Selling Points:

- Cyber crime is one of the major challenges currently facing global businesses of all sizes
- Chapters are written by expert individual and corporate contributors
- Content is being shared through media partnerships such as with AlienVault

## Target Market:

SMEs, corporate directors & officers

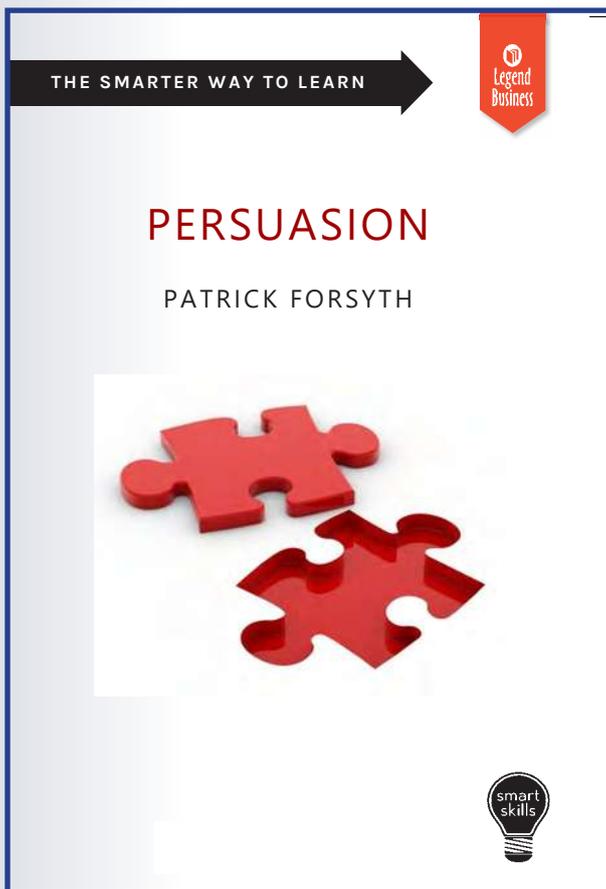
## The Editor:

Jonathan Reuid has edited ten editions of Managing Business Risk in association with the Institute of Risk Management (IRM), eight editions of Personal Wealth Management with the Institute of Directors (IoD) and eight editions of Investors' Guide to the United Kingdom.

An Oxford MA, Jonathan was formerly an economist with the French national oil company, Total, and later Director of European Operations for a US Fortune 500 precision components manufacturer.

# SMART SKILLS : PERSUASION

PATRICK FORSYTH



Part of the *Smart Skills* series, *Persuasion* offers all you need to know to get the most out of your business operations.

With the current global economic crisis excellent persuasion skills have become invaluable as businesses now more than ever must maximise every opportunity they face.

Persuasion is not only required as part of negotiation, but in every aspect of working and business life. There are many different facets to persuasion and different approaches this book provides the details that will help you get ahead in the workplace.

A must for any employee, manager, freelancer or business owner.

ISBN (Paperback): 9781787197947  
ISBN (Ebook): 9781787197930  
Price: £9.99 (Paperback) £6.99 (Ebook)  
Extent: 130 pages  
Format: 198x129mm  
Rights Held: World

## More in the Smart Skills Series



## The Smart Skills Series: the smarter way to learn

### Key Selling Points:

- Author of over 100 business books, one of the UK's most respected and successful business book authors
- Persuasion is part of the Smart Skills Series, providing accessible, up-to-date and dynamic advice for all aspects of working in business, whether as an owner or executive or starting out in a first job.

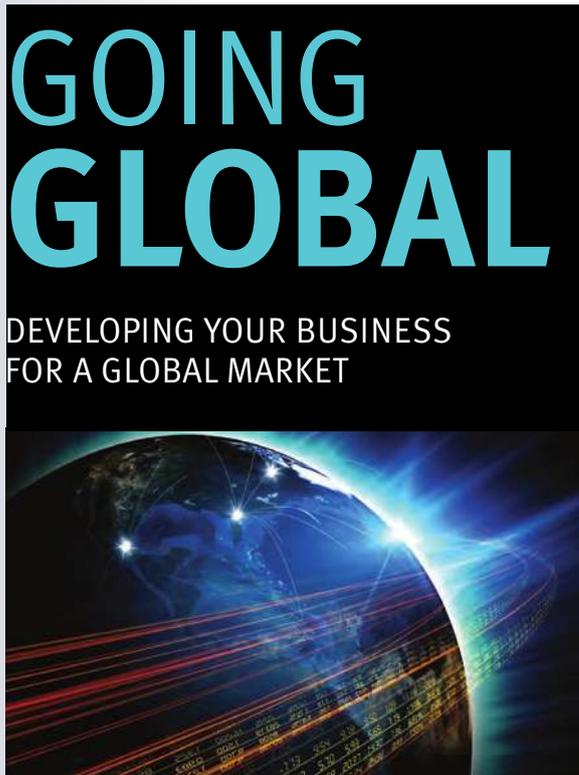
### The Author:

Patrick has more than twenty-five years experience as a successful consultant and trainer. He specialises in developing communications skills such as selling, negotiation, business writing and making presentations.

He has also written on a variety of business matters and is the author of *How To Be Better At Marketing* (Kogan Page).

# GOING GLOBAL

JONATHAN REUVID

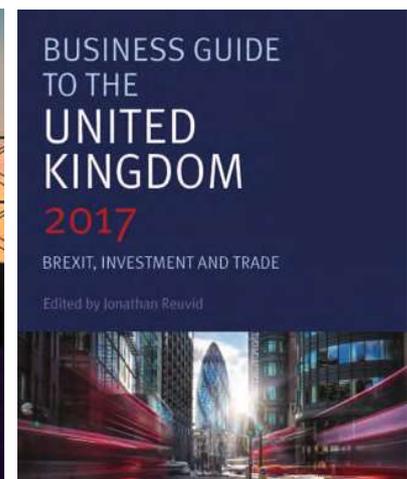
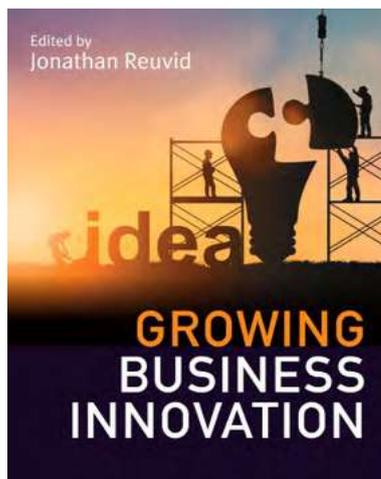


ISBN (Paperback): 9781787198609  
ISBN (Ebook): 9781787198593  
Price: £39.99 (Paperback) £27.99 (Ebook)  
Extent: 288 pages  
Format: 189x246mm  
Rights Held: World

**Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology.**

This title is an essential guide for business to expand their goods, services, process and IP's into the global market.

## Other titles by Legend Business:



## Increasing Export Business for a Global Market

### Key Selling Points:

- Chapters are written by expert individuals and corporate contributors
- Book is being published in association with the World Intellectual Property Office

### Target Market:

- SMEs & corporate officers working on growth strategy

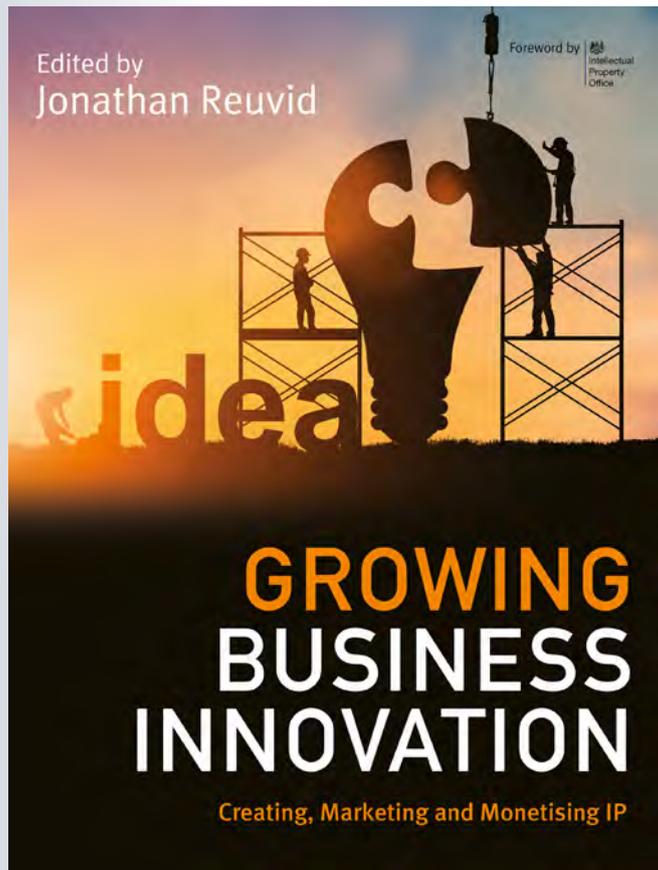
### The Author:

Jonathan Reuvid has edited ten editions of Managing Business Risk in association with the Institute of Risk Management (IRM), eight editions of Personal Wealth Management with the Institute of Directors (IoD) and eight editions of Investors' Guide to the United Kingdom.

An Oxford MA, Jonathan was formerly an economist with the French national oil company, Total, and later Director of European Operations for a US Fortune 500 precision components manufacturer.

# GROWING BUSINESS INNOVATION

ED: JONATHAN REUID



ISBN (Paperback): 9781787197923  
ISBN (Ebook): 9781787197916  
Price: £39.99 (Paperback) £27.99 (Ebook)  
Extent: 256 Pages  
Format: 189x246mm  
Rights Held: World

**Innovation is the lifeblood of a growing businesses. Traditionally it means 'a new idea, device, technique or method' but increasingly it is now also referred to ideas that provide better solutions, meet the needs or even provide the answers to something not yet a problem.**

This book address areas such as collaboration, challenges for large and small organisations, measuring innovation and getting a return on your investment. It provides awnswers to questions such as, can you teach innovation? What are the different types of business model for innovation?



## Innovation is the lifeblood of growing businesses

### Key Selling Points:

- IP is now recognised as the most important asset for new businesses to develop and monetise
- Chapters are written by expert individual and corporate contributors
- Book is being published in association with the World Intellectual Property Office

### Target Market:

SMEs, new business start-ups & corporate officers working on growth strategy

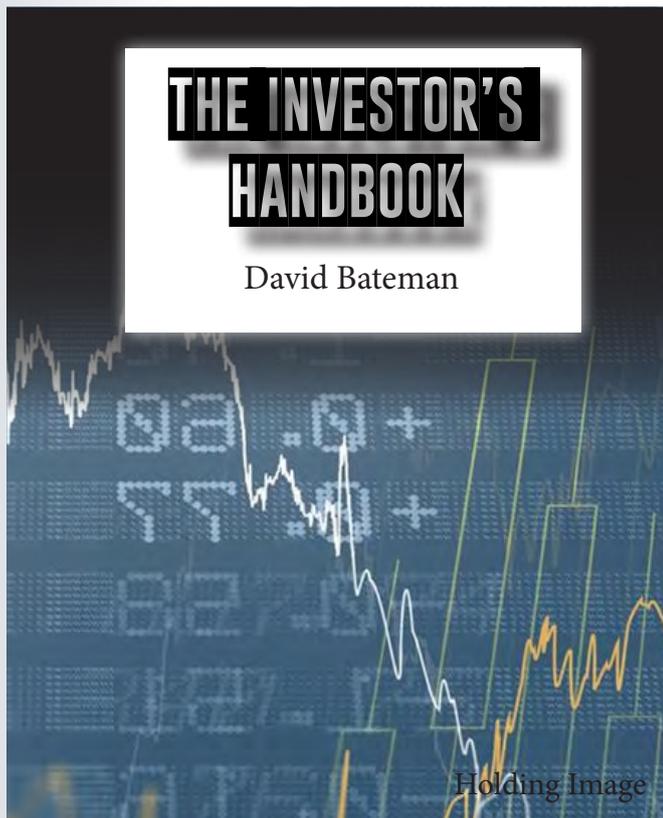
### The Author:

Jonathan Reuid has edited ten editions of Managing Business Risk in association with the Institute of Risk Management (IRM), eight editions of Personal Wealth Management with the Institute of Directors (IoD) and eight editions of Investors' Guide to the United Kingdom.

An Oxford MA, Jonathan was formerly an economist with the French national oil company, Total, and later Director of European Operations for a US Fortune 500 precision components manufacturer.

# THE INVESTOR'S HANDBOOK

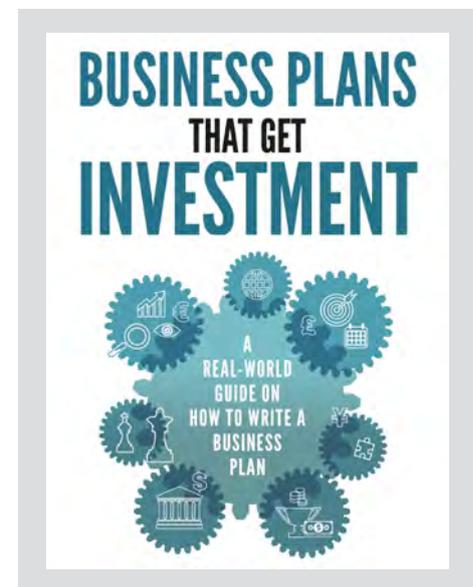
DAVID BATEMAN



**The all you need to know guide to Investment. The yearbook is packed with practical guidance on who to contact and how to get investment.**

- Investment a short Introduction
- Who to approach for Investment
- Pitching your ideas
- After and beyond
- Over 1,000 listings entries on who to contact and how across different industry sectors.

**Follow on from**



ISBN (Paperback): 9781787197909  
ISBN (Ebook): 9781787197893  
Price: £19.99 (Paperback) £13.99 (Ebook)  
Extent: 256 Pages  
Format: 152x229mm  
Rights Held: World

## **Key Selling Points:**

- Includes online resources: Model Templates, Example Plans, FinancialTools, Comprehensive Investor Lists of over 300 contacts.
- Clear and concise business guide.

## **Target Market:**

SMEs, corporate directors and officers

## **The Author:**

David Bateman has been both entrepreneur and investor. With investment bank experience, he was a partner in a start-up asset management business, which was backed by Deutsche Bank. The team went on to raise more than \$5 billion, on the basis of the business plan that David and his partners wrote.

David has founded several other businesses and is also an active angel investor. He has been a speaker at many of the world's leading university business schools and MBA programmes, including Oxford, Cambridge, Harvard, MIT, Wharton and Columbia.