# Harriman House Publishing Catalogue 2012 Q2

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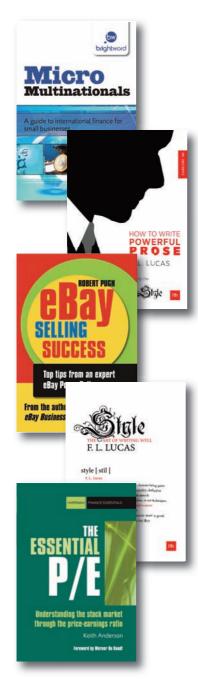
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## April - June 2012





## **Micro Multinationals:** A guide to international finance for small businesses

#### by Emily Coltman

A plain English guide to international finance for small UK-based businesses, this book is essential if you're considering exporting goods or services. A must-read for any small business owner who would like to take their business global but is unsure of the tax implications.

Price: £4.99 ISBN: 9781908003287 Pub date: April 2012

## How to Write Powerful Prose: An essay by the author of 'Style'

#### by F. L. Lucas

Writing correct prose is one thing - writing powerful, persuasive prose quite another. A superbly condensed guide to the art of writing well, this eBook is the perfect introduction to the secrets of unforgettable English.

Price: £0.99 ISBN: 9780857192462 Pub date: April 2012

## **eBay Selling Success:** Top tips from an expert eBay PowerSeller

#### by Bob Pugh

Bob Pugh, author of the bestselling *eBay Business Handbook*, reveals the tricks, tips and techniques that have enabled him to become a successful and profitable PoweSeller.

Price: £3.00 ISBN: 9780857192332 Pub date: May 2012

#### Style: The art of writing well

#### by F. L. Lucas

Lost for almost forty years, *Style* has acquired the status of a legend. Loved by some of the greatest modern authors and acclaimed by critics, this guide to recognising and writing stylish prose was written by a Cambridge don and veteran of Bletchley Park.

Price: £14.99 ISBN: 9780857191878 Pub date: May 2012

## **The Essential P/E:** Understanding the stock market through the price-earnings ratio

#### by Keith Anderson

This book is a practical guide to how you can adjust and improve the price-earnings ratio and use it, alongside other financial ratios, to run against the crowd and boost your stock returns.

Price: £16.99 ISBN: 9780857190802 Pub date: June 2012

## The EU in a Nutshell: Everything you wanted to know about the European Union but didn't know who to ask

#### by Lee Rotherham

The European Union is a tough nut to crack...Author Lee Rotherham has painstakingly compiled thousands of fascinating stats, curious quotes and outright oddities relating to the EU, ranging from the serious to the silly.

#### Price: £12.99

ISBN: 9780857192318 Pub date: June 2012



#### Becoming THE Expert: Enhancing Your Business Reputation through Thought Leadership Marketing

#### by John W. Hayes

Explores how business owners, entrepreneurs, marketers and sales professionals can position themselves as experts in their own particular industry and help to build brand awareness, generate leads and drive sales through the sharing of their detailed knowledge and insight.

Price: £10.00 ISBN: 9781908003355 Pub date: June 2012

#### Leveraged Buyouts: A Practical Introductory Guide to LBOs

#### by David Pilger

Written by financial expert David Pilger, this book assists financial analysts by explaining both the principles involved in leveraged buyouts, as well as detailing the ins and outs of putting together an industry-standard LBO analysis.

Price: £35.00 ISBN: 9780857190956 Pub date: June 2012

#### Serious Money: The 11 Rules of Trading

#### by Gerald Ashley

Serious Money focuses on why people lose money, what they do wrong and the 11 Rules that will improve your chances of making money instead of blowing it on stupid get rich quick trading ideas, hopeless "secret systems", useless newspaper tips and bizarre technical analysis ideas.

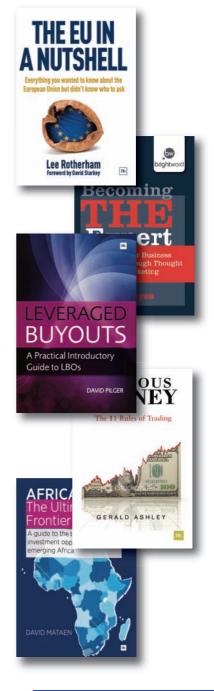
Price: £3.99 ISBN: 9780857191762 Pub date: June 2012

## Africa - The Ultimate Frontier Market: A guide to the business and investment opportunities in emerging Africa

#### by David Matean

An investor's guide to the transformations that have occurred in the African business landscape in the last 60 years and the key areas of interest for the future.

Price: £45.00 ISBN: 9780857191724 Pub date: June 2012



## April - June 2012

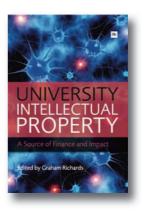
#### University Intellectual Property: A Source of

Finance and Impact

#### by Graham Richards

Universities are being forced to look beyond their traditional roles of teaching and doing original research. The driver is above all financial pressure as governments and fee payers seek to limit their contributions. Attention is increasingly being focused on the exploitation of intellectual property generated by academics, but the situation is complex. What constitutes intellectual property? Who owns it? How can it best be exploited? This book aims to answer these questions using the experiences of practitioners in the area.

Price: £30.00 ISBN: 9780857192325 Pub date: June 2012



#### eBooks

2011 really was 'The Year of the eBook' with sales and interest in eBooks and eReaders taking off massively and predictions that growth is only set to continue into 2012 and beyond. Harriman House has made sure that we are completely up-to-date with all the developments in the digital world and that we are at the forefront of this radical change to the publishing industry.

We now have almost our entire backlist converted to eBook format and publish all new titles simultaneously in both print and eBook format. We were also one of the first publishers to offer eBook editions of our titles to any customers who had purchased the print copies of certain titles published this year and we are now rolling this out to include all of our titles, so that readers can benefit from both the eBook and hard copy versions. Getting the eBook edition is quick and easy, with customers answering questions to verify that they have a print copy of the book and so qualify for a free eBook edition. We think that this offers a great deal to customers, promotes the take up of eBooks and also allows us to engage directly with customers even if they have purchased the print copy of the book from elsewhere.

Additionally we have – where relevant – started offering eBook versions of single chapters for some of our books to allow readers to buy the content that covers their particular need and will continue to do this where appropriate in the coming months.

In 2012, we will also be adding to our successful eBook-only range. We have newly commissioned titles in our Harriman Instant Series such as *The Tangled World* from Gerald Ashley and Terry Lloyd (www.harriman-house.com/tangledworld) and the forthcoming *Serious Money* (www.harriman-house.com/seriousmoney), plus a range of classic texts including John Maynard Keynes' *The Economic Consequences of the Peace* (www.harriman-house.com/economicconsequencesofthepeace).



## **Distributed Titles**

### **Distributed Titles**

We offer a trade sales and distribution solution for books that we feel would complement our existing list – but they don't have to be finance-related. We are in direct contact with the head buyers in the trade and also have dedicated City reps. Titles that we currently run this service for are shown below. If you would like more information, or to discuss adding your book(s) to this service, please email mhunt@harriman-house.com or call 01730 233874.

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A Desolation of Learning: Is this the education our children deserve? *Chris Woodhead* 

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Whose Degree is it Anyway? - Why, how and where universities are failing our students *Professor Robert Naylor* ISBN: 9780955698705, 2008, Pb Publisher: Pencil-Sharp Publishing Ltd.

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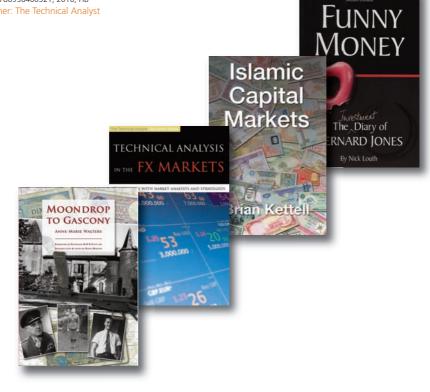
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