

Global
THINKERS

Visionary
LEADERS

Expert
INFLUENCERS



MACMILLAN
BUSINESS

WELCOME TO MACMILLAN BUSINESS

"A new imprint for 2023, Macmillan Business will publish global thinkers, visionary leaders and expert influencers. At its core is a desire to provide top practical advice from a broad range of experts and to explain the business world in innovative ways.

Collaborating with some of the biggest names and emerging voices in the commercial sphere, Macmillan Business will encompass how-to guides, hard-hitting exposés and big ideas. With an emphasis on quality writing, clarity of thought and bold new ideas, it will be a home to many of the bestselling titles in the genre, including *Radical Candour* by Kim Scott and *Range* by David Epstein.

I'm excited to launch our 2023 publishing programme, which includes fascinating and informative books by Chris Guillebeau (bestselling author of *The \$100 Start-up*) and Matt Abrahams, Stanford lecturer in communication and one of the most popular podcasters in the world. I'm also thrilled to be publishing *Breaking Twitter* by Ben Mezrich, the bestselling author behind *The Accidental Billionaires*, which was made into the hit movie, *The Social Network*."

Mike Harpley

Publishing Director, Macmillan Business



OUR 2023 HIGHLIGHTS



HOW BIG THINGS GET DONE

The Surprising Factors Behind
Every Successful Project, from
Home Renovations to Space
Exploration
Bent Flyvbjerg and Dan Gardner

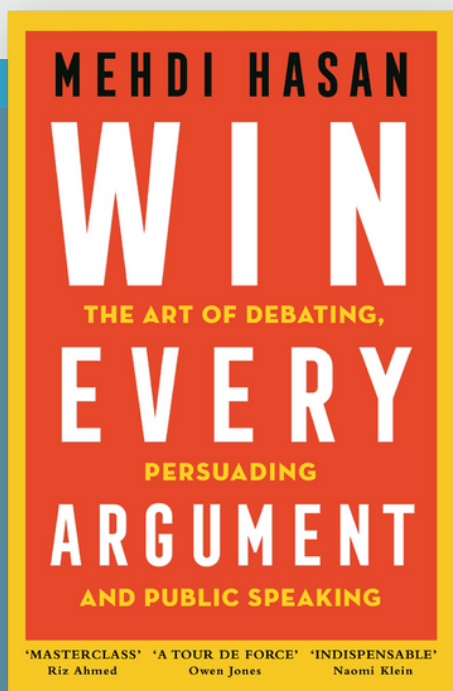
World expert Bent Flyvbjerg and bestselling author Dan Gardner reveal the secrets to successfully planning and delivering ambitious projects on any scale.

Full of vivid examples ranging from the building of the Sydney Opera House to the making of the latest Pixar blockbusters, *How Big Things Get Done* reveals how to get any ambitious project done – on time and on budget.

- Bent Flyvbjerg, based at Oxford University, is the most cited academic in the world on megaprojects
- Dan Gardner is the *New York Times* bestselling author of *Risk*
- 'Entertaining... compelling... there are lessons here for managers of all stripes' – *The Economist*
- 'Important, timely, instructive and entertaining' – Daniel Kahneman, Nobel Laureate in Economics

16/02/2023

Hardback • £18.99 • 9781035018932
Trade paperback • £16.99 • 9781035018949
Audiobook • 9781035018970
Ebook • 9781035018963



The ultimate guide to debate, persuasion and public speaking, by award-winning British-American journalist and broadcaster Mehdi Hasan.

Arguments are everywhere – and especially given the fierce debates we're all embroiled in today, everyone wants to win. In this riveting guide to the art of argument and rhetoric, Mehdi Hasan shows you how to communicate with confidence, rise above the tit for tats on social media, and triumph in a successful and productive debate in the real world.

WIN EVERY ARGUMENT

The Art of Debating, Persuading and Public Speaking

Mehdi Hasan

- Mehdi Hasan is one of the world's most prominent debaters with his own show on MSNBC and over 1 million Twitter followers
- Reached the top ten on Amazon.co.uk
- 'Indispensable' – Naomi Klein
- 'A masterclass from one of the most formidable debaters and interviewers of our time' – Riz Ahmed, leading Hollywood actor

28/02/2023

Hardback • £20.00 • 9781529093582

Trade paperback • £14.99 • 9781529093599

Audiobook • 9781529093612

Ebook • 9781529093605



FOR THE CULTURE

The Power Behind the World's Most Successful Brands, from Apple to Beyoncé

Marcus Collins

11/05/2023

Hardback • £20 • 9781035020010

Trade paperback • £16.99 • 9781035020027

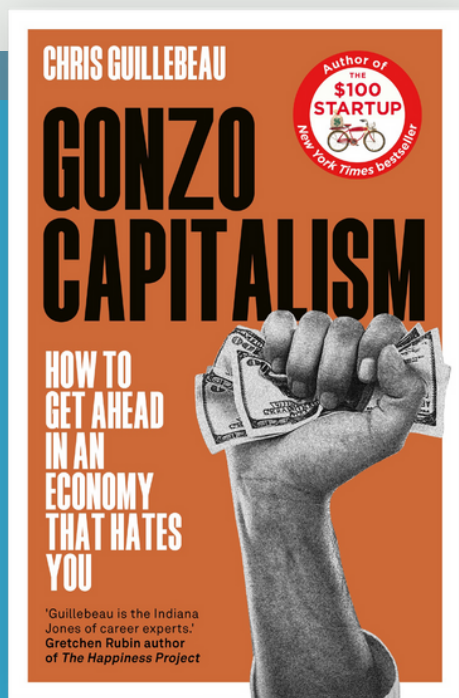
Audiobook • 9781035020058

Ebook • 9781035020041

From Marcus Collins, strategist to Apple, Nike and Beyoncé, discover the powerful force behind what we buy, what we do, and who we want to be.

With a deep perspective based on a century's worth of data, Collins breaks down the many ways in which culture influences behaviour. Full of memorable examples, from 1960s hippy culture to the enduring success of Patagonia, *For the Culture* offers the essential tools for creating lasting engagement and influence.

- As head of strategy at Wieden+Kennedy, one of the most famous advertising agencies in the world, and marketing professor at the University of Michigan, Collins has one foot in the world of practice and one foot in the world of academia
- 'Engrossing. You might be up all night reading it' – Scott Galloway, bestselling author of *The Four*
- Collins is a recipient of *Advertising Age's* 40 Under 40 award and Crain's Business 40 Under 40 award, and a recent inductee into the American Advertising Federation's Hall of Achievement



From the *New York Times* bestselling author of *The \$100 Start-up*, comes a captivating guide that explains how to thrive in today's turbulent global economy.

In *Gonzo Capitalism*, *New York Times* bestselling author and serial entrepreneur Chris Guillebeau explores why our economy isn't working for the vast majority and how to make it work for you. Revealing how you can ditch the nine to five, he explains how you can capitalize on the new online tools and platforms at our disposal to turn your time and talents into income.

GONZO CAPITALISM

How to Get Ahead in an Economy that Hates You

Chris Guillebeau

- Chris Guillebeau has sold over 500,000 books globally and has a huge platform on Twitter and through his podcast *Side Hustle School*
- The perfect manual for difficult financial times, filled with captivating and fun examples of people making money in unconventional ways
- 'Guillebeau is the Indiana Jones of career experts' – Gretchen Rubin, bestselling author of *The Happiness Project*

24/08/2023

Hardback • £20.00 • 9781035020065

Trade paperback • £16.99 • 9781035020072

Audiobook • 9781035020102

Ebook • 9781035020096

HOW TO SPEAK SUCCESSFULLY
WHEN YOU'RE PUT ON THE SPOT

THINK FASTER



TALK SMARTER

MATT ABRAHAMS

Host of THINK FAST TALK SMART The Podcast

Stanford lecturer and host of the #1 business podcast *Think Fast, Talk Smart*, Matt Abrahams, reveals the secrets to finding the right words when it counts.

In this invaluable guide, communications expert Matt Abrahams provides a six-point methodology that will enable you to create and deliver crisp, compelling and calm communication in stressful, impromptu circumstances.

- Matt Abrahams' communication videos have been viewed online over 40 million times
- His podcast *Think Fast, Talk Smart* is #1 in the careers category in India, Australia, UK and the United States, receiving over 2 million downloads an episode
- Unlike other guides to public speaking, this book is not about preparing speeches: it is about everyday scenarios when you have to craft a clear message concisely under pressure
- 'Provides you with easy to implement, actionable tips and techniques for success' – Philip Zimbardo, renowned American psychologist

THINK FASTER, TALK SMARTER

How to Speak Successfully When
You're Put on the Spot

Matt Abrahams

07/09/2023

Hardback • £20.00 • 9781035024957

Trade paperback • £14.99 • 9781035024964

Audiobook • 9781035024995

Ebook • 9781035024988

ELON MUSK and the MOST CONTROVERSIAL
CORPORATE TAKEOVER in HISTORY

Breaking Twitter



Ben Mezrich

NEW YORK TIMES BESTSELLING
AUTHOR OF *DUMB MONEY*

BREAKING TWITTER

Elon Musk and the Most
Controversial Corporate Takeover in
History

Ben Mezrich

A rollicking, character-driven narrative by *New York Times* bestselling author Ben Mezrich, pulling back the curtain on the biggest business story of our time.

Gripping and darkly comic, *Breaking Twitter* takes readers inside the battle between one of the most intriguing, polarizing, influential men of our time – Elon Musk – and the platform that hosts our shared global conversations. From employee stories within Twitter headquarters to the mission-driven team Musk surrounds himself with, this is the full story from all sides.

- Mezrich's books have sold over 6 million copies worldwide and been made into major movies
- Major Hollywood interest
- Insider access to key sources
- 'Mezrich mans the conveyor belt at the factory that turns raw reality into its eventual slick cinematic depiction' – *New York Times*

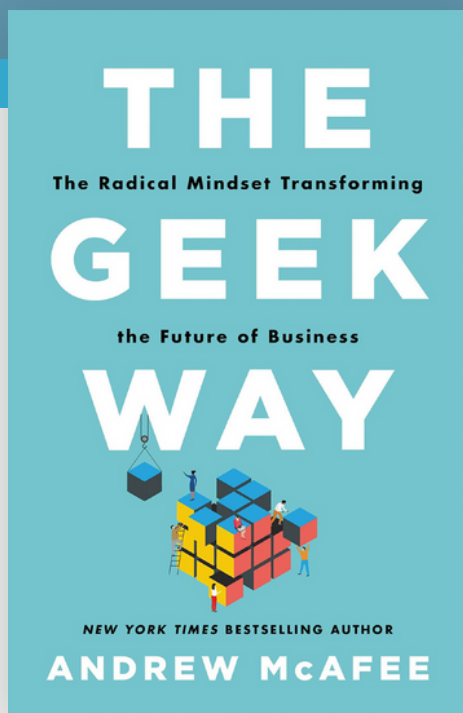
09/11/2023

Hardback • £20.00 • 9781035032464

Trade paperback • £16.99 • 9781035032471

Audiobook • 9781035032501

Ebook • 9781035032495



THE GEEK WAY

The Radical Mindset Transforming
the Future of Business

Andrew McAfee

14/11/2023

Hardback • £22.00 • 9781035026173

Trade paperback • £16.99 • 9781035026180

Audiobook • 9781035026203

Ebook • 9781035026197

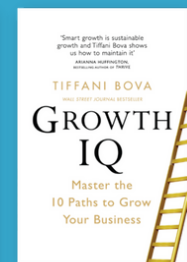
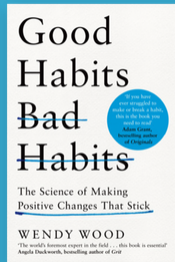
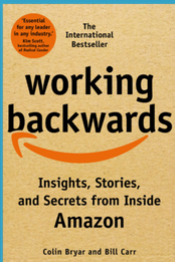
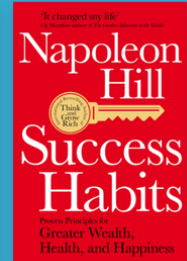
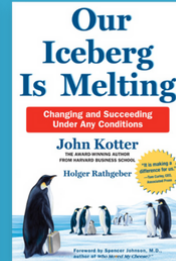
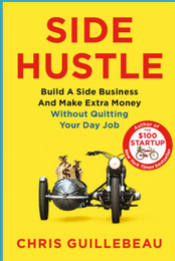
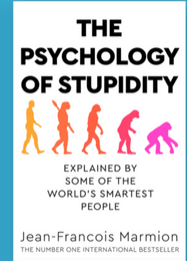
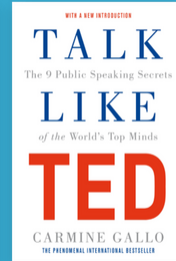
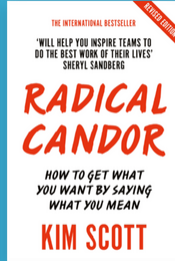
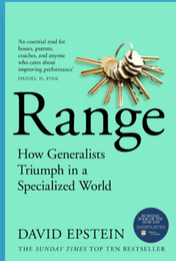
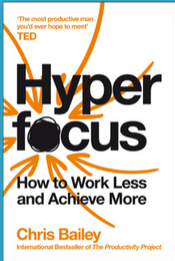
From the *New York Times* bestselling co-author of *The Second Machine Age*, comes a captivating exploration of what business can learn from engineers and geeks.

We're living in a time of amazing technological innovation, but we're not paying enough attention to the most important innovation of all – to the company itself. As Andrew McAfee persuasively argues in *The Geek Way*, this new model is being pioneered by geeks who have instituted a radical new mindset that has shifted the paradigm entirely on what a business can – and should – be.

- Author is widely respected as cofounder and codirector of the MIT Initiative on the Digital Economy at the MIT Sloan School of Management
- Strong author platform, regularly speaking to academic and industry audiences about the transformative power of technology and with 67,000 followers on Twitter
- Author's previous books widely acclaimed by thought-leaders including Steven Pinker, Christine Lagarde, Eric Schmidt, Reid Hoffman and Marc Benioff

BESTSELLING BOOKS FROM OUR BACKLIST

Pan Macmillan is proud to publish some of the top selling business books in the market. Here is just a small selection:





BEND THE ARC

Melonie Parker

In *Bend the Arc*, Melonie Parker – Google’s Chief Diversity Officer – blends personal storytelling and lessons from her illustrious career in tech to provide a blueprint for how we can cultivate authentic diversity in our communities, our organisations, and our companies. Insightful and compassionate, the book asks how, following the racial reckoning of 2020, we can reignite the fire for sustained and meaningful change.

INSIDE THE BOX

David Epstein

We often think that constraints hold us back. But in reality, they are a powerful tool for driving innovation and success. Drawing upon psychology, sociology and scientific research, David Epstein, the bestselling author of *Range* uncovers for the first time the true power of thinking *inside* the box.





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