For a unique approach to content Talk to us





Boost your content strategy

Let Harriman House tell your stories across a range of channels

Books & eBooks

- Purchase high-quality books
- Various customisation options
- Commission your own books
- Convert existing content
- Editorial, design, print
 & distribution solutions

Digital & Audio

- Video
- Content-driven apps
- Audiobooks
- Podcasts

Multi-platform

- Online & print magazines
- Content creation & distribution

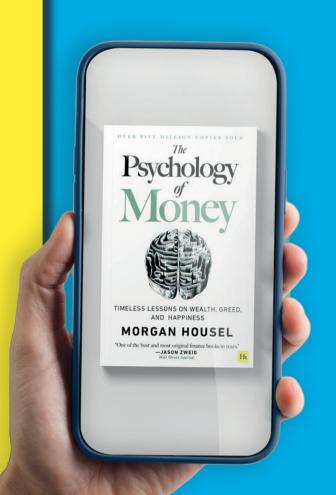


What we do

Harriman House is a leading publisher specialising in business and finance.

We deliver creative content solutions.

If you're looking to enhance engagement, influence and improve customer experience, we can deliver relevant, quality content in a range of formats that will give you the edge.

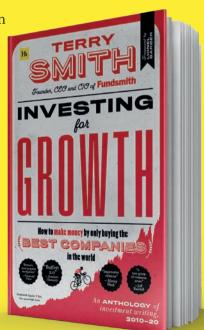


Content solutions

Discover how content from branded books, eBooks, online material and apps can take your business to a new audience.

We offer unrivalled speed, flexibility and expertise in delivering exceptional products and services, including:

- Commissioning, editing and producing new products in print and digital form
- Creating branded and customised editions of our own titles
- Planning and developing online, mobile and video content solutions, apps and delivery platforms
- Supplying bulk quantities of our own or third-party books
- Distributing via all major channels including all the key eBook platforms
- Storing and arranging direct client fulfilment of print products
- Supporting promotion and support with promotion

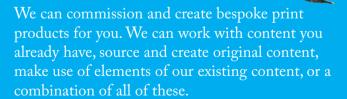


Books

Reinforce brand values through thought leadership

We produce a wide range of high-quality finance and business titles. These are all available at discounted rates to corporate clients, and we can also offer branded and customised editions of these titles. In addition we can provide individual book fulfilment to your clients if required.

Bespoke publishing solutions



Sponsorship products

We produce a range of publications where we partner with corporate clients who benefit from association with a high-quality product and access to new channels and audiences.

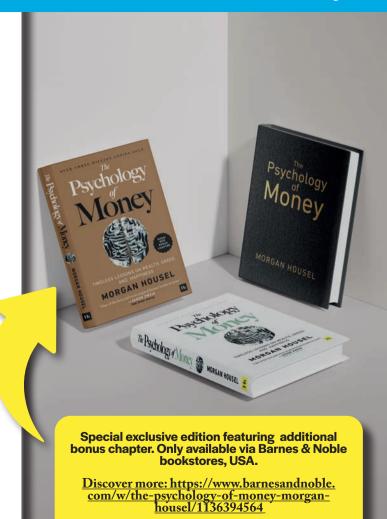


The Psychology of Money

The Psychology of Money by Morgan Housel has been a phenomenal book for Harriman House. It has achieved international sales of **over 5 million copies**. It is also available in more than **57 different languages**.

Morgan Housel is a partner at The Collaborative Fund and a former columnist at *The Motley Fool* and *The Wall Street Journal*. He is a two-time winner of the Best in Business Award from the Society of American Business Editors and Writers, winner of the *New York Times* Sidney Award, and a two-time finalist for the Gerald Loeb Award for Distinguished Business and Financial Journalism.

There has been significant demand from our corporate clients for this book with multiple firms purchasing copies in bulk for their own clients and some, including Davis Advisors, purchasing fully bespoke, branded editions.



Hovis & Associates

Hovis & Associates approached us looking for a bespoke, branded version of *The Psychology of Money* to send to their clients.

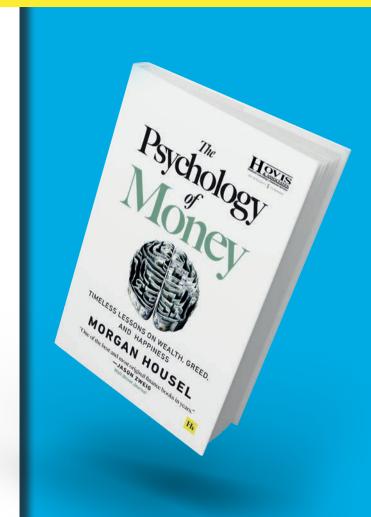
We created a unique version of the hardback edition which included a branded cover and a unique foreword. We also handled the despatch which was a mix of direct to consumer and a bulk to the office. The package for individuals included a personal insert. The campaign was very well received and Hovis were delighted with the results.

"Working with Harriman House has been a real pleasure.

Harriet [at HH] was very thorough and attentive. She always got back to me in a timely manner and was very professional.

We customized the cover and wrote the foreword of the book we purchased for our clients, and it looked better than we could have imagined. The process was seamless! Many of our customers have already started reading their book and have commented on how nice it is. I would definitely work with Harriman House in the future."

— Heather L. Hovis, Consultant

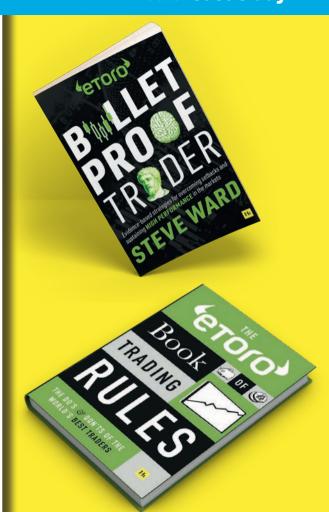


eToro

eToro is one of the world's leading social trading networks, with millions of registered users and an array of innovative trading and investment tools. To help eToro to engage with new customers, HH collaborated with them on a number of bespoke content solutions and coordinated extensive mailing campaigns as part of these projects.

HH Solution: HH suggested relevant titles and worked with eToro to select and customise two different books. HH worked with eToro to deliver bespoke versions of the books. Each featured a new cover design, and updated text including a foreword and/or guest chapter. HH also arranged individual fulfilment to eToro's clients.

Results: Both books were very well received by eToro clients. For two consecutive years, eToro has created a customised book with HH. This has been used as a valueadd incentive for clients to boost engagement.

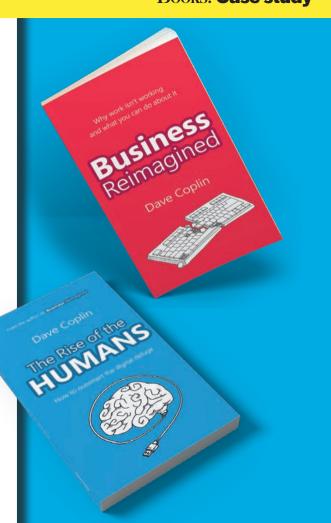


Microsoft

Microsoft wanted to release a number of short books written by their Chief Envisioning Officer, Dave Coplin, looking at the changing world of work. They wanted to create the books quickly and make each available in print and eBook format within 10 weeks.

HH Solution: HH provided a full publishing service, working with the author, Microsoft and their communications company on the concept, editorial, design, production, sales, marketing and distribution of the print and eBook editions of the books *Business Reimagined* and *The Rise of the Humans*.

Results: Both books made a real impact, achieving significant press coverage including the *BBC*, *FT*, *Evening Standard*, *Metro* and *Huffington Post*. Both achieved good sales in print and free downloads of the eBooks. The content from the first book was also used as a framework for a video with RSA Animate: Re-imagining Work (with 1 million+ views on YouTube).



Rentokil

Rentokil wanted to tell their story to celebrate their 90th anniversary.

HH Solution: HH worked with Rentokil to create a beautiful, full-colour hardback that brought their corporate history to life.

The book was made available to all major book stores in both print and eBook format.

Results: The book formed a key part of Rentokil's 90th birthday celebrations and was officially launched at the House of Commons. The book was well received and the marketing and promotional campaign achieved significant coverage including a slot on the *Today Programme* (BBC Radio 4). £1 from every sale of the book goes to charity Malaria No More.

Checkatrade

Checkatrade wanted a book to give to new members joining their platform to provide guidance on growing their business.

HH Solution: HH created a practical and insightful full colour paperback. We commissioned Dan Matthews, a leading business journalist, as author and then worked closely with Dan and Checkatrade to develop the content. Throughout there was a focus on existing Checkatrade members telling their stories and sharing their expertise.

The book was made available in print, eBook and audiobook format through all major sales channels.

Results: Checkatrade give the book to new members signing up with them and use *Accelerate!* as a marketing tool.



Overlook Investments

Richard Lawrence, founder of Overlook Investments wanted to produce a book, *The Model*, as a celebration of three decades of success in investing in Asia.

HH Solution: HH provided a publishing service, helping to create a high-quality book, working with Overlook on the editorial, design, production and distribution for their international clients.

Results: The book has been very well received by Overlook clients and has helped tell the story of the firm and cement their reputation as hugely successful investors in Asia.

The Carson Group

The Carson Group wanted to produce a new editon of their book *Proven in the Trenches* that they had previously self-published. They were looking for a professional publishing partner to help them achieve more with the book.



HH Solution: HH worked closely with The Carson Group, providing a full publishing service including editorial work, design, production, sales, marketing and distribution of *Proven in the Trenches*.

Results: The book was made available through all key sales channels and has been used as an effective marketing tool by The Carson Group.

Glidewell Dental

President and CEO Jim Glidewell wanted to release a business autobiography to tell the story of his company.



worked with the Glidewell team to create an entertaining book that lets readers get to know the man behind this hugely successful company.

JIM GLIDEWELL

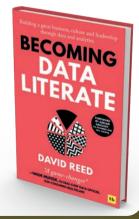
Results: Constant Change delivers an enjoyable, true American rags-to-riches story. The book has proved to be popular and has become a very successful marketing tool for Glidewell Dental with the company sending out numerous copies to their clients.

DataIQ

DataIQ were looking for help to create a high quality book to showcase their evidence-based framework and increase brand awareness.

HH Solution: HH worked with DataIQ to deliver a professional book entitled *Becoming Data Literate*. The book was produced to a tight timeline with a fast turnaround to ensure it was available for a marketing event. Now published, it is available in print and digital formats.

Results: Becoming Data
Literate shows readers how
to build a great business,
culture and leadership
through data and analytics.
The book has been well
received and helped to
spread the word about
DataIQ's approach.



AKO Capital

AKO Capital wanted to produce a high-quality book outlining their investment philosophy. The aim was to make the book available through all bookshop channels and also to use as gifts for their international client base. As such the book had to work for both audiences: as a useful guide for the average investor and also an outline of their approach and a demonstration of their expertise for their clients.

HH Solution: HH helped to create an accessible and insightful product, providing a full publishing service, and working with AKO on the editorial, design, production, sales, marketing and distribution of *Quality Investing*.

Results: The book has received a very positive response from readers, reviewers and AKO clients and saw strong sales from launch. As well as the ongoing sales of the main edition of the book, HH has also successfully sold foreign language rights to *Quality Investing* with editions published in Korean, Simplified Chinese, Spanish, Thai and Vietnamese.



The Investment Trusts Handbook

- Edited by Jonathan Davis

Building on the success of the previous seven editions of **The Investment Trusts Handbook** we are now developing the concept further for 2025. These must-have reference books provide investors with the latest thinking, opinion, research, data and information on investment trusts and feature insight from Fund Managers.

We actively connect with suitable sponsors and offer a suite of commercial benefits to include an extensive marketing and PR campaign plus a company bio page and full colour advert in the book.



"An indispensable guide for anyone interested in prospering from investment trusts. I cannot recommend it highly enough."

SIMON ELLIOTT — MANAGING DIRECTOR, J.P. MORGAN ASSET MANAGEMENT

"A clear and comprehensive guide to a sector every intelligent investor needs to know about."

MARTIN VANDER WEYER

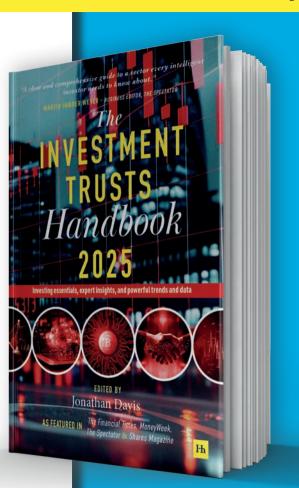
— BUSINESS EDITOR, THE
SPECTATOR

The Investment Trusts Handbook

- Edited by Jonathan Davis

We have been delighted to work with a wide portfolio of sponsors including:

abrdn, AGT, Alliance Trust, Allianz Global
Investors, Artemis, Asset Value Investors,
Axiom Alternative Investments, Baillie Gifford,
Bellevue Asset Management, BlackRock,
Columbia Threadneedle Investments, Doceo,
Fidelity International, India Capital Growth Fund,
Invesco, J.P. Morgan Asset Management,
Jupiter Asset Management, Octopus Investments,
Pantheon, Quoted Data, Polar Capital and Schroders as
partners on previous editions.



eBooks

Engage with clients using eBooks and really measure the effectiveness

eBooks can be offered via direct download and via the major eBook channels.

We have worked with a number of our clients to offer free eBooks to their customers as part of a promotion and this has proved to be very popular. eBooks offer flexibility in terms of branding, customisation and the addition of bespoke content plus they have cost savings over printed books.

We can tailor and tweak existing material or create something totally bespoke from scratch. Offering content through the major eBook channels is a very effective marketing strategy and can put your brand in front of a whole new audience.

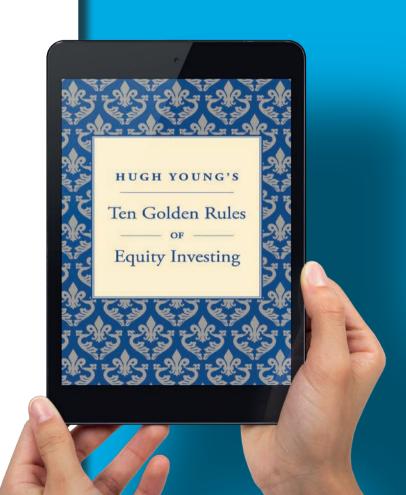


Aberdeen Standard (now abrdn)

abrdn wanted to maximise the reach of the content created by one of their leading fund managers, Hugh Young, which had initially been contributed as a chapter to the HH title *Professional Investor Rules*.

HH Solution: HH created a bespoke short eBook based on this content – Ten Golden Rules of Equity Investing – and made it freely available via all the eBook channels.

Results: Since its release the eBook has been downloaded thousands of times in both the UK and US, with download figures of over 1,000 per month. Following the success of this, HH worked with abrdn to release a second eBook – *Cautionary Tales for the Modern Investor* – which has also proved to be extremely popular and now both of these eBooks have formed the basis of a series of animated videos.



Digital

Create compelling online content

Whether you are looking for articles, video or content-driven apps we can help.

We can help you source writers for online articles or help with video creation — working with you to produce a brief, map out your storyboard, create your script, film and edit.

We have successfully designed and launched apps for clients, including: quizzes designed to allow exhibitors to engage with delegates and capture customer data, plus information-based and educational apps.



The Share Centre

The Share Centre were looking to create a series of topical educational investment articles to include on their website.

HH Solution: Working closely with The Share Centre we commissioned, edited and supplied a series of articles. These included: Why do companies conduct IPOs?, The Top Ten things you should know about IPOs and Timetable for an IPO.

Results: HH delivered a series of discovery and engagement articles. The Share Centre campaign successfully achieved its strategic goals in terms of conversion.

The Share Centre is now part of Interactive Investor

A series of articles on IPOs. These content pieces proved very popular and enabled us to rank well organically sending an uplift in traffic to our site and enabling more conversions during share offer periods. We are now looking at developing this content further with Harriman in order to maximise this opportunity.

Ruth Jeffery, The Share Centre

Alibaba

Alibaba wanted a fun quiz app to take to trade shows and attract delegates to their stand.

HH Solution: Working with Enterprise Nation HH, created a multiple-choice quiz that tested delegates' knowledge of international business facts. We created the app itself and produced the quiz content.

Results: Alibaba took the app to a number of trade shows and saw a very positive reaction and strong engagement from delegates.

IG Index

IG wanted something to help them engage with delegates at events.

HH Solution: We proposed the creation of a quiz app, which we designed, built and branded whilst working with the marketing team to develop the content for the multiple-choice questions.

Results: The app proved to be very popular at the events with a large volume of entrants.



Intertrader

Intertrader wanted to offer a fully featured online education offering to their clients.

HH Solution: We developed an education platform using video content and multiple-choice assessment quizzes. *The Training Academy* offered structured learning courses where users watched videos and then took assessment tests to progress to the next level of content.

As well as developing the platform we commissioned top financial trainers to create the course materials and worked with a video team to create the content. Our editorial team then worked with the trainers to create the quiz content.

Results: *The Training Academy* proved to be a highly engaging addition to the Intertrader digital offering with a significant number of their clients accessing the content.



Jamie Ramsden

Let's Go!

Jamie Ramsden is a former CEO with 25 years of international business experience. As an elite coach, he works with Fortune 500 C-suite clients, business owners, and entrepreneurs across the globe to drive consistent, sustainable results through strategy, people development, and scalable infrastructure. He wrote a book to showcase his extensive practical business knowledge, deep insights into human motivations, and his proprietary leadership framework. HH took on the project to help Jamie reach a wider international network.

HH Solution: HH successfully enabled Jamie Ramsden to take his content to a wider international audience in print, digital and audio format.

Results: *Let's Go!* empowers executives and leaders to elevate their game, better understand themselves and their world, and live to their fullest potential – not for a few months or even a few years, but forever. There has been significant interest in translating this book from our overseas publishing partners.



Jamie P. Hopkins and Ron Carson

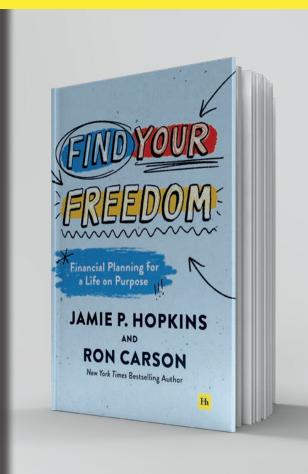
Find your Freedom

The authors of this book asked us to help them to achieve their goal of having a book ranked on some key bestseller book charts.

Our Editorial team worked with them on the aim and scope of the book and we developed a robust plan to go beyond the primary audience of financial advisors and clients of financial advisors by making the book available across book trade channels, with particular focus on the independent bookstores in the USA.

HH Solution: HH worked with a third party to coordinate a strategic trade sales campaign which was structured in a way that enabled them to successfully achieve a spot on the bestseller rankings.

Results: In Dec 2022, *Find Your Freedom* was officially ranked a National Bestseller, debuting at #5 on the Hardcover Business list, *Wall Street Journal* and the paperback version made the Publisher's Weekly Trade Paper Frontlist Bestseller List.



Books by Daniel Crosby

We worked with our bestselling author, Daniel Crosby to not only create a standard version of his latest book *The Soul of Wealth*, but we also published a bespoke edition of the book, specifically for Orion's National Ascent Conference. We also created a suite of tools to enable him to sell copies of his other titles at events.

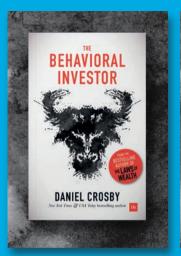
HH Solution: In *The Soul of Wealth*, Daniel Crosby presents 50 short essays to help readers to create a wealthier life. We created a book for an Orion event and we also provided a set of business cards covering his other books.

SOUL

ANIEL CROSSY

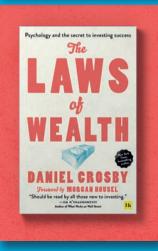
Results: We printed 1700 copies of a special version of the book for the conference. We also developed some innovative business cards featuring a QR code which enabled recipients to download free eBook editions of books from the HH website.

Books: Case study







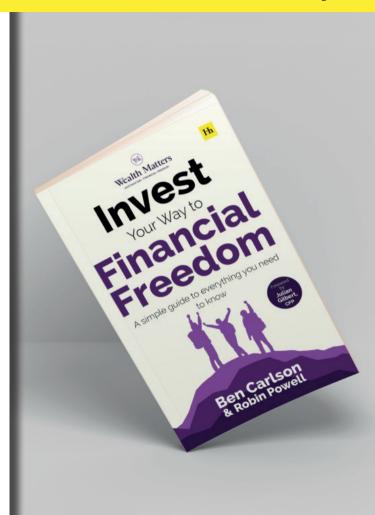


Invest Your Way to Financial Freedom

Celebrating 25 years, Wealth Matters were looking for a book to help them to commemorate their anniversary. As an organisation, they make every effort to help their clients create a plan that's completely tailored to their individual needs.

HH Solution: We created a special version of the HH book *Invest Your Way to Financial Freedom* by Ben Carlson and Robin Powell that reinforced the brand and ethos of Wealth Matters. The unique purple cover edition featured the company logo and a bespoke foreword by Julian Gilbert, Founder and Director.

Results: We printed 150 paperback editions of the book with a bespoke cover. These were giveaway to Wealth Matter clients.



Collections of Podcasts

At HH, we have successfully taken collections of podcasts and repackaged them into beautiful books.

Our highly skilled editorial colleagues often shape and polish the transcripts, help to weave in some additional material and we package the content into print, eBook and audio formats.

Our global sales, marketing and distribution teams drive sales through various trade, digital and streaming channels. In addition to this, we often successfully license the content to relevant publishing partners which means that the original podcast content is often available in multiple languages!

Results: Michael Covel's Trend Following podcast has delivered millions of listens across 80+ countries for over a decade. On his podcast, Michael interviews the world's top experts in investor psychology. HH has published several books by this legendary trading expert and his 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.



Sponsored Handbooks

We carefully evaluate book trends and have an excellent knowledge of hot topics and themes. Once we have identified a key area, we map out a proposed aim and scope for a new book, commission an expert Editor to help us to develop the table of contents and we actively research and secure funding from corporate sponsors.

Key benefits to sponsors:

- To position oneself as a thought-leader in the sector.
- To reach a new and highly targeted audience via non-standard channels.
- To be associated with a unique and high-quality product.
- To have a hardback, eBook and/or audio that can be used for internal or external campaigns.
- To be part of an extensive PR and marketing campaign.

We have published a number of sponsored handbooks featuring inspirational women investors, everything you need to know around crypto, sustainable investing and investment trusts.

To find out more about our plans for sponsored Handbooks, please contact Sally Tickner at sally.tickner@harriman-house.com









MoneyWeek

Money Week is a weekly financial magazine that provides unparalleled industry news and in-depth analysis. For more than twenty years their team of financial experts has kept readers one step ahead of the crowd, explaining investment opportunities worldwide in plain, jargon-free English and highlighting threats to their wealth.

Every issue includes a comprehensive roundup of stocks to watch, analysis of key market trends, advice on investment strategy and much more. From capitalising on emerging economies to getting the most out of your pension, *MoneyWeek* provides everything their readers need to protect and grow their money.

HH Solution: HH collaborated with the marketing team on a number of digital marketing campaigns using eBooks as incentives for new subscribers and reader retention campaigns. Unique eBook links are generated specifically for new *MoneyWeek* subscribers.

Results: The eBooks were very well received by *MoneyWeek* readers. We generated over 1600+ new subscribers and an increase in subscribers who continued their subscriptions after their trial.

MoneyWeek



Boost your content strategy

Let HH tell your story across a range of channels

Enhance your communication to clients

Let HH create special customised boxes for your campaigns











Harriman House

About Harriman House:

Harriman House is one of the UK's leading publishers of finance, trading and investment books. Our catalogue covers a wide range of subjects from personal finance, small business and economics, through to stock market investing, trading and professional guides.

You can see the full range of our titles at: harriman.house

About Pan Macmillan:

At Pan Macmillan we publish a broad and vibrant range of books for audiences of all ages, from dazzling bestsellers to influential prize-winners; books to inspire lifelong readers and listeners to enduring classics for generations to come. The fourth largest UK publisher, we pride ourselves on publishing successfully and sustainably and are committed to working together to positively impact culture and society at large.



Our corporate clients include:

- abrdn
- Advisor Circle
- Accendo Markets
- Ako Capital
- Alexander Legacy Private Wealth Management
- Allianz Global Investors
- Alibaba.com
- Altor Wealth
- Amati Global Investors
- Anderson
- ARUP
- ASFIP Foundation
- ATB
- Axiom Alternative Investments
- Baillie Gifford
- BAM
- Bartlett Wealth Management

- Bay Capital
- Bayer
- Bellevue Asset Management
- Benchmark Capital Group, Ltd.
- Biograph Wealth Advisors
- Bleakley
- Bristol Creative Industries
- Campbell & Company
- Cardinal Point Wealth Management
- Carter Asset Management
- Castlepoint Wealth Advisors
- CCA Global
- Carter Asset Management
- CFA Society
- Checkatrade
- Citi
- Clayton Homes

- Clear Capital Markets
- CLSA
- CNBC
- Colina West Real Estate
- Colorado Capital Management
- Comgest
- Concentrix + Webhelp
- Conference Board Canada
- Conti Capital
- Copper Leaf Financial, LLC
- Corda Management
- Cravath
- Creative Wealth
- Creston Capital
- Davis Advisors
- Davy Group
- de Lisle Financial Planning Limited

- Dennis MoneyWeek
- Diamond Wealth Advisors
- Dimensional Ireland Limited
- Drew Investments
- Eight Sleep
- eToro
- Eurizon Capital Asia Limited
- Exemplar Financial Network
- Facebook (now Meta)
- Falls Lake Insurance
- Fidelity International
- FINANCIAL ADVISORY SERVICE, INC.
- Finanz und Wirtschaft
- Foster Group
- FPA NCA
- FT Portfolios

- Future Asset
- Gerber Kawasaki Wealth & Investment Management
- Gobundance
- Granite Wealth Management
- Grierson Dickens
- Harding Wealth
- Hargreaves Lansdown
- Harwood Financial Group
- Hermes Fund Managers
- Highline Wealth Partners
- Hill Investment Group
- Hovis and Associates
- Huckleberry Capital Management
- Huntington Wealth Partners
- ibex investors
- Iconnections

- IG
- Incisive media
- Inspired Financial
- Interactive Investor
- Invest Huckleberry
- Investec
- Ironman Financial Inc.
 - J.P. Morgan Asset Management
- Jupiter Asset Management
- Kantar
- Kaufman Rossin Wealth
- Kinetic
- Kuvari Partners
- Lazetta & Associate
- Life Planning Partners
- LOCorrFunds
- London Investor Show

- Lucky Generals Mammoth
- Lund Wealth
- LXA
- Lynch Financial Group
- Macquarie Capital
- Main Street Financial Solutions
- Management Leadership for Tomorrow
- Mammoth Research
- Marketing In Partnership
- Marketwise
- Marquette Associates
- Marsoft
- Masterpiece Financial Planning, Inc.
- Mauldin Economics
- Melamed Associates
- Merrill Lynch Wealth Management

- Merwether
- Meta
- Microsoft
- Mirus Planning
- MOAF
- MoneyWeek
- Mowbray, Wright Financial & Insurance Agencies Inc.
- Murphy Hall Group
- NAPFA NEMA
- Natwest
- Navigate
- National Bank Financial
- Nep Wealth
- Newton Advisory
- NextGen Personal Finance
- Ninepoint Partners

- Northwestern Mutual
- Ocean Heights Advisors
- Ogilvy Consulting
- Oldfield Partners
- Olson Consulting LLC
- Omaha Sociedad Gestora
- One Minute to Midnight
- Orion
- Palmetto Financial Advisors
- Pellegrini Financial
- PFP Financial
- PGIM India Mutual Fund
- Pierce Capital Management
- Pinnacle Associates
- Plinth Consultancy Limited
- Plus 500
- Polar Capital

- PR Academy
- Primaria Mortgages
- Prime Quadrant
- PropTech Angel Group
- Public
- Raymond James Wealth Management Group
- RBC Wealth Management
- Real Vision
- Rentokil
- Retirement Planning & Wealth Management
- Retirement Plan Consultants, Inc.
- RFG Advisory
- Richardson Wealth
- Ritholtz Wealth Management
- RW Baird

- Savant Wealth
- Schneider Downs Wealth Management
- Security Traders Assn of New York
- SHAH & ASSOCIATES
- SHERPA Financial
- Smokey Bones
- Softbank Investment Advisors
- Southgate FS
- Spoken
- Standard Life International
- Saxo Bank
- Scottish Widows
- Seasons of Advice
- Seilern Investment
- Shenkman Capital
- Short Squeez

- Skipton
- Smith & Williamson
- St. James's Place Wealth Management
- Stand Together
- Stansberry Research
- Statheros Financial
- Stockopedia
- Strategic Wealth Partners
- TBWA Health
- Tell Media Group AB
- The Demps Group
- The FZ Group
- The Goddard Private Client Group
- The Kelly Group
- The Motley Fool
- The Pension Store

- The Phoenix Group
- The Property Chronicle
- The Share Centre
- The Sisterverse
- The Talent Business
- Thrivent West Advisor Group
- Ticket Master
- Trade-PMR, Inc.
- Valmark Financial Group
- Vela Wealth
- Wealth Matters
- Western International Securities, Inc.
- Wetherby Asset Management
- WhiteRock Wealth Management
- WI Harper
- Windward Private Wealth Management



Talk to us

For more information on any of our content solutions or services please do get in touch. We would be delighted to put together a proposal for your specific project requirements or provide guidance on your overall content strategy.

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