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Dear Readers,

Welcome to the latest Business and Economics catalog from De Gruyter Brill. 2025 got off to the best possible start with Ian Gray and John Bessant's *The Scaling Value Playbook* winning the SME Growth category at the prestigious CMI Management Publication of the Year awards. And there may be more to come with three further titles shortlisted for the Business Book Awards – *The Scaling Value Playbook*, *The Dao of Complexity*, and *Toxic Leaders and Tough Bosses*. We take great pride in the strength of the list and our innovative and talented authors, with books tailored to meet your every business need.

Designed for the demands of today's challenging world and the unique opportunities it offers, De Gruyter Brill has an invaluable reading list for today's global business leaders, entrepreneurs, and innovators. From renowned and bestselling author Max Mckeown's inspirational new book *SuperAdaptability*, to the innovative ideas and practical solutions of Clive Grinyer's *Redesigning Thinking*, De Gruyter Brill's titles are here to enthuse, advise and support managers, academics, and leaders.

Topical, cutting edge titles such as *Navigating Sustainable Growth, Adapt or Fail!*, *Introduction to the Social Economy* and *Artificial Intelligence* will help you reflect, think, question and evolve your business skills and studies. We are delighted to be able to bring you such engaging and unique books from subject-leading authors, and hope you enjoy your knowledge journey with us.

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A handwritten signature in black ink that reads "Stefan Giesen". The signature is written in a cursive, flowing style.

**Stefan Giesen**

Editorial Director  
Business&Economics  
stefan.giesen@degruyterbrill.com

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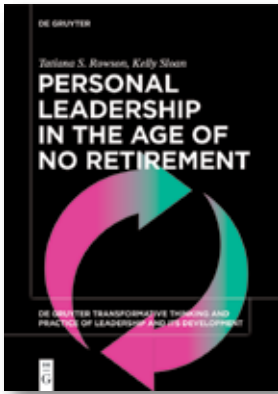
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*Tatiana S. Rowson, Kelly Sloan*  
**Personal Leadership  
 in the Age of  
 No Retirement**

**Series:** De Gruyter Transformative Thinking and Practice of Leadership and Its Development 7

March 2025  
 English, XVIII, 155 pp., 12 fig.

**Pb.** \*RRP € 25.95/ RRP US\$ 28.99/ RRP £ 24.00  
 ISBN 978-3-11-131444-0

**eBook** \*RRP € 25.95/ RRP US\$ 28.99/  
 RRP £ 24.00  
 PDF ISBN 978-3-11-131614-7  
 ePUB ISBN 978-3-11-131634-5

This book introduces the idea of the “age of no retirement” and the need for recalibration of personal leadership goals for sustainable and fulfilling working lives. Scientific research insights are combined with practical strategies to help the reader reflect on their career journey to date and personal developmental needs, and to plan purposeful and meaningful actions to unlock the next chapter successfully.

Midlife transitions; Sustainable career planning; Ageing and longevity; Adult development; Personal development; Sustainable personal leadership; Health and well-being

*Tatiana S. Rowson*, Henley Business School, UK; *Kelly Sloan*, Henley Business School, UK



*Kirstie Sneyd*  
**Returning Well**

A guide for working parents and their managers

May 2025  
 English, XIV, 125 pp., 14 fig.

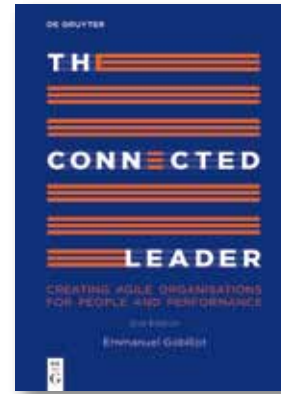
**Pb.** \*RRP € 15.95/ RRP US\$ 17.99/ RRP £ 14.50  
 ISBN 978-3-11-161827-2

**eBook** \*RRP € 15.95/ RRP US\$ 17.99/ RRP £ 14.50  
 PDF ISBN 978-3-11-161845-6  
 ePUB ISBN 978-3-11-161866-1

There are recognised challenges on returning to work after parental leave. This practical, evidence-based guide provides examples and practical techniques for new parents to equip themselves for both going on parental leave and returning to the workplace. For managers there is clear guidance and checklists to support these returning parents and help them effectively manage the transition back to work.

Maternity; Paternity; Well-being; Coaching; Psychology; Maternity leave; Motherhood; Working mother; Working mom; Family Medical Leave Act (FMLA); Postpartum; Parenting; Work life balance; Parental leave; New baby; Professional mother; Workplace support

*Kirstie Sneyd*, Director, Blue Acorn Solutions, UK



*Emmanuel Gobillot*  
**The Connected Leader**

Creating agile organisations for people and performance

November 2024  
 English, XV, 199 pp., 14 fig.

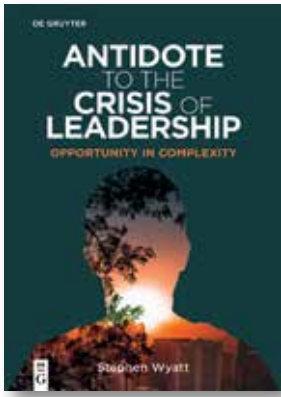
**Pb.** \*RRP € 29.95/ RRP US\$ 28.99/ RRP £ 24.00  
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**eBook** \*RRP € 29.95/ RRP US\$ 28.99/  
 RRP £ 24.00  
 PDF ISBN 978-3-11-158172-9  
 ePUB ISBN 978-3-11-158203-0

The book argues that many of the old leadership recipes are outdated and don't take into account changes in the work environment and informal social networks within the organization, and how these must be managed for maximum business success. This is a fully updated edition with a new preface and introduction and updates to every chapter.

Leadership; Strategic thinking; Management; Management strategy; Leadership theory

*Emmanuel Gobillot*, leadership consultant, UK



*Stephen Wyatt*

## **Antidote to the Crisis of Leadership**

Opportunity in Complexity

April 2024

English, XXIV, 184 pp., 3 fig.

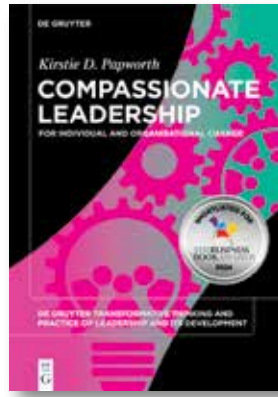
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RRP £ 25.00  
PDF ISBN 978-3-11-079629-2  
ePUB ISBN 978-3-11-079636-0

*Antidote to the Crisis of Leadership* addresses the pressing need for effective leadership in today's tumultuous environment. Exploring essential skills and mindsets, the book emphasizes aspiration, alliance-building, adaptability, and continuous learning. Featuring insights from 50 diverse leaders, each chapter offers practical exercises to enhance impact. Ideal for those seeking to elevate their leadership in challenging times.

**Self-development; Responsible leadership; leadership; Leadership development; Sustainable Development Goals; Emotional intelligence; Empathy**

*Stephen Wyatt*, University of Bath, UK



*Kirstie Drummond Papworth*

## **Compassionate Leadership**

For Individual and Organisational Change

**Series:** De Gruyter Transformative Thinking and Practice of Leadership and Its Development 4

July 2023

English, XVIII, 204 pp., 32 fig.

**Pb.** \*RRP € 25.95/ RRP US\$ 29.99/ RRP £ 23.50  
ISBN 978-3-11-076301-0

**eBook** \*RRP € 25.95/ RRP US\$ 29.99/  
RRP £ 23.50  
PDF ISBN 978-3-11-076312-6  
ePUB ISBN 978-3-11-076318-8

This book provides a research-based, practical approach to compassionate leadership. The reader will learn what compassion actually is and why it matters from a psychological, organisational and leadership perspective. Managers and leaders will also understand the impact a compassionate stance can have, and practical guidance will be offered on developing individual and organisational compassionate capability.

**Compassion; Compassionate leadership; Organisational change; Leadership development; Personal growth**

*Kirstie Papworth*, London Business School, UK



*Teresa A. Daniel*

## **Toxic Leaders and Tough Bosses**

Organizational Guardrails to Keep High Performers on Track

March 2024

English, XXVIII, 164 pp., 2 fig.

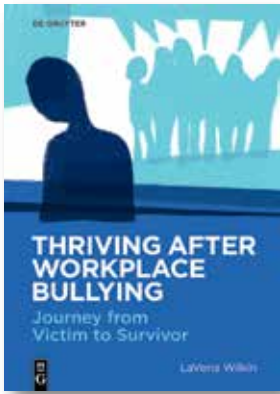
**Pb.** \*RRP € 21.95/ RRP US\$ 24.99/ RRP £ 20.00  
ISBN 978-3-11-120110-8

**eBook** \*RRP € 21.95/ RRP US\$ 24.99/  
RRP £ 20.00  
PDF ISBN 978-3-11-120177-1  
ePUB ISBN 978-3-11-120268-6

The book draws upon studies and interviews to show the real, devastating impact of toxic workplace culture and why leaders must care. It discusses what signs to look out for in a toxic workplace, factors that promote toxic behavior, and the role of HR in managing employee wellbeing. With evidence-based strategies, including tools to help organizations develop better leaders, it makes a compelling case for eradicating toxic leaders as a priority.

**Toxic Leaders; Tough Bosses; Workplace Culture; Employee Well-Being; High Performers; Psychological Safety**

*Teresa A. Daniel*, Sullivan University, Louisville, USA



*LaVena Wilkin*  
**Thriving After  
Workplace Bullying**

Journey from Victim to Survivor  
October 2024  
English, VII, 109 pp., 1 fig.

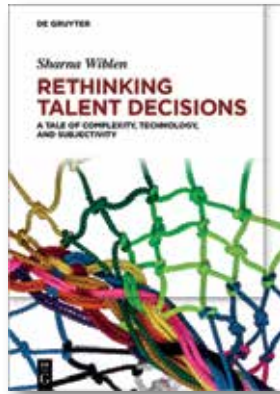
**Pb.** \*RRP € 23.50/ RRP US\$ 25.99/ RRP £ 21.50  
ISBN 978-3-11-133212-3

**eBook** \*RRP € 23.50/ RRP US\$ 25.99/ RRP £ 21.50  
PDF ISBN 978-3-11-133226-0  
ePUB ISBN 978-3-11-133230-7

*Thriving After Workplace Bullying* explores the lasting effects of workplace bullying and offers a path from victim to survivor. Through survivor stories, resilience is highlighted, empowering individuals to move past hurt and reclaim their power. The book also delves into understanding workplace bullying, its impact, and prevention strategies. Essential for organizational leaders and HR professionals, it prioritizes employee welfare.

**Toxic Workplaces; Organizational Conflict;  
Resilience; Emotional Abuse; Coping Strategies**

*LaVena Wilkin*, Sullivan University,  
Louisville, KY, USA



*Sharna Wiblen*  
**Rethinking  
Talent Decisions**

A Tale of Complexity, Technology and  
Subjectivity  
March 2024  
English, XXXII, 253 pp., 12 fig.

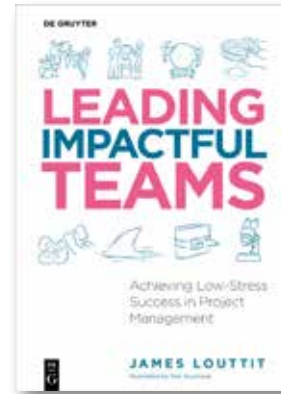
**Pb.** \*RRP € 39.95/ RRP US\$ 44.99/ RRP £ 34.00  
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RRP £ 34.00  
PDF ISBN 978-3-11-075632-6  
ePUB ISBN 978-3-11-075635-7

Talent management is crucial for organizational success in today's fast-paced business world. In *Rethinking Talent Decisions* Sharna Wiblen challenges common beliefs about talent and emphasizes the subjective nature of talent decisions. Drawing from various examples, the book highlights the power of personal judgment, complexity in talent decisions, the human element, perceptions and values alignment, and the intersection of talent and technology.

**Talent management; Digitalization; HR  
technology; Strategy; Information technology**

*Sharna Wiblen*, University of Wollongong,  
Sydney, Australia



*James Louttit*  
**Leading Impactful Teams**

Achieving Low-Stress Success in Project  
Management  
January 2024  
English, XXII, 191 pp., 82 fig.

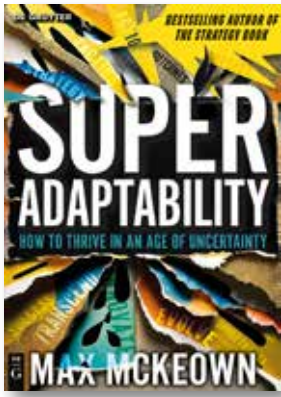
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**eBook** \*RRP € 24.95/ RRP US\$ 27.99/  
RRP £ 23.00  
PDF ISBN 978-3-11-127114-9  
ePUB ISBN 978-3-11-127166-8

This book gives the readers everything they need to effectively manage any project. With a refreshing, engaging, human approach it has an emphasis on real-world experience and contains a powerful toolkit of easy-to-understand practical approaches and skills that any project manager can start using immediately with instant results.

**Project management; Agile; Techniques; Coaching;  
Self-improvement; Team management**

*James Louttit*, Dublin, Ireland



*Max McKeown*

## **SuperAdaptability**

How to Thrive in an Age of Uncertainty  
November 2025  
English, Approx. 256 pp., 10 fig.

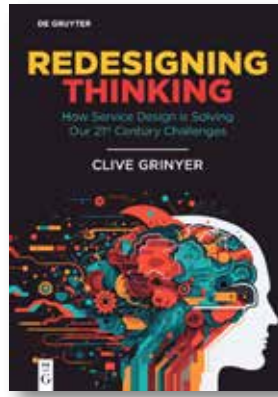
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ISBN 978-3-11-157512-4

**eBook** \*RRP € 14.99/ RRP US\$ 16.99/ RRP £ 14.00  
PDF ISBN 978-3-11-157550-6  
ePUB ISBN 978-3-11-157629-9

The key human trait for success is adaptability. The ability to adapt faster and smarter than the situation is what separates successful adaptation from mere coping. Being able to recognize the need to adapt, being curious, and being willing to play your own game are all important aspects of adaptability that contribute to success.

**Leadership; Strategic Thinking; Success; Management; Management Strategy; Organizations; Adaptability; psychology; Self help; Smart Thinking**

*Max McKeown*, strategic coach, UK



*Clive Grinyer*

## **Redesigning Thinking**

How Service Design is Solving Our 21st Century Challenges  
June 2025  
English, XVIII, 248 pp., 30 fig.

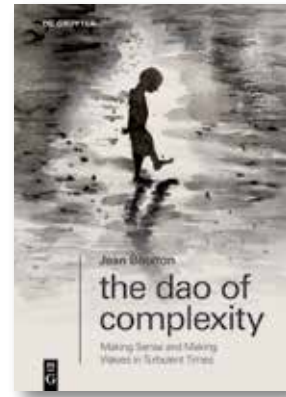
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RRP £ 27.50  
PDF ISBN 978-3-11-139796-2  
ePUB ISBN 978-3-11-139916-4

Today's challenges – preserving the planet, creating social equity, harnessing accelerating technology – demand a change in the way we make decisions. In this book, Clive Grinyer provides examples, practical tools and inspiration for leaders, designers, and students to redesign thinking and deliver humane, sustainable and ethical decisions to help solve the challenges of our century.

**Transformation; Innovation; Design; Impact; Leadership**

*Clive Grinyer*, Royal College of Art London, UK



*Jean Boulton*

## **The Dao of Complexity**

Making Sense and Making Waves in Turbulent Times  
September 2024  
English, XXX, 400 pp., 29 fig.

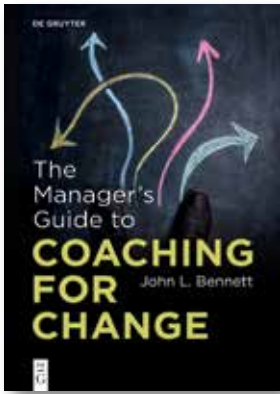
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**eBook** \*RRP € 24.95/ RRP US\$ 24.99/  
RRP £ 19.00  
PDF ISBN 978-3-11-098121-6  
ePUB ISBN 978-3-11-098129-2

This book takes aspects of the theory of complexity and explores them in the context of ideas from such diverse fields as quantum physics, process philosophy, phenomenology, systems change, politics, economics and psychology as well as ancient wisdom. It is designed for readers to open at any page and use the standalone pieces as reflective starting points, to muse on the ideas and their applications.

**Systemic Change; Process Philosophy; Uncertainty; Paradox; Ethics; Worldview; Reflective Practice; Modern Science; Emergence; Science; History of Science; Globalisation; Climate Change**

*Jean Boulton*, Frome, UK



*John L. Bennett*

## The Manager's Guide to Coaching for Change

September 2024

English, XIV, 273 pp., 5 fig.

**Pb.** \*RRP € 29.95/ RRP US\$ 29.99/ RRP £ 23.50  
ISBN 978-3-11-100186-9

**eBook** \*RRP € 29.95/ RRP US\$ 29.99/  
RRP £ 23.50  
PDF ISBN 978-3-11-100241-5  
ePUB ISBN 978-3-11-100322-1

Enhancing performance, developing talent, engaging team members, and supporting transitions are key functions leaders play. With a focus on practical approaches and tools, *The Manager's Guide to Coaching for Change* will help leaders at all levels be more effective. This book provides practical approaches to supporting, challenging and develop individuals and teams by applying the latest research and leading practices in coaching.

**Executive coaching; Talent development; Manager; Leader; Manager-Coach; Managerial coaching; Leadership development**

*John L. Bennett*, McColl School of Business, University of Charlotte, USA



*Garvan Callan*

## Digital Business Strategy

How to Design, Build, and Future-Proof a Business in the Digital Age

November 2023

English, XVII, 396 pp., 61 fig.

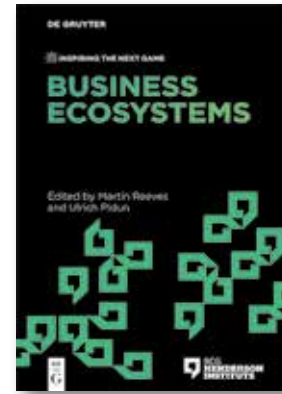
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RRP £ 30.00  
PDF ISBN 978-3-11-103471-3  
ePUB ISBN 978-3-11-103487-4

The digital era has turned the rules of business on its head. Digital transformation is no longer a discussion, it is a given, with companies across every industry trying to adapt to the new challenges. Written by a leading strategy and execution adviser for transformational change, this book offers a step-by-step guide, peppered with frameworks, tools and techniques for designing, building and sustaining a digital business.

**Digital transformation; Digital strategy; Digital business; Business strategy; Digitisation; Innovation**

*Garvan Callan*, Delgany, Co. Wicklow, Ireland



*Martin Reeves, Ulrich Pidun (Eds.)*

## Business Ecosystems

**Series:** Inspiring the Next Game

October 2022

English, XII, 150 pp., 46 fig.

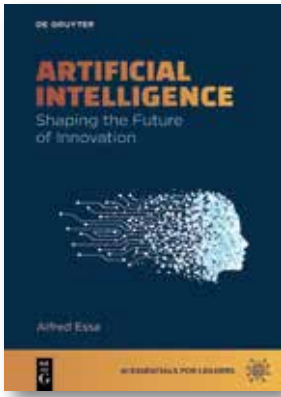
**Pb.** \*RRP € 25.95/ RRP US\$ 29.99/ RRP £ 23.50  
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RRP £ 23.50  
PDF ISBN 978-3-11-077516-7  
ePUB ISBN 978-3-11-077522-8

Business ecosystems are now highly prevalent, frequently disruptive and all companies should add the required capabilities to their strategy toolbox. Part 1 of this book reviews the fundamentals of business ecosystems – definition, design, success factors, governance, strategies. Part 2 elaborates on special topics, such as trust and data, industry applications, and their potential for sustainability.

**Digital platforms; Digital transformation; Cross-industry collaboration; Platform orchestrator; Data sharing; Urban collaboration; Smart cities; Corporate responsibility**

*Martin Reeves*, Chairman, BCG Henderson Institute, USA; *Ulrich Pidun*, Director in the Frankfurt office of BCG, Germany



*Alfred Essa*  
**Artificial Intelligence**  
 Shaping the Future of Innovation

**Series:** AI Essentials for Leaders

October 2025  
 English, Approx. 200 pp., 40 fig.

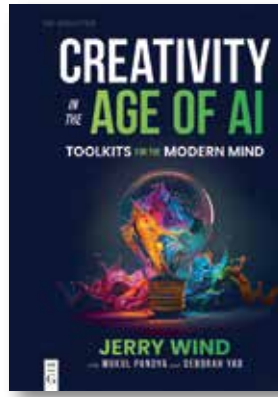
**Pb.** \*RRP € 21.95/ RRP US\$ 24.99/ RRP £ 20.00  
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 RRP £ 20.00  
 PDF ISBN 978-3-11-158354-9  
 ePUB ISBN 978-3-11-158411-9

This book is a nontechnical guide to the basic ideas of artificial intelligence, explaining its evolution, key principles, and ethical challenges. It examines key concepts such as machine learning, deep learning, and generative models, and equips leaders with the insights needed to leverage AI for transformative organizational change and sustainable innovation.

**Artificial Intelligence; Leadership; Business Strategy; Entrepreneurship; Innovation; Technology; Governance**

*Alfred Essa*, CEO, AI-FutureMinds Inc., USA



*Jerry Wind, Mukul Pandya, Deborah Yao*  
**Creativity in the Age of AI**

Toolkits for the Modern Mind  
 October 2025  
 English, Approx. 200 pp., 40 fig.

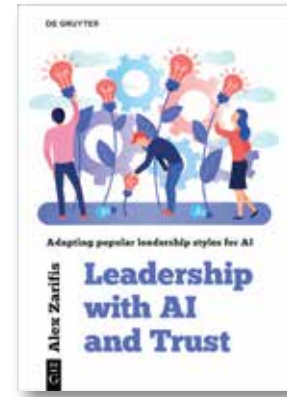
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 RRP £ 20.00  
 PDF ISBN 978-3-11-169881-6  
 ePUB ISBN 978-3-11-169944-8

This book provides readers of all ages and professions access to a diverse set of approaches to enhance creativity by leveraging AI. It encourages experimentation with these approaches, guiding readers to create a personalized toolkit for boosting their creative potential for unstoppable innovation in today's challenging times.

**Innovation techniques; AI-assisted learning; Design thinking; Cognitive flexibility; Problem-solving strategies**

*Jerry Wind*, Univ. of Pennsylvania, USA;  
*Mukul Pandya*, Saïd Business School, UK;  
*Deborah Yao*, The AI Innovator, USA



*Alex Zarifis*  
**Leadership With AI and Trust**

Adapting popular leadership styles for AI  
 July 2025  
 English, XII, 263 pp., 26 fig.

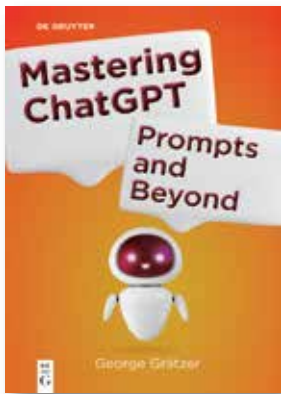
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 RRP £ 23.00  
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The ambidextrous leader adapts their processes to fully utilize AI and builds trust in people. This book goes through the popular leadership styles, their strengths and weaknesses, how they influence AI use, and build trust. The book then offers its blend of transformational, transactional and servant leadership that achieves the best results.

**Leadership; Artificial Intelligence; Trust; Transformational leadership; Servant leadership**

*Alex Zarifis*, University of Southampton, England



*George Grätzer*

## Mastering ChatGPT

Prompts and Beyond  
July 2025  
English, XXVI, 150 pp., 88 fig.

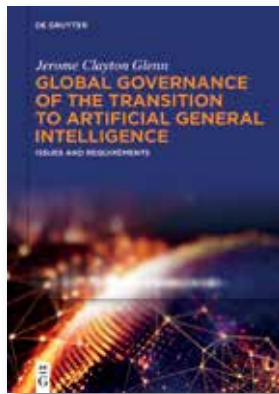
**Pb.** \*RRP € 13.95/ RRP US\$ 15.99/ RRP £ 13.00  
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**eBook** \*RRP € 13.95/ RRP US\$ 15.99/ RRP £ 13.00  
PDF ISBN 978-3-11-171080-8  
ePUB ISBN 978-3-11-171089-1

This book is a practical guide to OpenAI's revolutionary language model that will help you learn to craft effective prompts, explore real-world applications, and overcome AI challenges. It offers case studies, creative strategies, and advanced techniques to maximize ChatGPT's potential, making it an indispensable tool for writers, educators, and professionals navigating the future of AI.

**ChatGPT; Artificial Intelligence; Large Language Model; Generative Artificial Intelligence; Chatbot**

*George Grätzer*, University of Manitoba, Canada



*Jerome Clayton Glenn*

## Global Governance of the Transition to Artificial General Intelligence

Issues and Requirements  
August 2025  
English, Approx. XX, 200 pp., 28 fig.

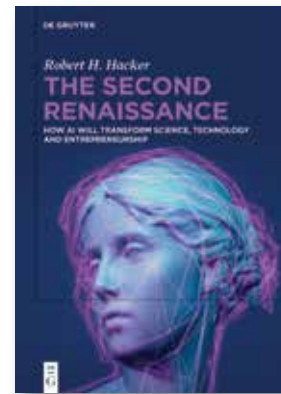
**HC** \*RRP € 117.95/ RRP US\$ 129.99/ RRP £ 107.50  
ISBN 978-3-11-167471-1

**eBook** \*RRP € 117.95/ RRP US\$ 129.99/  
RRP £ 107.50  
PDF ISBN 978-3-11-167499-5  
ePUB ISBN 978-3-11-167537-4

Governing the transition to Artificial General Intelligence could be the most complex, difficult management problem civilization has ever faced. Humanity has never had to deal with a greater intelligence than itself. If managed well, AGI could usher in great advances in the human condition; if not, the dystopias of science fiction are possible. This book shares what we need to know now to achieve the best and avoid the worst of the future of AI.

**Artificial intelligence; Artificial General Intelligence; AGI; Millennium Project; governance**

*Jerome C. Glenn*, Executive Director, Co-Founder and CEO, The Millennium Project, Washington, D.C., USA



*Robert H. Hacker*

## The Second Renaissance

How AI Will Transform Science, Technology and Entrepreneurship  
May 2025  
English, XI, 116 pp., 5 fig.

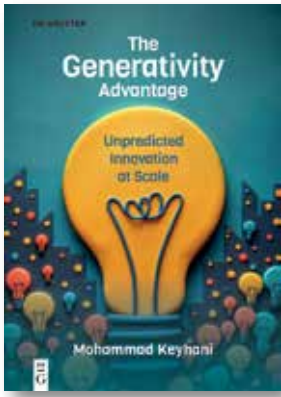
**HC** \*RRP € 80.95/ RRP US\$ 89.99/ RRP £ 74.00  
ISBN 978-3-11-170687-0

**eBook** \*RRP € 80.95/ RRP US\$ 89.99/  
RRP £ 74.00  
PDF ISBN 978-3-11-170697-9  
ePUB ISBN 978-3-11-170706-8

This book explores the profound influence of Artificial Intelligence (AI) on science, technology, and entrepreneurship that will usher in the Second Renaissance. AI has emerged as a powerful cognitive tool, rivaling mathematics in its ability to generate knowledge and solve complex problems. This development reshapes science and innovation through two new techno-economic paradigms that are explored through practical illustrations.

**Artificial intelligence (AI); Innovation; Complexity; Network; Paradigm; Policy**

*Robert H. Hacker*, StartUP FIU, USA



*Mohammad Keyhani*  
**The Generativity Advantage**

Unpredicted Innovation at Scale  
 September 2025  
 English, Approx. XXV, 175 pp., 12 fig.

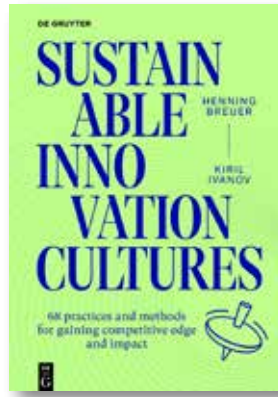
**Pb.** \*RRP € 39.95/ RRP US\$ 41.99/ RRP £ 32.00  
 ISBN 978-3-11-079018-4

**eBook** \*RRP € 39.95/ RRP US\$ 41.99/  
 RRP £ 32.00  
 PDF ISBN 978-3-11-077963-9  
 ePUB ISBN 978-3-11-077979-0

Learn how businesses can systematically profit from unpredicted innovations created by users on a massive scale. Based on technology generativity theory and numerous case studies from OpenAI, Bubble, Notion, Coda and other leading platforms, this book provides practical strategies for taking user-innovators seriously as entrepreneurs and building systems that enable continuous distributed innovation through the generativity flywheel.

**Digital Strategy; Digital Entrepreneurship; Digital Business Models; Generative Markets; Technology Generativity**

*Mohammad Keyhani*, University of Calgary, Calgary, Canada



*Henning Breuer, Kiril Ivanov*  
**Sustainable Innovation Cultures**

68 practices and methods for gaining competitive edge and impact  
 December 2025  
 English, Approx. 220 pp., 30 fig.

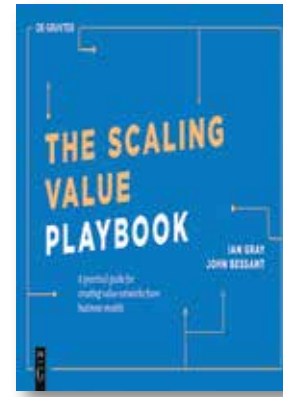
**Pb.** \*RRP € 34.95/ RRP US\$ 38.99/ RRP £ 32.00  
 ISBN 978-3-11-137528-1

**eBook**  
 PDF ISBN 978-3-11-137570-0  
 ePUB ISBN 978-3-11-137572-4

How can organizations turn sustainability strategies into innovation? How can they gain a competitive edge while contributing to sustainable development? Where is the best place to make a beginning? This first comprehensive scientific study on sustainable innovation cultures shows 68 proven practices and methods for innovation, sustainability or human resource managers to achieve the sustainability transformation.

**Sustainability; organisational change; corporate ethnography; co-creation; cultivation; business transformation**

*Henning Breuer*, Media University and UXBerlin, Germany; *Kiril Ivanov*, Media University and UXBerlin, Germany



*Ian Gray, John Bessant*  
**The Scaling Value Playbook**

A practical guide for creating innovation networks for impact and growth

**Series:** De Gruyter Business Playbooks

May 2024  
 English, 242 pp., 30 fig.

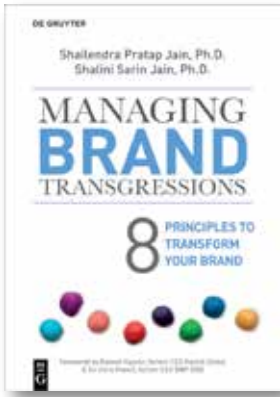
**Pb.** \*RRP € 29.95/ RRP US\$ 32.99/ RRP £ 27.50  
 ISBN 978-3-11-078947-8

**eBook** \*RRP € 29.95/ RRP US\$ 32.99/  
 RRP £ 27.50  
 PDF ISBN 978-3-11-078981-2  
 ePUB ISBN 978-3-11-078985-0

*The Scaling Value Playbook* equips businesses with strategies to overcome challenges in scaling innovation. It offers practical guidance on managing the process, creating new ventures, and realizing value at scale. With frameworks, tools, and templates, it enables readers to develop fit-for-purpose scaling strategies. Ideal for organizations aiming to scale up and out their innovations.

**Innovation; Entrepreneurship; Value; Scale; Start-up; Organization development; Innovation networks; Impact**

*Ian Gray*, Gray Dot Catalyst, Milton Keynes, UK; *John Bessant*, University of Exeter, Exeter, UK



*Shailendra Pratap Jain, Shalini Sarin Jain*  
**Managing Brand Transgressions**

8 Principles to Transform Your Brand  
 July 2024  
 English, XVI, 153 pp.

**Pb.** \*RRP € 29.95/ RRP US\$ 32.99/ RRP £ 27.50  
 ISBN 978-1-5015-2108-9

**eBook** \*RRP € 29.95/ RRP US\$ 32.99/  
 RRP £ 27.50  
 PDF ISBN 978-1-5015-1733-4  
 ePUB ISBN 978-1-5015-1735-8

This book describes eight principles that can guide brands when they face a crisis. Through 25 case studies from countries around the world, it captures a snapshot of approximately 50 years of company responses to crises and provides managers with a roadmap to turn transgressions into opportunities and transform their brands from inside out.

**Brand scandals; Brand transgressions; Turning brands around; MeToo; Brand crises**

*Shailendra Pratap Jain*, University of Washington in Seattle, USA;  
*Shalini Sarin Jain*, University of Washington in Tacoma, USA



*Carolyn Strong*  
**Small Enterprise Marketing**

Eighteen Case Studies  
 August 2024  
 English, XII, 154 pp., 52 fig.

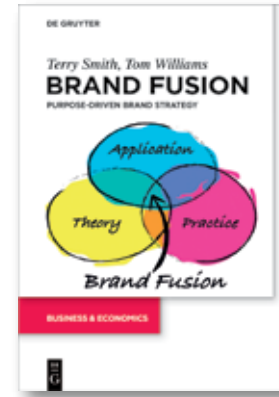
**Pb.** \*RRP € 39.95/ RRP US\$ 45.99/ RRP £ 35.00  
 ISBN 978-3-11-075612-8

**\*\*eBook** \*€ 299.00/ RRP US\$ 329.00/  
 RRP £ 259.00  
 PDF ISBN 978-3-11-075614-2  
 ePUB ISBN 978-3-11-075623-4

The case studies in this book tell compelling stories of personal achievement and business success, and encourage the reader to find out more about the small business owners and their products. The stories are about small, strong brands who are socially viable, well established and contribute to society and the local community.

**Small business; Socially conscious business; Entrepreneurship; Resilience; Marketing**

*Carolyn Strong*, Cardiff University, Wales, UK



*Terry Smith, Tom Williams*  
**Brand Fusion**

Purpose-driven brand strategy  
 July 2022  
 English, IX, 611 pp., 109 fig.

**Pb.** \*RRP € 49.95/ RRP US\$ 52.99/ RRP £ 41.00  
 ISBN 978-3-11-071834-8

**\*\*eBook** \*€ 299.00/ RRP US\$ 329.00/  
 RRP £ 259.00  
 PDF ISBN 978-3-11-071863-8  
 ePUB ISBN 978-3-11-071873-7

*Brand Fusion: Purpose-driven brand strategy* explores how consumers, customers and wider society are demanding that companies develop brands that deliver profit with purpose. It fuses theory-practice-application to develop a unique approach with theoretical underpinning and practical and thought-provoking lessons from industry. Its accessible approach includes learning outcomes, principles in practice, data-driven cases and chapter takeaways.

**Applied marketing research; Actionable customer insights; Brand purpose; Integrated marketing; Strategic brand management**

*Terry Smith*, UK; *Tom Williams*, Founder and Managing Director of FUZE Research, UK



**Frederick (Rick) Funston, Jon Lukomnik**  
**Adapt or Fail!**

A 5x5 Governance Framework for Boards of Directors

**Series:** The Alexandra Lajoux Corporate Governance Series

March 2025  
 English, XVI, 288 pp., 36 fig.

**Pb.** \*RRP € 26.95/ RRP US\$ 29.99/ RRP £ 24.50  
 ISBN 978-3-11-134397-6

**eBook** \*RRP € 26.95/ RRP US\$ 29.99/  
 RRP £ 24.50  
 PDF ISBN 978-3-11-134402-7  
 ePUB ISBN 978-3-11-134404-1

Discover how boards can systematically improve collective decision-making and enhance adaptability in extreme uncertainty. Learn how to use the powerful tools that integrate five essential powers with a disciplined approach to navigating change. Explore the key questions every board should ask and the lessons worth learning from both for-profit and not-for-profit organizations.

**Drive Sustainable Performance; Improved Decision-making; Situational Awareness; Constructive Challenge; Insight; Real Options; Exercise Powers; Adaptability; Resilience**

**Frederick Funston**, Funston Advisory Services LLC; **Jon Lukomnik**, Sinclair Capital LLC and Columbia University, USA



**Saori Sugeno**  
**Jill Frances Atkins (Ed.)**  
**Stakeholder Capitalism and Corporate Governance in Japan**  
 Navigating a New Era of Responsibility

**Series:** De Gruyter Studies in Corporate Governance 9

January 2025  
 English, XI, 199 pp.

**HC** \*RRP € 109.95/ RRP US\$ 117.99/ RRP £ 97.50  
 ISBN 978-3-11-125312-1

**eBook** \*RRP € 109.95/ RRP US\$ 117.99/  
 RRP £ 97.50  
 PDF ISBN 978-3-11-125625-2  
 ePUB ISBN 978-3-11-125664-1

In recent years, there has been a growing global push for businesses to adopt a more stakeholder-focused approach to capitalism, which prioritizes the interests of all stakeholders over just shareholders. This book explores the current state of stakeholder capitalism and corporate governance in Japan and how the country is leading towards a more sustainable and equitable future for all.

**Environmental; societal; and governance (ESG); Abenomics; Corporate governance code; Stewardship code; Cross-shareholding**

**Saori Sugeno**, University of Surrey, UK;  
**Jill Atkins**, University of Cardiff, UK



**Peter Verhezen, Tanri Abeng**  
**The Boardroom**

A Guide to Effective Leadership and Good Corporate Governance in Southeast Asia

August 2022  
 English, XVIII, 204 pp., 35 fig.

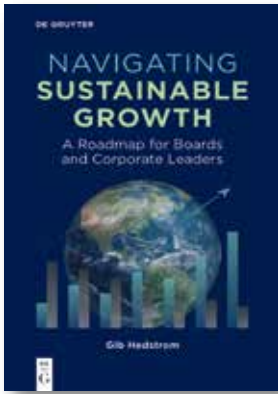
**Pb.** \*RRP € 29.95/ RRP US\$ 26.99/ RRP £ 20.00  
 ISBN 978-3-11-078751-1

**eBook** \*RRP € 29.95/ RRP US\$ 26.99/  
 RRP £ 20.00  
 PDF ISBN 978-3-11-078763-4  
 ePUB ISBN 978-3-11-078782-5

The book offers fascinating insights into how corporate governance differs in Indonesia and other Asian markets in comparison with the USA and UK. By reading this book, rooted in academic research and practical experience, investors will have a better understanding of best practices of boards in Indonesia and Asia in general – allowing them to minimize risks and potentially optimize opportunities in a fast-growing region.

**Corporate governance; Dual Tier boards; Leadership; Compliance; Risk management; Asia management**

**Peter Verhezen**, University of Antwerp, Belgium; **Tanri Abeng**, President Commissioner of Bio Farma, Indonesia



*Gib Hedstrom*

## **Navigating Sustainable Growth**

A Roadmap for Boards and Corporate Leaders

July 2025

English, XXV, 236 pp., 26 fig.

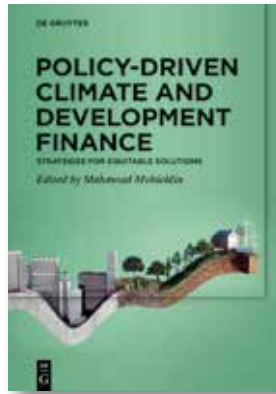
**Pb.** \*RRP € 26.95/ RRP US\$ 29.99/ RRP £ 24.50  
ISBN 978-3-11-154858-6

**eBook** \*RRP € 26.95/ RRP US\$ 29.99/  
RRP £ 24.50  
PDF ISBN 978-3-11-154885-2  
ePUB ISBN 978-3-11-154909-5

As impacts of climate risk escalate, the challenge for CEOs to deliver sustainable growth will intensify. To succeed, the board must enhance sustainability efforts and, with the CEO, own the climate agenda. This book will help investors, citizens, and academics discover proven strategies for sustainable growth; and CEOs, corporate secretaries and boards to reframe board agendas, measure performance, and transform climate risk into opportunity.

**Sustainability; Corporate governance; ESG; Value creation from sustainability; Boards**

*Gib Hedstrom*, Hedstrom Associates, USA



*Mahmoud Mohieldin (Ed.)*

## **Policy-Driven Climate and Development Finance**

Strategies for Equitable Solutions

December 2025

English, Approx. 300 pp., 45 fig.

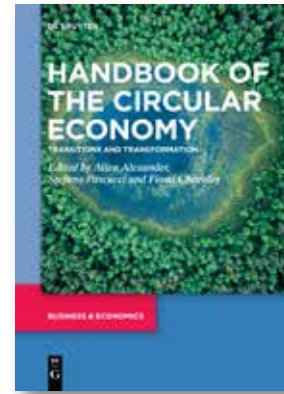
**HC** \*RRP € 69.95/ RRP US\$ 74.99/ RRP £ 62.00  
ISBN 978-3-11-159028-8

**eBook** \*RRP € 69.95/ RRP US\$ 74.99/  
RRP £ 62.00  
PDF ISBN 978-3-11-159048-6  
ePUB ISBN 978-3-11-159080-6

Climate finance is crucial for addressing the climate crisis, yet current flows are insufficient, inefficient, and inequitable. This book calls for a new framework with structural reforms and innovative solutions to reshape institutions, standards, and practices. It proposes multi-level interventions to mobilize and deploy finance efficiently, affordably, and equitably. Essential reading for anyone involved in climate and development finance.

**sustainable development; development finance; climate change; climate finance; nature finance; debt; Paris Agreement**

*Mahmoud Mohieldin*, United Nations Special Envoy on Financing Sustainable Development, USA



**Now in paperback**

*Allen Alexander, Stefano Pascucci, Fiona Charnley (Eds.)*

## **Handbook of the Circular Economy**

Transitions and Transformation

November 2024

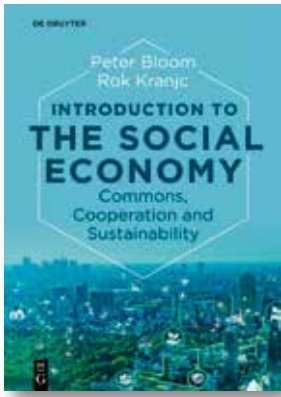
English, XVI, 504 pp., 66 fig.

**Pb.** \*RRP € 39.95/ RRP US\$ 43.99/ RRP £ 36.50  
ISBN 978-3-11-161979-8

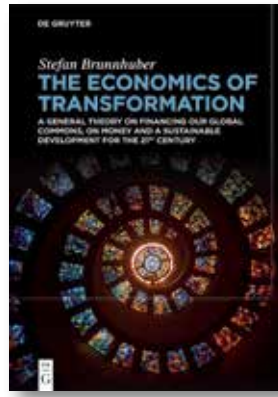
The *Handbook of the Circular Economy* provides critical definitions, thought-leaders' perspectives and presents state-of-the-art empirical research on circular economy transitions and industrial solutions. Setting out the main tools and initiatives being developed as part of either a transition or transformative state, it also provides a narrative including foundations from the fields of sustainability, eco-innovation and responsible innovation.

**Circular economy; Sustainability; Economic transformation; Economic transition**

*Allen Alexander, Stefano Pascucci, Fiona Charnley*, all from Centre for Circular Economy, University of Exeter Business School, UK



T



*Peter Bloom, Rok Kranjc*  
**Introduction to the Social Economy**

Commons, Cooperation and Sustainability  
 August 2025  
 English, Approx. XX, 280 pp.

**Pb.** \*RRP € 34.95 / RRP US\$ 37.99 / RRP £ 29.00  
 ISBN 978-3-11-107963-9

**\*\*eBook** \*€ 299.00 / RRP US\$ 329.00 / RRP £ 259.00  
 PDF ISBN 978-3-11-108014-7  
 ePUB ISBN 978-3-11-108021-5

This book is a first of its kind textbook on the social economy. Suitable for both undergraduate and postgraduate students, it provides a foundational knowledge of key theories and practices of creating an economy based on principles of commons ownership, cooperative management, democratic governance, social equality, and ecological sustainability. The text is enhanced through innovative present-day case studies and digital resources.

**Cooperative Organisations; Economic Democracy; Sustainable Wellbeing; Social Value; Civic Innovation**

*Peter Bloom*, University of Essex, UK;  
*Rok Kranjc*, Insitute for Ecology (Ljubljana), Slovenia

*Stefan Brunnhuber*  
**The Economics of Transformation**

A General Theory on Financing our Global Commons, on Money and a Sustainable Development for the 21st Century  
 June 2025  
 English, XVI, 268 pp., 50 fig.

**Pb.** \*RRP € 44.95 / RRP US\$ 47.99 / RRP £ 39.50  
 ISBN 978-3-11-142143-8

**eBook** \*RRP € 44.95 / RRP US\$ 47.99 / RRP £ 39.50  
 PDF ISBN 978-3-11-142152-0  
 ePUB ISBN 978-3-11-142208-4

How can we transform our society? This book will provide unconventional, 'out of the box' answers to this question. Finance becomes the most powerful leverager. It is the 'missing link'. The book translates the fundamental findings of J. M. Keynes into the 21st century and further provides components of a new and upcoming General Theory on financing our planetary commons, on money and a sustainable development for the 21st century.

**transition finance; CBDC (Central Bank digital currencies); planetary commons; financing development; monetary system**

*Stefan Brunnhuber*, author, psychiatrist, socio-economist and thought leader in sustainable development and transformation, Germany

*David Lingelbach, Valentina Rodríguez Guerra*

**The Oligarchs' Grip**

Fusing Wealth and Power  
 November 2023  
 English, XI, 317 pp., 9 fig.

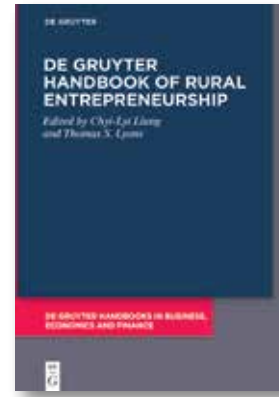
**Pb.** \*RRP € 29.95 / RRP US\$ 31.99 / RRP £ 25.00  
 ISBN 978-3-11-102776-0

**eBook** \*RRP € 29.95 / RRP US\$ 31.99 / RRP £ 25.00  
 PDF ISBN 978-3-11-102825-5  
 ePUB ISBN 978-3-11-102932-0

In *The Oligarchs' Grip: Fusing Wealth and Power*, the authors draw upon more than 25 years of research, 16 case studies, and dozens of historical examples to develop the first-ever model revealing the strategies oligarchs employ to fuse wealth and power, and transition between the two. This model gives insight into how oligarchs use multiple control mechanisms to exploit an increasingly uncertain world.

**Oligarch; Plutocrat; Wealth; Power; Entrepreneur; Inequality**

*David Lingelbach*, University of Baltimore, USA; *Valentina Rodríguez Guerra*, Universidad Nacional de Colombia, Colombia



*Michael H. Morris, Susana C. Santos (Eds.)*  
**De Gruyter Handbook of Poverty, Disadvantage and Entrepreneurship**

**Series:** De Gruyter Handbooks in Business, Economics and Finance

December 2024  
English, XXV, 716 pp., 22 fig.

**HC** \*RRP € 220.00/ RRP US\$ 240.00/  
RRP £ 195.00  
ISBN 978-3-11-121220-3

**eBook** \*RRP € 220.00/ RRP US\$ 240.00/  
RRP £ 195.00  
PDF ISBN 978-3-11-121501-3  
ePUB ISBN 978-3-11-121567-9

Is entrepreneurship a pathway out of poverty? This pioneering handbook integrates diverse perspectives from around the world regarding these businesses and the entrepreneurs who create them. The authors explore factors affecting the ability of the poor to create enterprises that significantly improve their well-being and shed light on how nations can realize the unrealized potential of these ventures.

Entrepreneurship; Poverty; Poverty alleviation programs; Venture creation; Human development

*Michael H. Morris*, Notre Dame University, USA; *Susana Santos*, Rowan University, USA

*James M. Crick (Ed.)*  
**De Gruyter Handbook of Coopetition**

**Series:** De Gruyter Handbooks in Business, Economics and Finance

May 2025  
English, XVII, 436 pp., 22 fig.

**HC** \*RRP € 139.95/ RRP US\$ 153.99/ RRP £ 127.00  
ISBN 978-3-11-128854-3

**eBook** \*RRP € 139.95/ RRP US\$ 153.99/  
RRP £ 127.00  
PDF ISBN 978-3-11-128898-7  
ePUB ISBN 978-3-11-128977-9

This handbook showcases a series of novel studies about coopetition (cooperation among competitors, also known as the interplay between collaboration and competition). In doing so, it is designed to be used by academics, students (at different levels of their university education), and practitioners that want to better understand how (and why) organisations join forces with their competitors in informal and/or formal capacities.

Coopetition; Business-to-Business Marketing Strategies; Networking Behaviours; Competitors; Strategic Management

*James M. Crick*, University of Leicester, United Kingdom & University of Ottawa, Canada

*Chyi-Lyi (Kathleen) Liang, Thomas S. Lyons (Eds.)*  
**De Gruyter Handbook of Rural Entrepreneurship**

**Series:** De Gruyter Handbooks in Business, Economics and Finance

September 2025  
English, Approx. X, 450 pp., 20 fig.

**HC** \*RRP € 139.95/ RRP US\$ 160.99/ RRP £ 126.50  
ISBN 978-3-11-079128-0

**eBook** \*RRP € 139.95/ RRP US\$ 160.99/  
RRP £ 126.50  
PDF ISBN 978-3-11-079139-6  
ePUB ISBN 978-3-11-079149-5


This handbook frames the unique contribution of entrepreneurs to rural economic development based on the characteristics, challenges, and opportunities within entrepreneurial ecosystems in rural communities from an interdisciplinary and global perspective. It explores how the in-migration of talented and skilled workers retreating from previous employment has brought new ideas and actions to rural communities.

Rural communities; Rural entrepreneurs; Entrepreneurial businesses; Rural innovation; Globalization; Rural entrepreneurship research; Rural regions

*Chyi-Lyi (Kathleen) Liang*, North Carolina Agricultural and Technical State Univ, USA; *Thomas S. Lyons*, Univ of Tennessee, USA

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**Jaya Dalal**

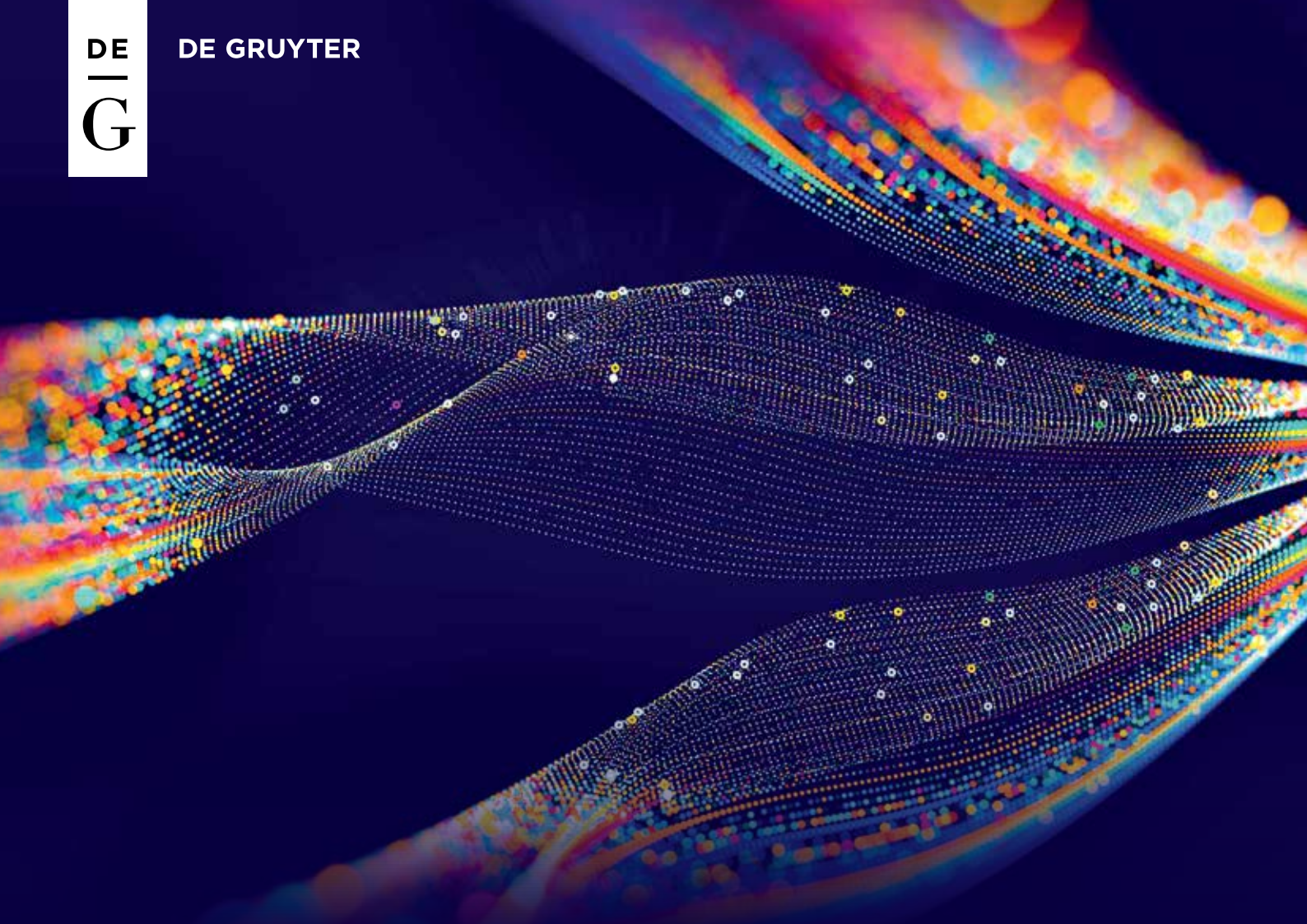
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**Natalie Wills**

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