



# **SELF-LEARNING MANAGEMENT SERIES CATALOGUE 2023**

## FEW LIBRARIES OFFERING OUR BOOKS

|   |   |   |
|---|---|---|
| Auraria Library (Colorado)                                      | LIBRIS (Sweden)   | Chemnitz University of Technology, university library (Germany) |
| Askews and Holts Library Services (Preston, UK)                 | Minuteman Library Network (Massachusetts)                       | Temasek Polytechnic (Singapore)                                 |
| Austin Public Library (Texas)                                   | Maharishi International University Library (Iowa)               | Terry P. McMahan Library (Florida)                              |
| Board of Regents School District (Illinois)                     | National Association of Realtors Information Center (San Diego) | Trinity College Library (Dublin)                                |
| Bozeman Public Library (Montana)                                | National Library of Scotland (United Kingdom)                   | Toledo Area Campus Library (Ohio)                               |
| Birmingham Public Library (Alabama)                             | National Library of Wales (Wales)                               | Texas A&M University (Qatar)                                    |
| Brooklyn Public Library (New York)                              | North Park University (Illinois)                                | The British Library (England)                                   |
| Cape Peninsula University of Technology Libraries (Cape town)   | Northwest Arkansas Community College (Arkansas)                 | The University of Texas library (Texas)                         |
| Chemeketa Cooperative Regional Library Service (Oregon)         | New Mexico Institute of Mining & Technology (New Mexico)        | Toi Ohomai Institute of Technology Library (New Zealand)        |
| Cochrane-Woods Library (Nebraska)                               | OC Public Libraries (California)                                | Towson University (Maryland)                                    |
| Carnegie Mellon University (Pennsylvania)                       | Palatine Public Library District (Illinois)                     | Tuzzy Consortium Library (Alaska)                               |
| Cleveland Public Library (Ohio)                                 | Palo Alto City Library (California)                             | Unisa: Muckleneuk Campus (South Africa)                         |
| Cuyahoga Community College (Ohio)                               | Penn State University Libraries (Pennsylvania)                  | Jon Bilbao Basque Library (Spain)                               |
| Dallas Public Library (Texas)                                   | Queens Public Library (New York)                                | CRAI Library at University of Barcelona (Spain)                 |
| Eugene Public Library (Oregon)                                  | Reeves Library, Moravian College (Pennsylvania)                 | Braunschweig University Library (Germany)                       |
| Fairfax County Public Library (Virginia)                        | Redeemer University Library (Ontario)                           | University of Manchester Library (England)                      |
| Fairleigh Dickinson University (New Jersey)                     | Rochester Public Library (Minnesota)                            | University of Nevada, Las Vegas Libraries (Nevada)              |
| Frisco Public Library (Texas)                                   | San Juan College Library (New Mexico)                           | University of Technology (Jamaica)                              |
| Guilford Technical Community College Libraries (North Carolina) | San Francisco Museum of Modern Art (California)                 | University of Kentucky Libraries (Kentucky)                     |
| Hinds Community College (Mississippi)                           | Santa Clara County Library District (California)                | University of Oxford (Oxford)                                   |
| Harris County Public Library (Texas)                            | Saskatchewan Polytechnic (Canada)                               | University of Texas Libraries (Texas)                           |
| IE University Library (Spain)                                   | Security Public Library (Colorado Springs)                      | University of Utah (Utah)                                       |
| University Information and Library Service (HIBS) (Germany)     | Southeast Community College library (Nebraska)                  | University of Wisconsin - Madison (Wisconsin)                   |
| Lucerne Central and University Library (Switzerland)            | Schaumburg Township District Library (Illinois)                 | Vincennes University (Indiana)                                  |
| Laredo Community College (Texas)                                | Saddleback College Library (California)                         | Wilbur Wright College (Illinois)                                |
| Lone Star College System (Texas)                                |   | Westlake Porter Public Library (Ohio)                           |
| Institute of Technical Education (Singapore)                    |   | Waukesha County Technical College Library (Wisconsin)           |
| The ISAE-SUPAERO library (France)                               |   | Misawa Base Library (Japan)                                     |
| Library of Congress (Washington DC)                             |   | Yellowstone Christian College (Montana)                         |

## RECEIVED RAVE REVIEWS FROM PROFESSORS AT

|  |                                       |  |
|--|---------------------------------------|--|
| Austin Community College                         | Grand Canyon University               | Rutgers Business School                  |
| St. Augustine College                            | Harvard University                    | Rice University                          |
| Berkeley College                                 | Hampden-Sydney College                | Seton Hall University                    |
| Cairn University                                 | Indiana University East               | South-eastern University                 |
| California State University                      | Iowa Central Community College        | Saint Martin's University                |
| California Southern University                   | Keller School of Management           | School of Business Shenandoah University |
| Concordia St. Paul                               | Lincoln International Business School | Springfield Technical Community College  |
| Capella University                               | Luzerne County Community College      | Tarleton State University                |
| City University of New York                      | Monroe College                        | The Pennsylvania State University        |
| Columbia University                              | Montpellier Business School           | University of Bridgeport                 |
| David Nazarian College of Business and Economics | Mount St. Joseph University           | University of Tennessee                  |
| Eastern Michigan University                      | New York University & Touro College   | University of Maine Hutchinson Center    |
| Embry Riddle Aeronautical University             | Northwestern University               | University of Memphis                    |
| Fairleigh Dickinson University                   | Northark College                      | West Chester University                  |
| Georgia State University                         | Nova Southeastern University          | Western Michigan University              |
| Georgetown University                            | Oswego State University of New York   | Yale University                          |
|  | Pace University                       |  |



# SELF-LEARNING MANAGEMENT ESSENTIALS YOU ALWAYS WANTED TO KNOW

This series is specially designed for students, professionals & entrepreneurs to illuminate various aspects of management, viz accounting, business, digital marketing, finance, human resource, marketing, project management, operations and supply chain & more. It includes fundamentals, important concepts, standard principles and practical ways of application of the subject matter.

The series gives a jump start to students, new managers, career switchers, entrepreneurs and working professionals, whose job roles demand to have the knowledge imparted in a B-school but haven't got a chance to visit one.

## AWARDS & ENDORSEMENTS



**DISTINGUISHED FAVORITE**  
2020 NYC Big Book



**DISTINGUISHED FAVORITE**  
2020 INDEPENDENT PRESS AWARD



**READERS' FAVORITE**  
FIVE STARS

## OUR AUTHORS



Amlan Ray



Ankur Mithal



Dr. AnnaMaria Bliven



Ashley McDonough



Callie Daum



Dr. Carrie A. Picardi



Jaquina Gilbert



Kalpesh Ashar



Mark Koscinski



Dr. Michael J. Walsh



Michelle Bartonico



Vishal Desai

To know more about our authors, [click here](#)

# REVIEWS

Project Management Essentials You Always Wanted to Know reinforces my teaching, and students love having a resource that reminds them of what they learned in class.

Angela J. Wheaton, MA, PMP, CMS,  
University of Maine Hutchinson Center  
& University of Southern Maine

The book on Human Resource Management Essentials provides strong functional knowledge of HRM and will enable students to clearly understand the purpose, practice and procedures attributed to HRM.

Fernán R. Cepero,  
YMCA of Greater Rochester Association Office

The Business Strategy Essentials book by Vibrant Publishers is excellent! It is comprehensive and makes for a good read.

Dr. Jagdish N. Sheth  
Charles H. Kellstadt Chair of Marketing,  
Padma Bhushan Awardee 2020

Dr. Michael Walsh outlines a pragmatic approach to HR Analytics for the most novice to the most advanced.

Dr. Wendy Hirsch,  
VP HR Technology, Analytics & Services, Eaton

A concise guide in helping the reader understand the components of organizations as well as identify what makes a successful organization.

Jeff Conner,  
Library Director, Command Fleet Activities  
Yokosuka (CFAY), Japan

The book is nicely written and I will recommend this book as an useful reference text book.

Rameshwar Dubey, DBA, Ph.D.,  
Editor – Journal of Supply Chain Management System

Stakeholder Engagement Essentials articulates a people-centric approach that humanizes project management. This book provides engaging activities and discussions that allow the reader to reflect on and effectively digest the material.

Stephanie Mendeloff,  
M.Ed, Executive Director of CREA  
Curriculum & Consulting

For a beginner, Macroeconomics Essentials gives comprehensive coverage of all topics that they need to learn. The present NEP curriculum on economics will find this book a great facilitator.

Prof Clement D Souza,  
Dean, School of Humanities and Associate  
professor of economics, St Joseph's University, Bangalore

Business Plan Essentials is a great, systematic, and easy-to-read guide to writing an effective business plan. I was especially impressed with the attention given to the financial and market analysis sections as both areas are critical for assessing the potential of any business plan. This book will be useful to undergraduate and graduate students who are contemplating starting their own business or consulting with a company about the expansion of their operations to include other products or other geographical locations.

Margaret A. Shaffer, Ph.D,  
Chair of International Business at the University of Oklahoma

Sales Management Essentials captures multiple facets of the sales management function very succinctly and concisely. It is helpful for readers to recap and consolidate their understanding of the sales management field. The lucidity and conciseness of the book makes it a quick read. A highly enriching book for both students of sales management and sales management practitioners at various levels.

Dr. Pravin Dange,  
Head - Academics, Symbiosis International  
(Deemed University), Pune, India

Every function of an organization can benefit from analytics. Dr. Michael Walsh and his book 'HR Analytics Essentials' provides a helpful framework for establishing and using analytics to support the Human Resources function and key decision-making. This book is a good tool for individuals in the field of H.R. and managers.

Leslie Yerkes,  
President, Catalyst Consulting Group, Inc

Digital Marketing Essentials is an essential book for digital marketers and educators. A comprehensive straight-to-the-point guide providing a clear view on digital marketing techniques and a framework on what works for beginners to experts alike. An up-to-date mixture of modern and traditional views on digital marketing that is easy to understand with clear concepts and examples.

Eric Lui,  
Professor at New York University & Baruch College  
Advisory Board Member - Pace University

Business Strategy Essentials book is a good, thought-provoking read. The layout of the book is concise, the tables, charts, and case studies improve the overall readability. Beneficial for those seeking to develop their entrepreneurial cognition.

Terila N Jhonson MBA,  
Founder, PennyWise, LLC

Leadership Essentials is one of the few leadership books I have read that has such an impactful journey of discovery and learning for the benefit of a student."

Bob Milner,  
CEO TerBo Enterprises & MRH Automotive"

## LIST OF BOOKS IN THIS SERIES

[Click on the title to view details](#)

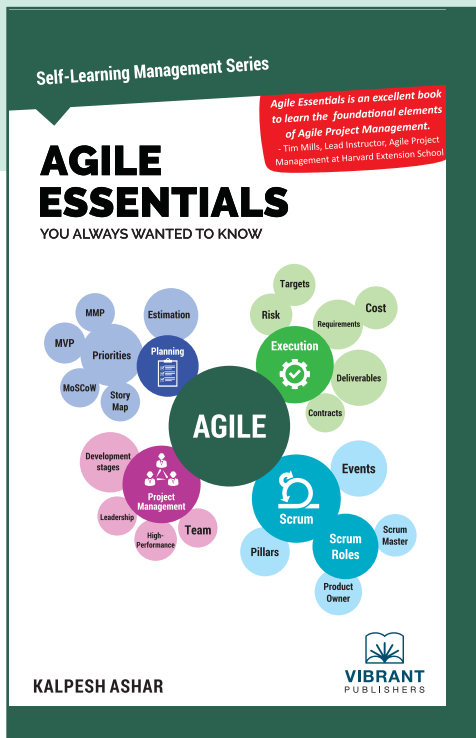
### **Title Of The Book**

Agile Essentials  
Business Plan Essentials  
Business Strategy Essentials  
Cost Accounting and Management Essentials  
Decision Making Essentials  
Digital Marketing Essentials  
Diversity in the Workplace Essentials  
Financial Accounting Essentials  
Financial Management Essentials  
HR Analytics Essentials  
Human Resource Management Essentials  
Leadership Essentials  
Marketing Management Essentials  
Microeconomics Essentials  
Operations and Supply Chain Management Essentials  
Organizational Behavior Essentials  
Organizational Development Essentials (New Release)  
Principles of Management Essentials (New Edition)  
Project Management Essentials  
Sales Management Essentials  
Stakeholder Engagement Essentials (New Release)

### **Upcoming Titles**

# AGILE ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“Effectively outlines the key concepts that all Agile project leader, Scrum Master or Product Owner must know and master”**

*Tim Mills, Lead Instructor, Harvard University*

*Agile Essentials You Always Wanted To Know* is a complete yet compact and easily understandable guide for anyone wanting to learn the fundamentals of Agile. This book provides a primary understanding of the Agile development methodology, when it is appropriate to use, and the commonly used Agile practices.

By understanding Agile through this book, one will be able to adapt to the changing project requirements, complete projects and work faster, and optimize the workflow along with efficiently managing the various stages of a project.

The reader will gain an understanding of the following from this book:

- Overall understanding of Agile
- Agile tracking and reporting
- Introduction to Scrum
- Agile in development and operations
- Agile planning as well as execution
- Agile leadership and team practices
- Agile methodologies and common practices

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 172 pages   |
| <b>Paperback:</b>         | 978-1-63651-005-7   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-006-4   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-007-1   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Kalpesh Ashar   |
| <b>Publication Date:</b>  | December 2020   |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**4.5 Stars**



**All the different types of Agile methodologies are explained in a simple language that is easy to understand even for beginners.**

*Kimberly, Goodreads*

**Concise and solid overview of Agile software development**

*Scott J Pearson, Amazon*

### ABOUT THE SERIES:

*Agile Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPJIMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 23 years of experience in large organizations and start-ups in Asia, USA, and Europe.



**Kalpesh Ashar**



### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.

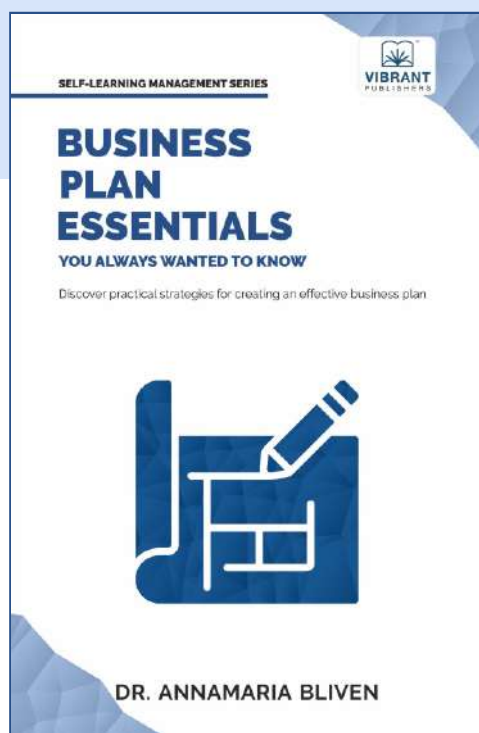


**BACK TO TOC**



# BUSINESS PLAN ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



- Is a business plan important?
- What does a business plan include?
- How do I optimize my business plan?
- How do I write a business plan?

The two main objectives of a business plan are:

- To help business owners concentrate on specific areas of their business
- To motivate them to achieve short-term and long-term goals.

A Business Plan acts as a blueprint for businesses that equips business owners to take decisions confidently and create a marketing plan that suits their needs. Without a business plan, an organization may see its end at an early stage.

***Business Plan Essentials You Always Wanted To Know*** provides answers to all your questions and gives hands-on tips and pieces of advice you will need to produce a pragmatic and useful business plan.

The book provides business plans and strategies for non-profit organizations, small service businesses, manufacturing businesses, and project developments with abundant samples that offer quick and smooth guidance about how to successfully bring a great business plan to life.

The book simplifies all the necessary procedures you should follow in drafting your business plan and editing it in order to turn it into a powerful document that will streamline your adventure into entrepreneurship.

After reading this book, you will understand

- Basics of An Effective Business Plan
- How to Successfully Do Your Own Marketing and Market Analysis
- How to Make Financial Projections in Your Business Plan
- The Best Tricks for Designing and Editing a Useful Business Plan

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 192 pages   |
| <b>Paperback:</b>         | 978-1-63651-121-4   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-122-1   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-123-8   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Dr. AnnaMaria Bliven  |
| <b>Publication Date:</b>  | August 2022   |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor<br>Brodart   Barnes & Noble<br>Axis360   Overdrive   Proquest |

### ABOUT THE SERIES:

*Business Plan Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Dr. AnnaMaria Bliven has worked as a business professional for over 30 years developing and managing for-profit and not-for-profit companies. Starting with a career in travel, then military service, and eventually as an educator in higher education, Dr. Bliven has gained valuable experience and expertise she wishes to share so that others can enjoy their business journey ventures and succeed.



Dr. AnnaMaria Bliven

### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# BUSINESS STRATEGY ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“The *Business Strategy Essentials* book is excellent! It is comprehensive and makes for a good read, the highlight being the Walmart case study. Looking forward to another self learning book on Strategy Execution.”**

*Dr. Jagdish N. Sheth, Goizueta Business School at Emory University  
Padma Bhushan Awardee 2020*

*Business Strategy Essentials You Always Wanted To Know* prepares new managers and leaders with building blocks of strategy. You will learn how to define strategy and how strategy differs at different levels of an organization. Identifying your company’s current strategy and then being able to execute possible appropriate strategies is a key thing you will learn reading this book. You are given tools to assist you with some of the more challenging aspects of strategy such as environmental scanning, SWOT analysis, and strategy analysis. After you have learned how to execute some of these strategies, you will learn what organization structures fit best with specific strategies. These timeless elements of strategy will provide you the fundamentals with a 21st century point of view.

*Business Strategy Essentials You Always Wanted To Know* gives you a look into the world of strategic management and some of its key elements. When you have completed reading this book you should be able to:

- Define strategic statements in an organization, understand its functions and elements
- Understand industry life cycles and industry structures
- Understand Porter’s Five Forces and its effect on strategic analysis and development
- Understand strategy formulation and strategy levels
- Understand strategy execution do’s and don’ts
- Read case studies and identify salient points

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 174 pages   |
| <b>Paperback:</b>         | 978-1-94939-577-8   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-94939-578-5   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-94939-571-6   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5” x 8.5”   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Callie Daum   |
| <b>Publication Date:</b>  | May 2018  |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**4.3 Stars**



**4.1 Stars**



**Teaches Essential Business Skills**

*Kendra Snead, Amazon*

**Best for self learning !**

*Neshway, Amazon*

### ABOUT THE SERIES:

*Business Strategy Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Callie Daum has worked in the healthcare industry for over 20 years gaining experience in managing teams, project management, strategic development and implementation, business marketing to increase revenues, and many more lessons learned on how to thrive in a business industry. As a seasoned Senior Project Manager and Leader, her goals include adding value, working efficiently and effectively, and sharing best practices to achieve overall success.



**Callie Daum**

### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today’s fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.

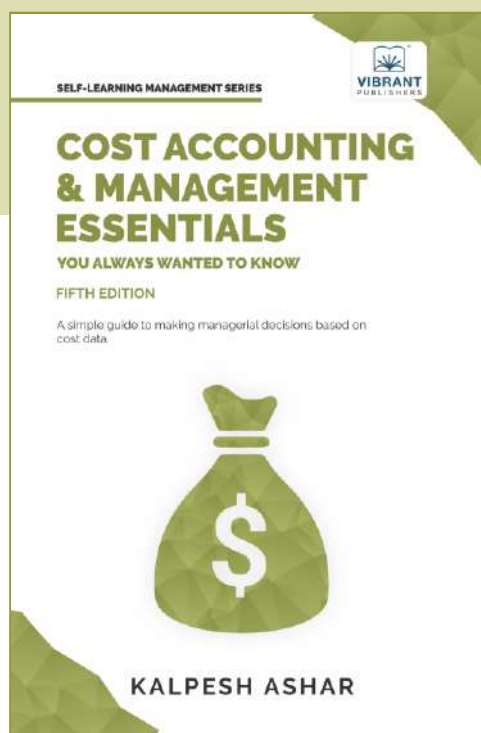


BACK TO TOC



# COST ACCOUNTING & MANAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



### 4.5 Stars



*Cost Accounting & Management Essentials You Always Wanted To Know: 4th Edition* is an introduction to cost accounting for engineers and scientists moving into management roles.

The book covers:

- An introduction to cost accounting
- Cost-Volume-Profit (CVP) analysis
- Activity based Costing
- Other aspects of cost allocation and control
- Decision making using relevant information



**“A relatively slim volume packed with information, solved examples and practice exercises which lifted my abilities with accounts to a whole new level.”**

*Sue Magee, The Bookbag*

|                    |   |
|--------------------|---|
| Pages:             | 188 pages   |
| Paperback:         | 978-1-63651-103-0   \$38 <sup>99</sup>  |
| eBook:             | 978-1-63651-104-7   \$19 <sup>99</sup>  |
| Hardback (Color):  | 978-1-63651-105-4   \$59 <sup>99</sup>  |
| Trim Size:         | 5.5" x 8.5"   |
| Category:          | Business & Economics  |
| Author:            | Kalpesh Ashar   |
| Publication Date:  | August 2022   |
| Intended Age:      | 13+   |
| Available through: | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |

#### ABOUT THE SERIES:

*Cost Accounting & Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



#### ABOUT THE AUTHOR:

Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPJIMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 23 years of experience in large organizations and start-ups in Asia, USA, and Europe.



Kalpesh Ashar



#### ABOUT VIBRANT PUBLISHERS:

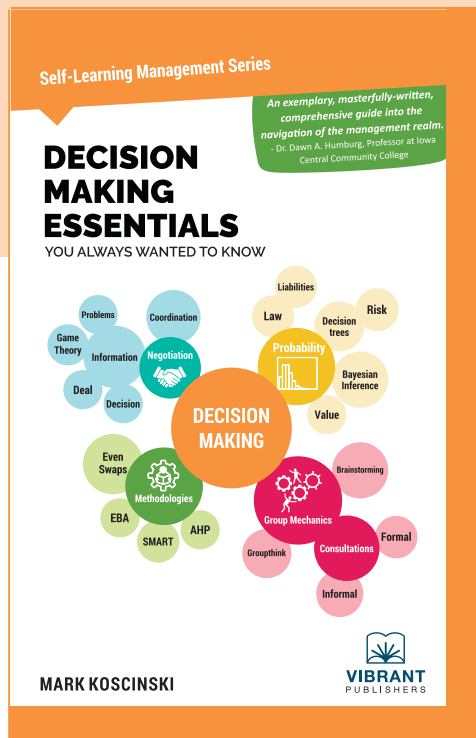
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# DECISION MAKING ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



*"Decision Making Essentials You Always Wanted to Know stands out in its tone, honed by seasoned authority and university professor Mark Koscinski, and its function, a hallmark of Vibrant Publishers and the entire Self Learning Management series. This is a fantastic book that will find itself useful to all decision-makers, from homemakers to CEOs."*

*Asher Syed, Readers' Favorite*

*Decision Making Essentials You Always Wanted to Know* prepares new managers and leaders to make those tough decisions they face by providing them with a tool box of decision analysis techniques to help them understand and analyze the decisions they make.

The chapters describe key techniques of decision analysis, including:

- Cognitive biases and Prospect Theory
- Heuristics
- Probability and Expected Value
- Bayes Theorem
- Multi-attribute decision making
- Game Theory
- Prediction Markets
- Brainstorming and Groupthink
- Black Swan Events



**An exemplary, masterfully-written, comprehensive guide into the navigation of the management realm. I admire the author's adeptness at framing the content by incorporating topics relating to management, accounting, economics, and statistics—a holistic approach to decision making.**

*Dr. Dawn A. Humburg, Iowa Central Community College*

**Koscinski writes with an approachable, relatable expertise that will make this book enjoyable for anyone interested in learning the ins and outs of how people make decisions...and for those who want to learn how to be a better decision maker.**

*Jeanie Winkelmann, Librarian*

|                    |   |
|--------------------|---|
| Pages:             | 190 pages   |
| Paperback:         | 978-1-63651-002-6   \$38 <sup>99</sup>  |
| eBook:             | 978-1-63651-003-3   \$19 <sup>99</sup>  |
| Hardback (Color):  | 978-1-63651-004-0   \$59 <sup>99</sup>  |
| Trim Size:         | 5.5" x 8.5"   |
| Category:          | Business & Economics  |
| Author:            | Mark Koscinski  |
| Publication Date:  | December 2020   |
| Intended Age:      | 13+   |
| Available through: | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |

### ABOUT THE SERIES:

*Decision Making Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Mark Koscinski is an assistant professor of accounting practice at Moravian College in Bethlehem, PA, where he teaches a graduate level Decision Analysis class and several advanced accounting classes. He has over forty years of experience in the business world, and has supervised every operation of an organization including sales and marketing. His background and experience gives him a unique position to write on management topics that are easy to understand for non-MBA graduates.



**Mark Koscinski**



### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# DIGITAL MARKETING STRATEGY ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



"If you're looking for a well-organized and well-written book on the fundamentals of digital marketing, this book is for you. I'm always on the look-out for new marketing textbooks for my university students across the country, so I was pleasantly surprised when I came across this book. It's a rock solid introduction to some of the most important concepts in marketing today. Best of all, it focuses on the practical application of digital marketing, not just on the academic theory. Bravo!"

Jamie Turner, Internationally Recognized Author,  
Speaker and University Lecturer

The Internet has changed how we communicate, and that includes how we market. From corporate websites, to social media platforms, search engines, and more, there are many ways to reach your market in the digital age. The vast amount of data that can be generated (Big Data), adds to the complexity of marketing decisions, but also lets you understand your market better than ever before.

*Digital Marketing Essentials You Always Wanted To Know* includes easy-to-understand concepts, tips, and insights to understand how to gain and retain happy customers through the use of digital technologies. This book will help you understand the principles that boost marketing productivity, including the tools required to create and implement a winning digital marketing strategy. It shows how to integrate your digital activities across channels to improve your marketing performance.

Whether you are a beginner, looking to understand the basics of digital marketing, or an expert marketer, searching for a way to increase your digital marketing ROI, *Digital Marketing Essentials You Always Wanted To Know* will help you achieve your goals.

|                    |   |
|--------------------|---|
| Pages:             | 180 pages   |
| Paperback:         | 978-1-94939-574-7   \$38 <sup>99</sup>  |
| eBook:             | 978-1-94939-542-6   \$19 <sup>99</sup>  |
| Hardback (Color):  | 978-1-94939-543-3   \$59 <sup>99</sup>  |
| Trim Size:         | 5.5" x 8.5"   |
| Category:          | Business & Economics  |
| Author:            | Vibrant Publishers  |
| Publication Date:  | July 2020   |
| Intended Age:      | 13+   |
| Available through: | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



4.3 Stars



4.1 Stars



Digital Marketing Essentials is an essential book for digital marketers and educators. A comprehensive straight to the point guide providing a clear view on digital marketing techniques and framework on what works for beginners to experts alike. An up-to-date mixture of modern and traditional views on digital marketing that is easy to understand with clear concepts and examples.

Professor Eric Lui, Advisory Board Member - Pace University

The textbook is well-written and should give students a good working knowledge of terminology, theory, and practice for implementing digital strategy.

Joe Stabb, Assistant Professor, Oswego State University

### ABOUT THE SERIES:

*Digital Marketing Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT VIBRANT PUBLISHERS:

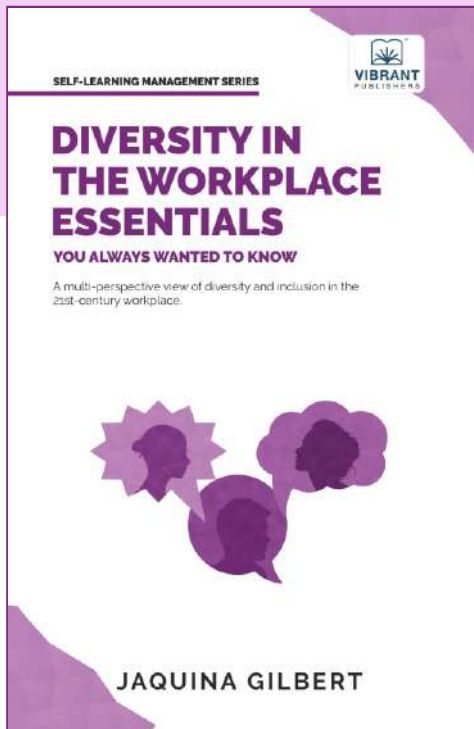
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# DIVERSITY IN THE WORKPLACE ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



- Identity
- Historical influence
- Organizational Culture
- Systemic Change
- Equity v/s Equality

For some, there is a clear correlation between the success of an organization and the diversity it embraces. For others, merely hearing the word “diversity” feels like an imposed “buzzword” that makes people antsy about how to get along at work.

Talk about diversity! This book discusses the historical influence of diversity in the workplace and explains challenging concepts to broaden diversity literacy. Professionals gain deeper insight into workplace impacts that may have traditionally been overlooked or disregarded.

The book does not shy away from difficult topics that many organizations encounter. Instead, it teaches that diversity and inclusion are about progress, not punishment. To recognize, respond to, and nurture diversity within individuals that often impact our workplace, we have to first understand the importance that diversity has holistically.

After reading this book, you will understand:

- The definition of DE&I
- How diversity influences the workplace
- The historical significance of diversity
- How organizations can best embrace diversity
- The difference between equity and equality
- How to leverage and embrace diverse talent

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 290 pages   |
| <b>Paperback:</b>         | 978-1-63651-112-2   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-113-9   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-114-6   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5” x 8.5”   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Jaquina Gilbert   |
| <b>Publication Date:</b>  | August 2022   |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor<br>Brodart   Barnes & Noble<br>Axis360   Overdrive   Proquest |

### ABOUT THE SERIES:

*Diversity in the Workplace Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Jaquina Gilbert has over 20 years of Human Resources experience in multiple disciplines and holds both SHRM and PHR certifications. She authored three books and has written HR-related content for business owners, authors, and professionals in various industries. Jaquina received a BBA in Human Resources Management and Organizational Behavior from the University of North Texas in Denton, and an MS in Human Resource Training and Development from Amberton University.



**Jaquina Gilbert**



### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today’s fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.

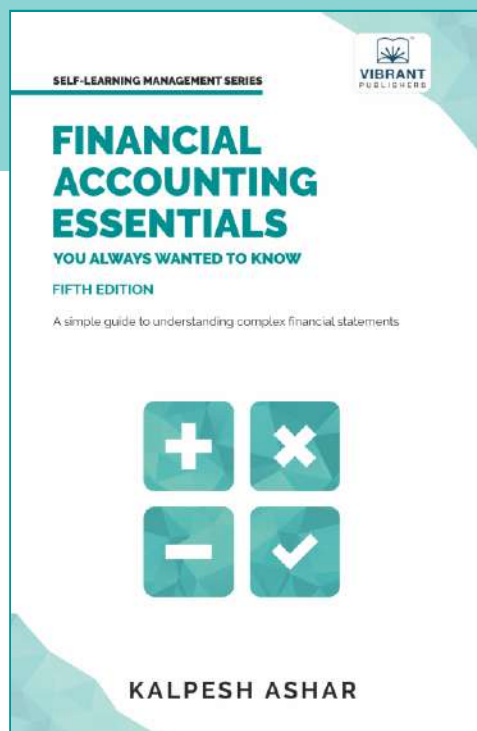


BACK TO TOC



# FINANCIAL ACCOUNTING ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“If you've ever looked at a set of accounts and wondered what you were looking at, this is the book for you. The concepts are explained in clear language and even after half a century of involvement with accounts and accounting principles I still had a few lightbulb moments. Recommended.”**

*Sue Magee for The Bookbag*

*Financial Accounting Essentials You Always Wanted To Know: 4th Edition* prepares new managers and leaders with the foundation to understand financial accounting, a critical tool to document finances to shareholders, government tax authorities and other critical parts of the business ecosystem.

The chapters follow in a logical flow to describe the key components of financial accounting, including:

- Why are financial accounting systems necessary?
- Financial accounting systems and terms
- The Balance Sheet
- The Income Statement
- The Statement of Cash Flows

Each chapter provides clear examples of the financial accounting tools and includes practice examples to help train the reader in the usage of these critical tools.

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 176 pages   |
| <b>Paperback:</b>         | 978-1-63651-097-2   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-098-9   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-099-6   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Kalpesh Ashar   |
| <b>Publication Date:</b>  | August 2022   |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |

**amazon**

**4.3 Stars**



**A well written book on financial accounting essentials.**

*Niyati, Amazon*

**It is a very informative book and all the concepts are explained in simple words so that everyone can understand.**

*Kimberly, Goodreads*

### ABOUT THE SERIES:

*Financial Accounting Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPJIMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 23 years of experience in large organizations and start-ups in Asia, USA, and Europe.



**Kalpesh Ashar**

### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.

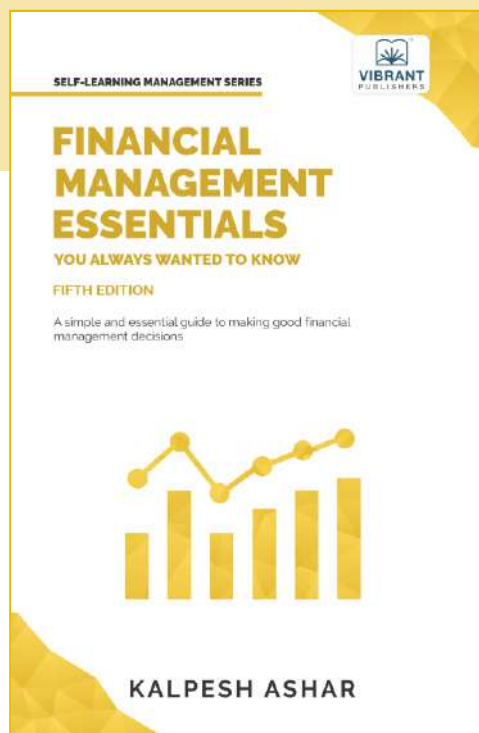


BACK TO TOC



# FINANCIAL MANAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“In your self-learning series, I am using Business Strategy and Financial Management as supplemental textbooks.”**

*Jared Reynolds, Associate Dean, Kelley College of Business*

*Financial Management Essentials You Always Wanted To Know: 4th Edition* provides new managers and leaders with the foundational concepts of financial management. Having deep knowledge of law, engineering, and other professional disciplines doesn't prepare someone for the key role finance plays in business. This book provides an overview of core financial concepts such as:

- Analysis of financial statements
- Cost of Capital
- Creating a capital budget
- Managing working capital
- Stocks and dividends
- Forecasting

Each chapter provides clear examples of financial management practice and includes practice exercises to help train the reader in the usage of these critical tools. This edition also includes Chapter Summaries and Solutions to Practice Exercises.

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 206 pages   |
| <b>Paperback:</b>         | 978-1-63651-100-9   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-101-6   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-102-3   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Kalpesh Ashar   |
| <b>Publication Date:</b>  | August 2022   |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**This book tell you how you can take charge of your financial security. It allows you to grow your wealth but also generate an additional income stream if needed ahead of retirement.**

*Half Papyrus, Goodreads*

**Basic book for Accountancy preparation!**

*Riyaz Rahman, Amazon*

### ABOUT THE SERIES:

*Financial Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPJIMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 23 years of experience in large organizations and start-ups in Asia, USA, and Europe.



**Kalpesh Ashar**

### ABOUT VIBRANT PUBLISHERS:

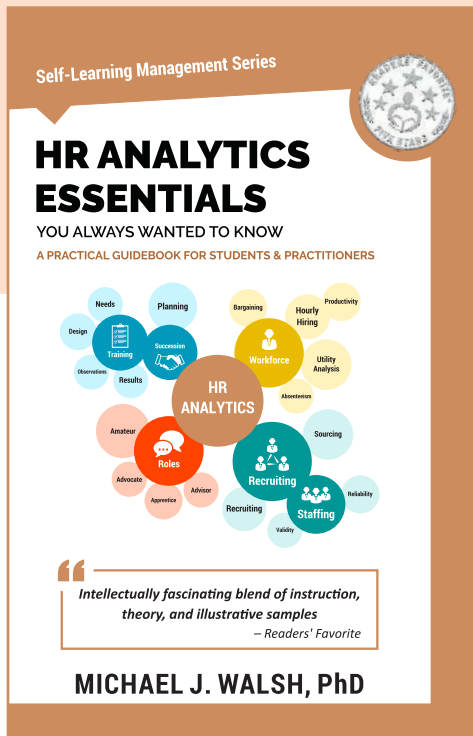
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# HR ANALYTICS ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



*"This guidebook expertly walks readers through the more foundational principles of the analytical process and is packed with HR-specific conditions and steadily deepens the discussion from foundational to more advanced topics. Individuals with a basic background in statistics will quickly absorb the contents and those with experience in HR will easily identify opportunities for utilization. This book could also pique the interest of Organizational Change Management professionals and anyone interested in organizational strategy."*

*Deborah Adams, Readers' Favorite*

- For seasoned professionals and newcomers seeking guidance on how to tell their organization's story
  - Could be used as a supplement to a textbook for undergraduates studying Human Resources Management
  - Blends theory with practical guidance, making it easy to begin implementing analytics best practices
  - Comes with helpful video tutorials for using Excel to manipulate quantitative data
- Have you ever wondered if there is a science behind the people decisions businesses make? If you have ever been curious about the methods employed by human resources professionals, then *HR Analytics Essentials You Always Wanted to Know* is the resource guide you need!

After reading this book, you will be able to:

- Define what HR Analytics can do for an organization
- Determine the best HR analytics role for you
- Assess the readiness of your organization for undergoing a study using HR analytics
- Apply HR Analytics in various HR disciplines, including recruiting and staffing, labor negotiations, incentives, and training
- Use Excel to efficiently manage data for your HR analytics

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 214 pages   |
| <b>Paperback:</b>         | 978-1-63651-034-7   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-035-4   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-036-1   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Dr. Michael J. Walsh  |
| <b>Publication Date:</b>  | April 2021  |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**4.5 Stars**  
★★★★☆



**Must Have for HR Professionals**

*Alan R. Vance, Amazon*

**Thoughtfully written and helpful strategies**

*TB, Amazon*

### ABOUT THE SERIES:

*HR Analytics Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Dr. Michael Walsh is an industrial and organizational psychologist with over 15 years of human resources and people analytics experience. Michael currently leads Global Talent Management and Organizational Effectiveness for Eaton Corporation's Vehicle Group. He teaches a Human Resources Analytics course for master's level students at the University of Illinois and Wayne State University.



**Dr. Michael J. Walsh**



### ABOUT VIBRANT PUBLISHERS:

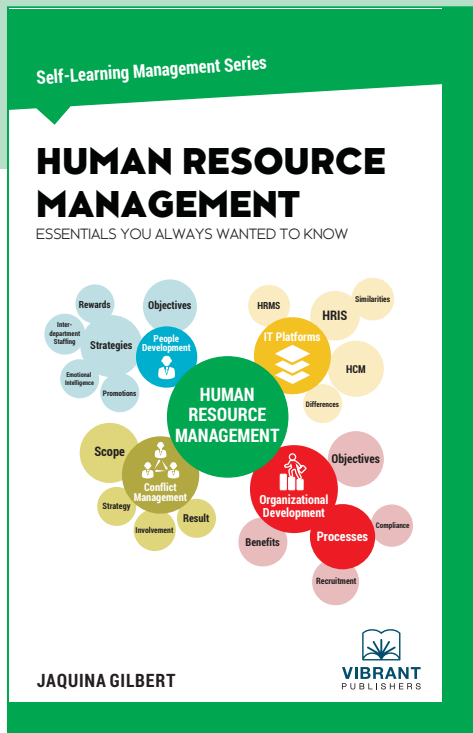
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# HUMAN RESOURCE MANAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“a compelling integration of theoretical and conceptual content, relevant process models, and real-world practices and resources”**

*Dr. Carrie A. Picardi, University of Bridgeport*

This book guides readers through the challenges and provides tools to address those challenges. It provides an understanding of areas including:

- The concept of HRM
- Performance management strategies
- Legal and regulatory compliance
- Organizational development
- Conflict management
- Payroll and compensation
- Information technology in HRM
- Health and safety
- Personnel development

The core of every company is its people, and Human Resources Management (HRM) is the key to handling all the complexities of human relations, compensation, conflict resolution, and much more. Strategies and tactics are needed to effectively manage the human resource potential that drives all companies to profitability and success.

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 232 pages   |
| <b>Paperback:</b>         | 978-1-94939-583-9   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-94939-584-6   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-94939-585-3   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Jaquina Gilbert   |
| <b>Publication Date:</b>  | May 2020  |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**4.4 Stars**



**4.2 Stars**



**GREAT book for Human Resource Instructors.**

*Benito G., Amazon*

**I liked how every chapter ends with the summary of that particular topic. There are quizzes designed for each of the 9 chapters that help to analyze the understanding level.**

*Riya Bhatia, Goodreads*

### ABOUT THE SERIES:

*Human Resource Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Jaquina Gilbert has over 20 years of Human Resources experience in multiple disciplines and holds both SHRM and PHR certifications. She authored three books and has written HR-related content for business owners, authors, and professionals in various industries. Jaquina received a BBA in Human Resources Management and Organizational Behavior from the University of North Texas in Denton, and an MS in Human Resource Training and Development from Amberton University.



**Jaquina Gilbert**

### ABOUT VIBRANT PUBLISHERS:

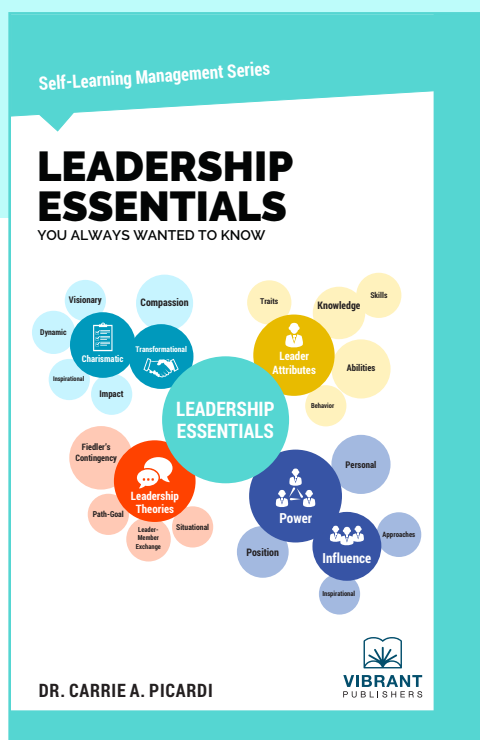
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



**BACK TO TOC**

# LEADERSHIP STRATEGY ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



"For professionals interested in a better understanding of types of leadership and ways to become a more effective leader in normal times and times of change, this is an excellent book. A concise and well-explained book!"

Randy B. Lichtman for Readers' Favorite

The reader will gain an understanding of the following from this book:

- Attributes of effective leader
- Different roles of leader
- Impact of setting and context on leaders choices
- Integration of ethics into best practices
- Trends influencing the evolution of leadership in the 21st century

Have you ever wanted to know how to become the type of person that others look to for guidance? In *Leadership Essentials You Always Wanted to Know*, you will learn what it takes to be a strong leader who can guide any team to success.

Driven by the latest research on leadership, this straight-forward guide breaks down not only the traits of highly effective leaders, but also how to use those traits in a variety of situations. You do not need to already be in a leadership position to benefit from the lessons detailed in this book. Aside from describing the best practices of effective leadership, you will learn the essential knowledge and core competencies of influential leaders, while also exploring real world applications that have been faced--and overcome--by thriving organizations. With chapter summaries and quizzes to reinforce concepts, as well as online resources to supplement the reading, this is one book you will not want to ignore.

|                    |   |
|--------------------|---|
| Pages:             | 200 pages   |
| Paperback:         | 978-1-63651-031-6   \$38 <sup>99</sup>  |
| eBook:             | 978-1-63651-032-3   \$19 <sup>99</sup>  |
| Hardback (Color):  | 978-1-63651-033-0   \$59 <sup>99</sup>  |
| Trim Size:         | 5.5" x 8.5"   |
| Category:          | Business & Economics  |
| Author:            | Dr. Carrie A. Picardi   |
| Publication Date:  | March 2021  |
| Intended Age:      | 13+   |
| Available through: | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



5 Stars



4 Stars



It presents innovative ideas, tips, theories that inspired me to think deeply about what is Leadership Quality!

Aspirant Goals, Amazon

### ABOUT THE SERIES:

*Leadership Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Dr Carrie A. Picardi, Ph.D., is an industrial / organizational psychologist with over 20 years of professional experience in human resource management, as a research analyst and consultant, and in academia. She has led initiatives in the areas of leadership development, assessment center design and deployment, job analysis, talent acquisition and retention, compensation and total rewards, learning and development and many more.



Dr Carrie A. Picardi

### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.

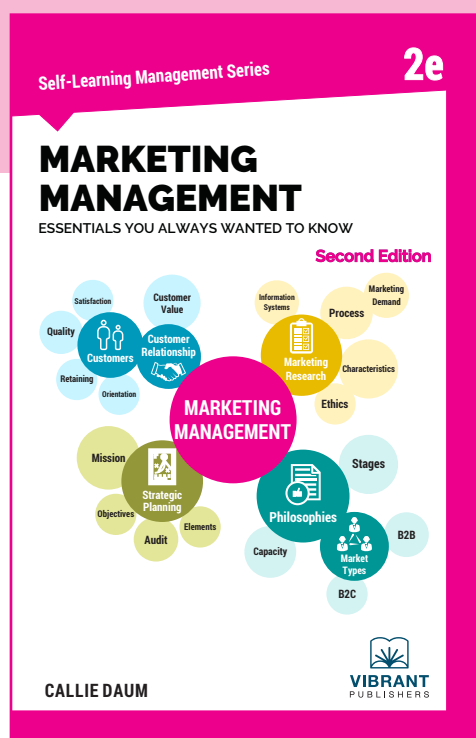


BACK TO TOC



# MARKETING MANAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“Marketing Management Essentials You Always Wanted to Know is a brilliant book. My students loved the ease of reading and the relatability of the text.”**

*Kristopher J. Patterson, Rutgers Business School*

*Marketing Management Essentials You Always Wanted To Know* guides new marketing managers and leaders with building blocks of marketing management. You will learn how to define marketing management and how it affects different levels of an organization. You will understand the main functions of a marketing manager so that you can incorporate those functions into your new role. You are given tools to assist you with some of the more challenging aspects of marketing management such as SWOT analysis, measuring customer satisfaction, and developing a marketing plan. Understanding the relationship between strategy and marketing and applying it to decision making is a vital skill that you will learn about that is vital to today's marketing manager. After you have learned about managing marketing internally to your organization, you will begin to learn how to manage your external customers and gain their business. These timeless elements of marketing management will provide you the fundamentals with a 21st century point of view.

*Marketing Management Essentials You Always Wanted To Know* gives you a look into the world of marketing and some of its key elements. When you have completed reading this book you should be able to:

- Define marketing management in an organization, understand its functions and elements
- Know the business responsibilities of a marketing manager and marketing department
- Describe tools that can help you navigate your role as a marketing manager
- Understand the relationship between strategy and marketing
- Know how to use marketing to manage customer relationships

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 158 pages   |
| <b>Paperback:</b>         | 978-1-94939-579-2   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-94939-580-8   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-94939-573-0   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Callie Daum   |
| <b>Publication Date:</b>  | July 2020   |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**5 Stars**



**4.2 Stars**



**Informative book on Marketing Management**

*Kimberly Moniz, Amazon*

### ABOUT THE SERIES:

*Marketing Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Callie Daum has worked in the healthcare industry for over 20 years gaining experience in managing teams, project management, strategic development and implementation, business marketing to increase revenues, and many more lessons learned on how to thrive in a business industry. As a seasoned Senior Project Manager and Leader, her goals include adding value, working efficiently and effectively, and sharing best practices to achieve overall success.



**Callie Daum**

### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.

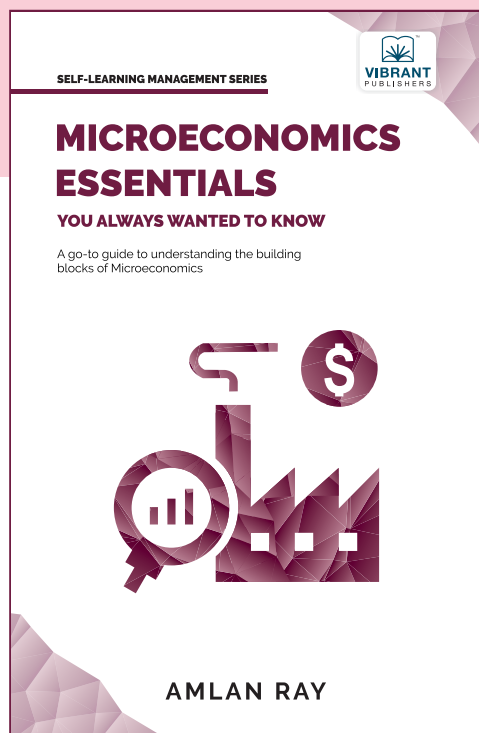


BACK TO TOC



# MICROECONOMICS ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 220 pages   |
| <b>Paperback:</b>         | 978-1-63651-115-3   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-116-0   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-117-7   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Prof. Amlan Ray   |
| <b>Publication Date:</b>  | August 2022   |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor<br>Brodart   Barnes & Noble<br>Axis360   Overdrive   Proquest |

- Have you wondered how companies decide the price of their products?
- What factors do companies consider while allocating their resources?
- How does consumer behavior affect the factors of production?

*Microeconomics Essentials You Always Wanted To Know* has the answers to all your questions. The book shows how the demand of consumers affects the market supply and how price is a major determinant of them. Next, the book goes on to explain consumer behavior with the help of cardinal and ordinal utility approaches. The book dives deep into the functions of markets and the roles that they play in a booming or receding economy. Lastly, it touches upon the topic of international trade and its advantages for a country. It contains plenty of examples that are relevant to the real world which will make it easier for you to grasp the concepts.

*Microeconomics Essentials You Always Wanted To Know* is a go-to guide for understanding all the crucial concepts that form the building blocks of microeconomics.

After reading this book, readers will:

- Understand the basic concepts of Microeconomics
- Learn the relationship between demand and supply
- Get to know the various types of markets
- Discover how prices of goods and services are determined
- Understand the theory of factor pricing
- Appreciate policy decisions related to taxation, interest rate, and international trade

### ABOUT THE SERIES:

*Microeconomics Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Prof. Amlan Ray is currently Senior Director & Dean at SRISIIM, New Delhi, a management and research Institution recognized by the Ministry of Science & Technology and Ministry of Education, Government of India. He has 27 years of experience working in Corporates, Consulting, Training, and Academia. Amlan is a B.Tech., MBA, M.A. (Economics) and has submitted his Ph.D. thesis at Amrita Viswa Vidyapeetham, India in the area of International Trade.



**Prof. Amlan Ray**



### ABOUT VIBRANT PUBLISHERS:

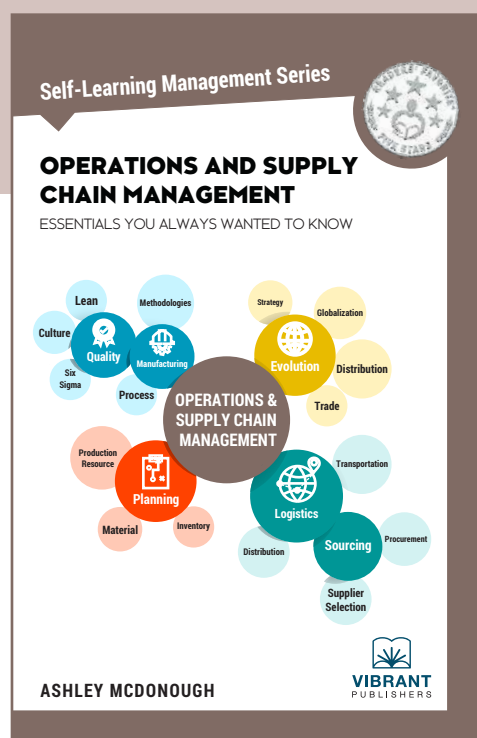
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# OPERATIONS AND SUPPLY CHAIN MANAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“Wonderful continuity told in plain language while bringing us through an example from the first phase through logistics”**

*Randy B. Lichtman for Readers' Favorite*

Have you ever wondered what your peers meant by “Supply Chain” or “Operations”, or why either of these fields matter? What about people that work in these roles – what do they actually do? In Operations and Supply Chain Management Essentials, all of these questions will be answered.

This useful guide explains how the various functions within the Supply Chain intertwine to bring a finished product to life for consumers in the market. You will understand the story of how new demands, changing preferences, and unforeseen circumstances force this fictional company to adapt in order to survive. Through this book, you will understand and appreciate how these activities, including logistics and warehouse management, make everyday products and services available at our disposal - and why this is increasingly important for companies to pay attention to.

After reading this book, you will be able to answer the following questions:

- What is Operations and Supply Chain Management and why is it important?
- What are the key functions within this field, and how do they interact with one another and the broader business?
- What are the responsibilities and decisions that managers in each functional area think about?
- How will disruptions in the Supply Chain impact the business world and our lives going forward?
- What are the practical applications of the knowledge gained around Supply Chain Operations?

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 192 pages   |
| <b>Paperback:</b>         | 978-1-94939-524-2   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-94939-525-9   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-94939-565-5   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Ashley McDonough  |
| <b>Publication Date:</b>  | October 2019  |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**4..5 Stars**



**4.4 Stars**



**The wide research and array of comprehensive topics supported by useful examples does well in making one well versed with the operation concepts**

*Priya, Goodreads*

### ABOUT THE SERIES:

*Operations And Supply Chain Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Ashley McDonough is a Supply Chain and Finance professional who holds an M.B.A from the Hong Kong University of Science and Technology, one of the top M.B.A. programs in the world. She also holds a Bachelor's degree from the University of Minnesota, with an emphasis in Supply Chain, Operations Management, and Economics.



**Ashley McDonough**

### ABOUT VIBRANT PUBLISHERS:

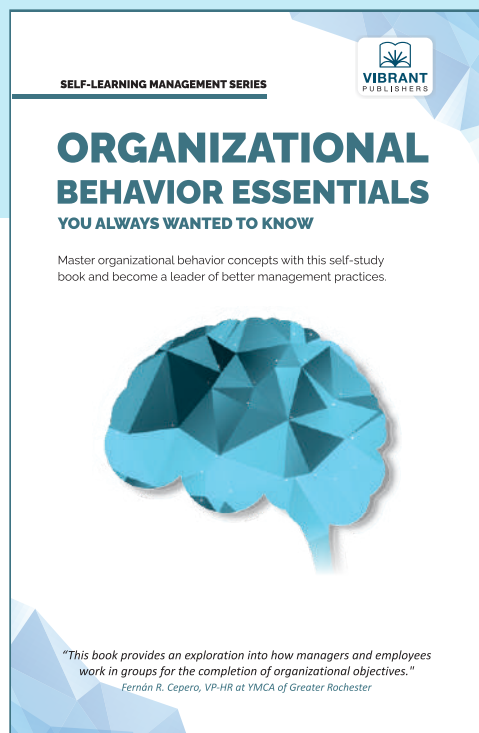
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# ORGANIZATIONAL BEHAVIOR ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



“This book will be an industry standard on how you provide a blueprint in creating a more sustainable and equitable work environment. **Organizational Behavior Essentials You Always Wanted to Know** will provide a strategic developmental framework in re-invigorating your employees to high level success. ”

*Denean Robinson, Instructor of Workforce Continuing Education*

Like people, organizations have different personalities that are impacted by more than just the brand identity.

*Organizational Behavior Essentials You Always Wanted To Know* covers dimensions of the relationships between an organization at the individual, group and overall organizational levels and their impact on one another.

If you have ever questioned how organizations adapt to the changing demands of the twenty-first century, then *Organizational Behavior Essentials You Always Wanted To Know* is the resource you need.

After reading this book, you will be able to answer the following questions:

- What is organizational behavior?
- What are best practices for managing topics such as office politics, diversity, learning and development, and stress in the workforce?
- How do organizations develop and retain talent?
- How can an organization develop high performance work systems that maximize outcomes at all levels?
- What are the skills of an effective leader who creates a high-performance work culture?

|                    |   |
|--------------------|---|
| Pages:             | 246 pages   |
| Paperback:         | 978-1-63651-037-8   \$38 <sup>99</sup>  |
| eBook:             | 978-1-63651-038-5   \$19 <sup>99</sup>  |
| Hardback (Color):  | 978-1-63651-039-2   \$59 <sup>99</sup>  |
| Trim Size:         | 5.5" x 8.5"   |
| Category:          | Business & Economics  |
| Author:            | Vibrant Publishers  |
| Publication Date:  | September 2021  |
| Intended Age:      | 13+   |
| Available through: | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**I recommend this book if you are first learning the art of leadership, or just need reminders on the aspects of management.**

*Annie Bahringer, Library Director, North Shore Library*

**Organizational Behaviors is a vast subject of study and it requires a comprehensive and holistic approach to understand it. This book has nicely presented the essential concepts of Organizational Behaviors in easy language for the students of management programs. The quizzes at the end of the chapters are helpful in self assessments of the learning. All essential and relevant aspects related to Organizational Behavior are considered in this book and it is useful for the practitioners also.**

*Anant Kumar Srivastava, Professor of Information Systems and Analytics and Consultant for Business Process Re-Engineering*

### ABOUT THE SERIES:

*Organizational Behavior Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT VIBRANT PUBLISHERS:

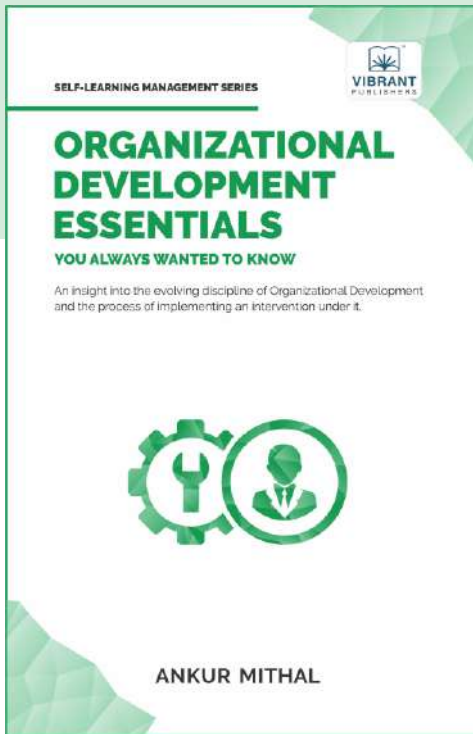
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# ORGANIZATIONAL DEVELOPMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



- Do the words Organizational Development (OD) intrigue and excite you?
- Do you want to know what role they play in the life of an organization?
- Would you like to know more about what an OD practitioner actually does for an organization?
- What exactly is an OD intervention through which change is introduced into an organization?

Organizational Development Essentials You Always Wanted To Know answers these questions and many more. It is a ready reckoner for people who would like to know more about the subject but do not know where to start.

It seeks to provide an understanding of the still relatively new and evolving discipline of OD along with its key characteristics, core values, and goals. In order that it is not confused with some other disciplines like Change Management and Human Resource Management, a distinction is also drawn between them.

The book builds the theory of OD around the concept of constant change and suggests that organizations need to move from change that is thrust upon them to change that is planned, with the help of OD interventions.

The book also discusses the 5 stages of OD interventions - Entry, Diagnosis, Implementation, Evaluation, and Institutionalization in detail. The discussion is rounded off by discussing the OD practitioner's core competencies, skills, ethical issues, and knowledge required as well as the expectations the organization has.

The book is an ideal pick for managers and leaders in organizations who wish to acquaint themselves with all the aspects of OD. It will be a useful guidebook for students and help them explore the field of OD for a prospective career.

This book is part of the Self-Learning Management Series designed to help students, managers, career switchers, and entrepreneurs learn essential management lessons.

|                           |  |
|---------------------------|--|
| <b>Pages:</b>             | 215 pages  |
| <b>Paperback:</b>         | 978-1-63651-148-1   \$38 <sup>99</sup>   |
| <b>eBook:</b>             | 978-1-63651-149-8   \$19 <sup>99</sup>   |
| <b>Hardback (Color):</b>  | 978-1-63651-150-4   \$59 <sup>99</sup>   |
| <b>Trim Size:</b>         | 5.5" x 8.5"  |
| <b>Category:</b>          | Business & Economics   |
| <b>Author:</b>            | Ankur Mithal   |
| <b>Publication Date:</b>  | January 2023   |
| <b>Intended Age:</b>      | 13+  |
| <b>Available through:</b> | Ingram   Baker & Taylor<br>Brodart   Barnes & Noble<br>Axis360   Overdrive<br>Proquest |

### ABOUT THE SERIES:

*Organizational Development Essentials* is part of Vibrant Publishers' Self-Learning Management series. This series is designed to address every aspect of business and help students, new managers, career switchers, and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Ankur Mithal is a widely experienced business professional. In over 15 years with Standard Chartered Bank, he worked in Sales, Project Management as well as Operations, operating out of Kolkata, Delhi, Hong Kong, Mumbai, and Singapore. He was involved in a number of improvement interventions in the BPO industry that straddled the disciplines of Organizational Development as well as Quality which created interest and enabled him to learn about them.



Ankur Mithal



### ABOUT VIBRANT PUBLISHERS:

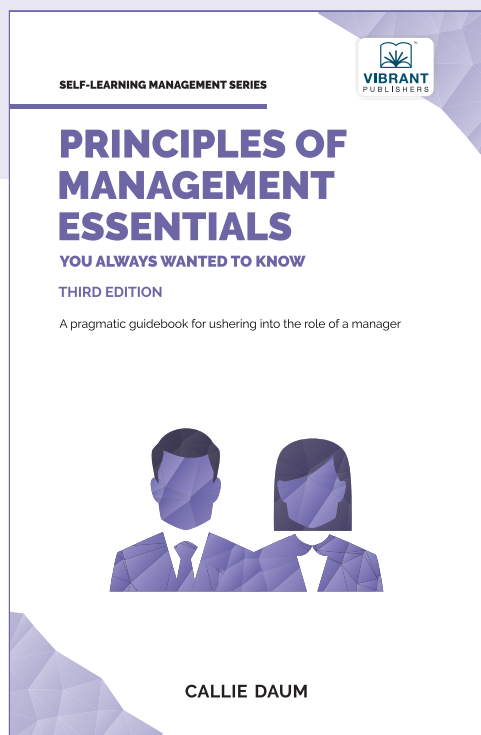
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.





# PRINCIPLES OF MANAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



- Understand the different types of organizational structures
- Uncover the myriad roles of a manager
- Know the difference between leaders and managers
- Learn to manage employees and maintain customer relationships

In the 3rd edition of *Principles of Management Essentials You Always Wanted To Know*, you will uncover the myriad functions of a manager and prepare yourself to take on a managerial role. This new edition has an additional chapter on International Business and Management and multiple-choice quizzes at the end of each chapter.

The book will show you what good managers and leaders look like along with their roles and functions. As a manager, you will learn to become a leader with smart decision-making, conflict resolution, and problem-solving skills. Along with getting a working knowledge of quality management, operations, and organizational culture after reading this book, you will also be introduced to the world of business and management outside the borders of your own country in the new chapter on International Business and Management.

The book deals with a yet more important skill that you should have as a manager - people management. Whether it is managing or motivating employees, dealing with vendors, or maintaining good customer relationships, all the key functions of a manager are addressed in the book.

This book will be a useful guide for new managers, undergraduates, entrepreneurs, as well as working professionals for learning the principles of management.

*Principles of Management Essentials You Always Wanted To Know* is part of the Self-Learning Management series that helps working professionals move into management roles.

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 248 pages   |
| <b>Paperback:</b>         | 978-1-63651-154-2   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-155-9   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-156-6   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Callie Daum   |
| <b>Publication Date:</b>  | January 2023  |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor<br>Brodart   Barnes & Noble<br>Axis360   Overdrive   Proquest |

### ABOUT THE SERIES:

*Principles of Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Callie Daum has worked in the healthcare industry for over 20 years, gaining experience in managing teams, project management, strategic development and implementation, business marketing to increase revenues, and many more lessons learned on how to thrive in the business industry. Callie is a certified Project Management Professional, Professional Scrum Master, and Certified Health Coach, and has received a certificate in Master Level Six Sigma at Villanova University.



Callie Daum

### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.





# PROJECT MANAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“This book reinforces my teaching, and students love having a resource that reminds them of what they learned in class.”**

*Angela J. Wheaton, Practical & Effective Project Management in University of Maine  
Hutchinson Center & University of Southern Maine*

Project Management Essentials You Always Wanted to Know: 5th Edition provides comprehensive information about how to manage the complexity of modern projects with improved, easy-to-understand explanations, a new WBS template and a new chapter on Agile.

The book includes several key artifacts for better understanding of the concepts, such as:

- Simplified explanations of concepts
- Chapter Summaries
- Practice Exercises with solutions
- Practical approaches for application
- Best Practices
- Project Management Templates

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 234 pages   |
| <b>Paperback:</b>         | 978-1-63651-071-2   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-072-9   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-073-6   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Kalpesh Ashar   |
| <b>Publication Date:</b>  | January 2022  |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor   Brodart<br>Barnes & Noble   Axis360<br>Overdrive   Proquest |



**4.2 Stars**



**4.1 Stars**



As a book blogger, I took some of this information and applied it to my current situation of transferring my blog site, and this actually helped visualize the steps I have and still need to take to complete the process.

*The Lexington Bookie, Goodreads*

Short, clear, concise and worthy  
*Reader from a star, Amazon*

### ABOUT THE SERIES:

*Project Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPJIMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 23 years of experience in large organizations and start-ups in Asia, USA, and Europe.



**Kalpesh Ashar**

### ABOUT VIBRANT PUBLISHERS:

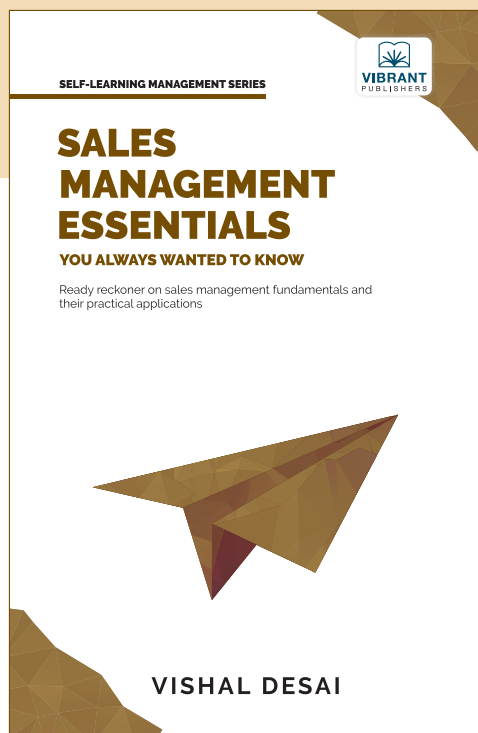
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# SALES MANAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



**“What I liked the most in the book is the discussion on channel management, concept selling and channel conflict.”**

*James (Randy) Webb*

*Executive Director, Stephen Stagner Sales Excellence Institute*

*Sales Management Essentials You Always Wanted To Know* includes everything you need to know about Sales Management! You will learn why (and how) sales and marketing are different, the wide range of sales channels you can use to sell your products, and different sales promotion tools to increase sales revenue.

Sales Management Essentials will help you to:

- Understand all aspects of sales management functions
- Discover the relationship between sales and marketing
- Learn how to manage the sales channels and sales-force
- Study various selling tools, sales techniques, and sales strategies
- Explore various sales promotion activities to increase sales
- Learn channel conflict management and resolution skills

This book is a part of the Self-Learning Management Series.



**A brief, easy-to-follow, and down-to-earth book, a perfect teaching tool for sales management courses or corporate training programs.**

*Thomas Li-Ping Tang, Ph.D.*

*Jennings A. Jones College of Business*

**A must-read book for both corporate sales personnel and management graduates**

*Dr. C.N.Narayana, Founder of MBA Pulse*

**A highly enriching book for students and practitioners at various levels.**

*Dr. Pravin Dange, Head - Academics, Symbiosis International*

|                           |   |
|---------------------------|---|
| <b>Pages:</b>             | 234 pages   |
| <b>Paperback:</b>         | 978-1-63651-074-3   \$38 <sup>99</sup>  |
| <b>eBook:</b>             | 978-1-63651-075-0   \$19 <sup>99</sup>  |
| <b>Hardback (Color):</b>  | 978-1-63651-076-7   \$59 <sup>99</sup>  |
| <b>Trim Size:</b>         | 5.5" x 8.5"   |
| <b>Category:</b>          | Business & Economics  |
| <b>Author:</b>            | Vishal Desai  |
| <b>Publication Date:</b>  | April 2022  |
| <b>Intended Age:</b>      | 13+   |
| <b>Available through:</b> | Ingram   Baker & Taylor<br>Brodart   Barnes & Noble<br>Axis360   Overdrive   Proquest |

### ABOUT THE SERIES:

*Sales Management Essentials You Always Wanted to Know* is part of the Self-Learning Management Series that is designed to help students, new managers, career switchers and entrepreneurs learn essential management lessons.

Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

*Vishal Desai* is a seasoned business management professional with two decades of industry and academic experience across marketing, sales, brand management, advertising, retail management, and services marketing. He teaches various courses on these subjects, which are his areas of expertise, at B-schools. In his career span so far, he has worked with leading companies across verticals of FMCG, Media & Entertainment, Education & Training, and Consumer Goods.



**Vishal Desai**



### ABOUT VIBRANT PUBLISHERS:

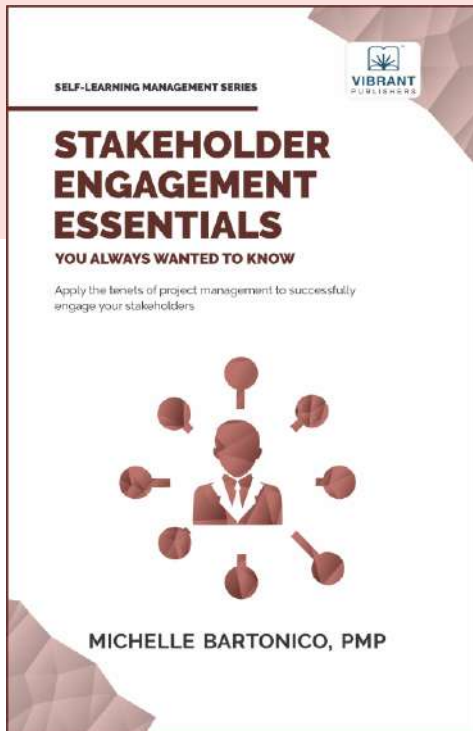
Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



BACK TO TOC

# STAKEHOLDER ENGAGEMENT ESSENTIALS

## YOU ALWAYS WANTED TO KNOW



- Identify key stakeholders in a project
- Understand the fundamentals of managing stakeholders
- Discover helpful approaches and strategies to engage stakeholders
- Learn how to build a Stakeholder Engagement plan
- Respond to stakeholder scenarios with the eye of a Project Manager

Stakeholder Engagement is the lifeblood of project management because stakeholders can make or break a project.

In *Stakeholder Engagement Essentials You Always Wanted To Know*, you will explore how to balance the tenets of project management with the uncertainties of human behavior. This book provides foundational essentials of Stakeholder Engagement along with practical techniques and tools to successfully navigate projects and your relationship with people in an organization. You can apply what you learn anytime you need to move a project, a conversation, or a partnership forward.

The book does not just state techniques to engage with stakeholders but makes learning fun and engaging with the help of case studies, activities, and tips that will tickle your brain and make you wear the hat of a Project Manager. You will gain a deeper understanding of project management and stakeholder engagement tools like Project Charters, Stakeholder Register, Power/Interest Matrix, etc.

Whether someone is a team lead, executive, or team member, it's essential to know how to anticipate, monitor, and engage people throughout the life cycle of a project and beyond.

By the end of *Stakeholder Engagement Essentials*, you will have a playbook for engaging stakeholders to achieve project success and deliver value to your organization.

This book is part of the Self-Learning Management Series designed to help students, managers, career switchers, and entrepreneurs learn essential management lessons.

|                           |  |
|---------------------------|--|
| <b>Pages:</b>             | 232 pages  |
| <b>Paperback:</b>         | 978-1-63651-151-1   \$38 <sup>99</sup>   |
| <b>eBook:</b>             | 978-1-63651-152-8   \$19 <sup>99</sup>   |
| <b>Hardback (Color):</b>  | 978-1-63651-153-5   \$59 <sup>99</sup>   |
| <b>Trim Size:</b>         | 5.5" x 8.5"  |
| <b>Category:</b>          | Business & Economics   |
| <b>Author:</b>            | Michelle Bartonico   |
| <b>Publication Date:</b>  | January 2023   |
| <b>Intended Age:</b>      | 13+  |
| <b>Available through:</b> | Ingram   Baker & Taylor<br>Brodart   Barnes & Noble<br>Axis360   Overdrive<br>Proquest |

### ABOUT THE SERIES:

*Stakeholder Engagement Essentials* is part of Vibrant Publishers' Self-Learning Management series. This series is designed to address every aspect of business and help students, new managers, career switchers, and entrepreneurs learn essential management lessons. Scan this QR Code to know more about the series.



### ABOUT THE AUTHOR:

Michelle Bartonico is an experienced, solution-driven marketer and project manager with more than a decade of experience in higher education and marketing agencies serving clients in a breadth of industry verticals from healthcare to manufacturing. She is a certified Project Management Professional (PMP), MSI Change Management Specialist, Six Sigma Yellow Belt, and has completed the Google Project Management Career Certificate program.



**Michelle Bartonico**



### ABOUT VIBRANT PUBLISHERS:

Vibrant Publishers, USA is a leading publishing house with focus on high quality books for students, professionals & entrepreneurs. Vibrant Publishers has redefined the way in which rich content can be made available to today's fast paced generation. Vibrant Publishers is committed to publishing books that are content-rich, concise and approachable enabling more people to read and benefit from them.



## UPCOMING TITLES

Social Media Marketing Essentials You Always Wanted To Know

Introduction To Entrepreneurship Essentials You Always Wanted To Know

Blockchain Essentials You Always Wanted To Know

Time Management Essentials You Always Wanted To Know

Strategy Execution Essentials You Always Wanted To Know

Business Communication Essentials You Always Wanted To Know

Services Marketing Essentials You Always Wanted To Know

Business Law Essentials You Always Wanted To Know

Macroeconomics Essentials You Always Wanted To Know

Consumer Behavior Essentials You Always Wanted To Know

Business Analytics Essentials You Always Wanted To Know

Marketing Analytics Essentials You Always Wanted To Know

Emotional Intelligence Essentials You Always Wanted To Know

International Business Essentials You Always Wanted To Know

Artificial Intelligence Essentials You Always Wanted To Know

Business Ethics Essentials You Always Wanted To Know

Brand Management Essentials You Always Wanted To Know

## ABOUT VIBRANT PUBLISHERS

Vibrant Publishers, USA is focused on presenting the best texts on technology, business and test preparation. This series of books is written by experienced placement experts, industry professionals, and subject matter experts with more than a decade of experience in their fields. The books, reference texts, and test prep material in the Self-Learning Management Series, Job Interview Questions Series, and Test Prep Series provide ample study and practice material in a simple and well organized format, helping students get closer to their dream universities.

## AVAILABLE FROM

Ingram | Overdrive | Baker & Taylor | Follett | Barnes & Nobles | Axis360 | Redshelf | Gardners | Smashwords | Hoopla | Biblioboard | Brodart | Google Books

## CONTACT INFO

3621 Harvard Pl Broomfield, CO 80023

+1-315-413-6418

[reachus@vibrantpublishers.com](mailto:reachus@vibrantpublishers.com)

