

The Bloody British

A Well-Meaning Guide
to an Awkward Nation

By Paul Hawkins

Ever said sorry to an inanimate object?

Formed a queue... *on your own*?

Or spent the whole night standing naked in a stranger's cupboard because you're too polite to ask for help? (Don't ask.)

Being British isn't easy. Especially if you live abroad, where your countrymen aren't exactly famous for, well, blending in.

As his beloved homeland goes Brexit bananas, bestselling humourist Paul Hawkins takes on Britishness - how it looks from the outside, how to be British abroad and what you only learn about home once you leave it.

In this self-deprecating (and only mildly treacherous) handbook, he reveals the awkward secrets, cultural blind-spots and private oddness of the people he once shared an island with. (Revenge is a dish best served politely, after all...)

Part memoir, part cheat-sheet for decoding a nation of well-meaning misfits, *The Bloody British* is full of hilarious insights about Britishness gleaned (often begrudgingly) from the author's own time as another country's foreigner. What does Europe think of us?

Featuring invaluable advice for all Brits, expats, brexpaters and visitors to the UK alike, including:

- The Brit Abroad Language-Speaking Plan
- How to be Rude, Politely (the secret code of passive-aggression)
- How to be Mean, Nicely (the unwritten rules of successful banter)
- ... plus an illustrated *Integration Guide for British Refugees in Europe* (just in case)

For all fans of *Very British Problems*, Douglas Adams and Bill Bryson, it's the perfect gift for the socially awkward oddball in your life (especially if that socially awkward oddball is you.)

Are you ready to meet *The Bloody British*?



Genius in the Bottle

Booze, Brands and the Business of Drink
(a book about innovation and creativity
from the creator of Baileys)

By David Gluckman

A special edition eBook version of "That Shit Will Never Sell", with all-new content and digital features

"The green on the label reminds me of US uniforms in Vietnam," the legendary drinks titan said, sipping the muddy brown liquid with no enthusiasm. He delivered his unflinching verdict: "That shit will never sell!"



More than two billion bottles later, join visionary drinks creator David Gluckman on a rollicking tour through the backroom alchemy of the drinks business, where wild ideas, technical innovation and daring products are mixed with a dash of adman's panache to become global mega-brands. And some of the world's best-loved drinks.

Unashamed controversialist Gluckman takes us behind the curtain of the Mad Men era of volatile creatives, buccaneering businessmen and boozy lunches - and his half-century concocting ideas for the world's most intoxicating industry.

From clashing egos to late-night panics, *That Shit Will Never Sell* is an anecdote-rich account of how great ideas get made. And sometimes don't.

As well as the biggest hits of his career - multi-billion-selling Baileys, Smirnoff Black, Tanqueray Ten, Cîroc vodka, The Singleton, Sheridan's, Aqua Libra, J&B Jet, Purdey's, - Gluckman's candid insider account also deals with the great ideas that didn't make it (yet) - the nearly-weres, could've-beens and absolutely should've-beens.

It's these first-hand experiences of triumph and hard-won insights distilled from 50 years of experience as a "brand champion" and "ideas man" that make Gluckman's unique book a modern bible for anyone in the business of products, brands and marketing — a no-nonsense guidebook for all creatives on how to pilot their ideas through the complexities of a modern business machine designed to avoid risk.

Beginning in swinging 60s London - before focus groups were an industry, when people did real drinking at lunchtime and "market research" meant putting a bottle in a nearby pub and seeing what happened - *That Shit Will Never Sell* features the remarkable true stories behind:

- *Baileys: How a 30-second idea went on to sell billions of bottles globally*
- *Cîroc: How the world's first grape vodka started life in a brandy distillery in Tbilisi*
- *Guinness Light: How a "sure-fire hit" collided spectacularly with reality*
- *Le Piat d'Or: How the French adored a wine they'd never heard of*

Plus now in a brand new special edition eBook version of *That Shit Will Never Sell*, Gluckman adds over a hundred live-action links to atmospheric video content and the greatest, nostalgia-inspiring adverts of his career, revisiting the most famous brands he once helped create with a blitzkrieg of new and daring ideas.

With its tell-all style, lashings of humour and all-new "retrospective" flavour, Gluckman's inside story of the drinks business is sure to cause a stir.

Testimonials for *Genius in the Bottle*:

"Outrageous. He rides roughshod over everything I've been doing for the past 40 years. But I loved every minute of it."

Michael Herbert, *Market Research Consultant*

"A highly entertaining read, which should be studied by all marketers working on new brand development"

Hugh Burkitt, *CEO, The Marketing Society UK*

"A successful brand innovator is unlikely to achieve more than one winner in a lifetime. I am not sure how many, of the nine or so noted in this book, Gluckman would rate as outright winners but there are more than enough to make his contribution to the global drinks market truly unique."

Tim Ambler, *Senior Fellow (Retired), London Business School*

"It takes courage to propose only one idea, one brand name and one package for a client's new product. Take it or leave it. The method and success stories are all in this book."

Philip Kotler, *Professor of International Marketing, Chicago*

"Your book is really fascinating and a tremendous record not only of your achievements but as a form of blueprint for all aspiring new brand development people."

Sir George Bull, *Former Chairman of IDV & Diageo*

"A very compelling read. [...] a first-hand account of exactly how great ideas were created. I felt I was there with him when they happened."

Joseph Siahou, *CEO, Shore Consulting, Toronto*

Smart Until It's Dumb

Why artificial intelligence keeps making epic mistakes (and why the AI bubble will burst)

by Emmanuel Maggiori, PhD.

Artificial intelligence is everywhere—powering news-feeds, curating search results and invisibly steering our lives. We talk to it and, increasingly, it talks back. And sometimes its answers seem eerily smart.

... Until they don't.

Billions of dollars have been poured into AI yet it keeps surprising us with its epic fails—confidently wrong chatbots, inadvertently racist photo apps, well-meaning autonomous cars that fail to recognize traffic cones.

Industry insider Emmanuel Maggiori cuts through the hype, revealing the deceptively simple mechanisms behind AI's impressive results—and its spectacular blunders.

Learn the dark secret of the AI industry—how unreasonable expectations, shady practices and outright lying have inflated a bubble of monumental proportions.

Read *Smart Until It's Dumb* to discover how AI really works, why it's not always so smart, and why the AI bubble is about to burst.



The Great Gambler

A <novel> by Yorsad Nayadu

"Is your sequence real? Will it go on?"

HARD SCI-FI meets HIGH FINANCE in this electrifying new novel set at the black edge of Wall Street, where machine farms meet human yearning in the primordial quest for MORE.

The Analyst is a speculator in the ticker market, a picker of common stocks, until a farcically bad bet derails her career and destroys everything.

All hope of redemption seems lost until a mysterious continental gentleman named Lefevre offers an unusually generous salary... on one condition. To be recorded.

Lefevre claims to manage money using math alone. His methods have made him untold fortunes. So what use could the Analyst be to a man like him?

The Big Short meets *Black Mirror* in this cerebral literary fiction, sure to stimulate fans of Michael Lewis and China Mieville.



Dear Boobs

A Book of Poems about the Love, Leaks and Let-Downs of Breastfeeding

by Claire Foscett

What's breastfeeding *really* like?

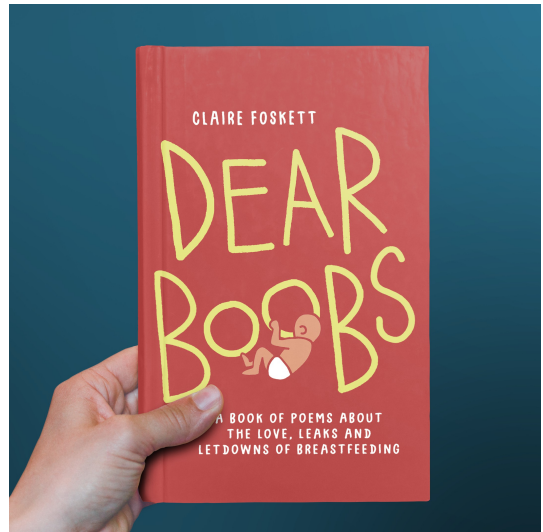
Join Claire Foscett, full-time writer, part-time poet and almost-no-free-time-at-all mum of two, as she bares all (sometimes literally) in this short book of lovingly illustrated poems about breastfeeding.

From the first latch to the final feed, *Dear Boobs* accompanies new and expectant mums through each and every stage of the breastfeeding journey, with plenty to laugh (or cry) about on the way.

Filled with humour, heart and a delicate sprinkle of poignancy throughout, *Dear Boobs* is a sweet and refreshingly honest account of the realities of breastfeeding, from the relentless monotony to the absolute wonder; from feeling totally overwhelmed by love to feeling, well, a bit like a cow.

Whether stopping leaks or starting solids, midnight snacks or day-time naps, unexpected joys or regular let-downs, each topic offers something funny and relatable that will help breastfeeding mothers feel truly seen – although hopefully not by accidentally flashing the postman. (Don't ask.)

With more than 20 poems, *Dear Boobs* is the perfect gift-book for the frazzled new mum in your life (especially if that frazzled new mum is you!)



So You Want To Be a Dictator

A Supreme Leadership Guide
for the Aspiring Authoritarian

by C. T. Jackson

Feel like you should do more with your life?

At the expense of others?

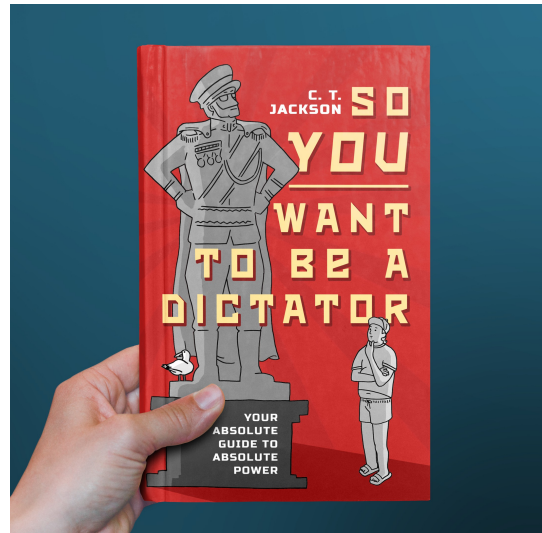
Then dictatorship may be for you!

In this satirical leadership guide for aspiring autocrats and assholes, learn how to dismantle boring old democracy and capitalize on your most tyrannical desires.

Join former government lackey turned humorist C.T. Jackson as he takes you from humble beginnings to your full, totalitarian potential, all the while basking in the batshit crazy examples of history's most famous despots.

So You Want To Be A Dictator?

Well, dear leader, now's your time! Democracy is *so* last century.



Beneath the Smiling Moustache

Love and catastrophe in Istanbul, how I was swept off my feet by a Turkish doctor (and a ten tonne bus)

by Belinda Lara Robinson

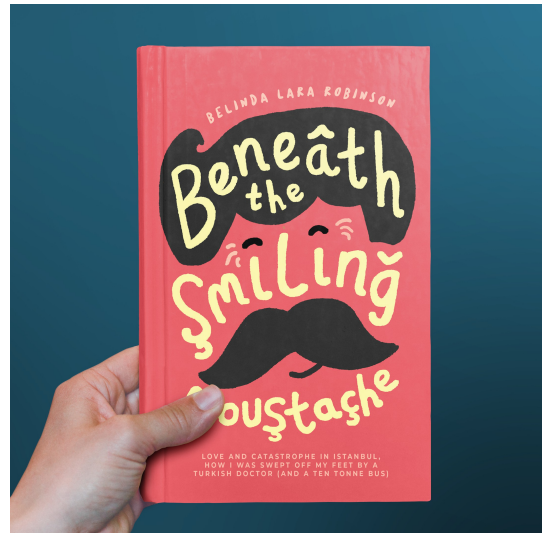
When twenty-two-year-old Belinda Robinson travels to Turkey in 1990 as a part of a backpacking trip through Europe, she's looking for an exciting adventure steeped in culture and history.

What she doesn't expect, is an avalanche of catastrophes that threaten to dramatically derail her plans.

After a harrowing and traumatic accident with a bus in Istanbul, she finds herself alone in a foreign country, abandoned by a heartless Australian Government.

This poignant story of courage, resilience and accidental love is a journey of surprise as Belinda encounters a procession of compassionate Turkish people, in the most bizarre situations.

Beneath the Smiling Moustache is a comical, inspiring true story of humanity at its best, offering a unique insight into the challenges of travelling alone as a young woman, at a time of rising tensions in the Middle East.



Avoiding Adulthood

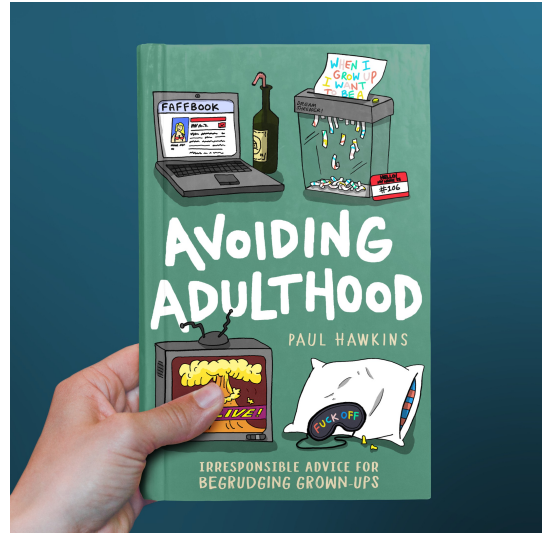
Irresponsible Advice for
Begrudging Grown-Ups

By Paul Hawkins

"Ridiculously entertaining!" – Christopher Shevlin, *Author of Amazon UK's (Humour) #1 bestselling 'Johnathan Fairfax' series*

Are you terrible at life?

You're not alone. But the problem isn't you: it's adulthood – with its ridiculous expectations, soul-sucking admin and casual threats of prison.



Yet what if you could get all the perks of being a grown-up without having to throw your inner child under a bus? Well, now you can.

With *Avoiding Adulthood*, it's possible to opt-out of life's most nagging problems... for the price of mere dignity.

So join bestselling author Paul Hawkins today and learn how to:

- *Do a whole weekly supermarket shop in just five seconds*
- *Pull a sickie so convincing your employer will beg you not to come in*
- *Become instantly and undeservedly rich (just by moving somewhere terrifying)*

Avoiding Adulthood is packed full of anarchic British silliness, impractical advice and a serious plan to become a Somali warlord. It's the perfect gift for that chaotic and ridiculous "grown-up" in your life (especially if that chaotic and ridiculous "grown-up" is you.)

Life is hard, so why not cheat?

What's Wrong with a Pet Dinosaur?

Poems and Drawings by Tony Philips

Laughs, giggles, yucks and chuckles.

That's what's waiting for you in Tony Philips's collection of laugh-out-loud poetry for elementary readers, *What's Wrong with a Pet Dinosaur?*

Inside, you'll discover the secret letter that comes after Z, the bestest animal in the world, what pets do when their owners are away, and how to cope with a monster under your bed.

Fans of Shel Silverstein and Dr. Seuss will appreciate Tony Philips's musical poetry and entertaining illustrations, which delight adults and young readers alike.

So, if you want to find out how to have the very best birthday party, what is wrong with a pet dinosaur, what to do if a vine grows out of your nose, and why you should never, ever elect McPutty, then get ready to stretch your brain and laugh til your sides hurt.

Praise from readers:

"Pure mischief and shenanigans"

"Made me laugh out loud"

"Reminded me of how my brain works when I was a kid"

"A fun ride"

"Better than a breakfast burrito"



"You Have Young Onset Parkinson's"

How I Learned to Live Positively with Early Onset Parkinson's Disease (and How You Will Too)

By Blake L. Bookstaff
(With foreword by NBC Anchor Willie Geist)

When serial entrepreneur and lifelong optimist Blake was first diagnosed with YOPD at age 47, he was beyond devastated.

Sucker-punched by the news, he first tries to block it out. But what follows is a tailspin into heartbreak, depression and despair.

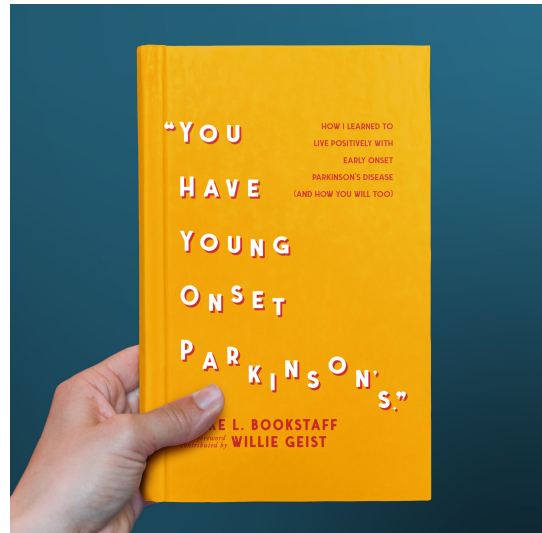
Yet as he slowly becomes proactive again, searching the internet for answers and learning everything he possibly can about the disease, Blake's initial denial gives way to grief, then finally acceptance.

He begins to find the right words to tell friends and family—and soon gains an even wider support circle via the World Parkinson's Congress, a fortuitously-timed meet-up which gives him "hope from all angles" and catapults him into a new chapter of positive action.

Slowly rediscovering his old can-do attitude, he throws himself into researching drugs, "doctor shopping," boxing classes for patients and occasionally standing on one leg (don't ask).

Half-memoir, half self-help book, "You Have Young Onset Parkinson's" is a refreshingly honest account of what life with YOPD is really like, and a hope-filled invitation to the reader—not to be defined by Parkinson's, but to live fully in spite of it.

Every penny of profit from the sale of this book will be donated to Parkinson's research.



Transcending Wealth

How to Attain, Sustain and Leverage
Prosperity for Spiritual Growth

By Luis Roman, PhD.

How could a billionaire be unhappy?

Raised in rapidly imploding Venezuela, Luis Roman grew up with no exposure to financial literacy, and saw first-hand how this lack of knowledge can act as an anchor on well-being.

After a successful career in high finance, he learned how the ultra-wealthy could be just as miserable.

How do we seek financial freedom—to enable personal growth, worthwhile goals and fulfilling lives—without letting our desire for material wealth control our lives?

In *Transcending Wealth*, Roman argues that unless and until we balance our materialistic goals with spiritual ones, we are doomed to push away happiness. But when our spiritual values are well-aligned with sound financial strategies, wealth and wisdom can grow together.

Sharing personal stories, hard-won insights and the most essential financial concepts of his profession, Roman carefully threads the needle between material wealth and personal growth, introducing a new conceptual standard for holistic wealth.

In *Transcending Wealth*, Roman shows how to:

- Use spiritual practice as a compass to avoid common errors that have financial implications
- Reconcile spiritual values with financial objectives to guide investment decisions
- Cultivate gratitude and humility to open the way for a positive impact in the world

Transcending Wealth will change your relationship with money. It is a book for:

- Those who would like to take control of their economic situation
- Spiritual practitioners who want to reconcile their goals with otherwise worldly lives
- Those who are well-off financially but seek fulfillment, purpose and lasting happiness

The best time to read it was years ago. The second best time is now.



Tail Wags and Whiskers

Pet Tales of Love, Joy and Chaos from
Forty Years of Cats and Dogs

By Laurie Stone

For anyone who ever loved a fur baby, *Tail Wags and Whiskers* chronicles the love, laughs, and four-legged lawlessness that comes from a lifetime with cats and dogs.

Heart-warming, funny, and often poignant, *Tail Wags and Whiskers* shares how animals come into our lives, not only teaching resilience, patience, and fortitude, but also marking the passage of time. Pet lovers will adore these delightful stories as they read about:

- Callie, the adorable kitten that taught one of life's biggest lessons
- Ren, the chihuahua who exemplified loyalty—to an exhausting degree
- Floyd, the tuxedo cat who liked to wander, sometimes a little too far
- Simon, the "quirky mutt" who became the neighborhood's most notorious escape artist
- Rocky, the beautiful, but mysterious feline "movie star"
- Libby, the tumultuous terrier who pushed everyone to their limits—and beyond

Part memoir, part unintended instruction manual, *Tail Wags and Whiskers* is often funny, sometimes touching, but always tender and uplifting.

Following a forty-year marriage and the pets present throughout, it's a story of love, loss, and the hope it sometimes takes to begin again.

Grab a copy of *Tail Wags and Whiskers* today to read this collection of moving stories that are sure to make you want to give your fur baby an extra hug!

