



### On Trend

The Business of Forecasting the Future

**DEVON POWERS**

October 2019 232pp

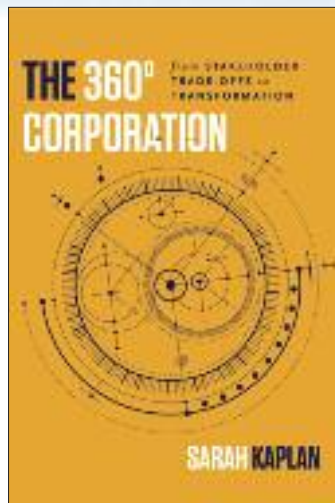
9780252084690 £15.99 / \$19.95 PB

9780252042874 £82.00 / \$99.00 HB

**UNIVERSITY OF ILLINOIS PRESS**

Trends have become a commodity—an element of culture in their own right and the very currency of our cultural life. Consumer culture relies on a new class of professionals who explain trends, predict trends, and in profound ways even manufacture trends. *On Trend* delves into one of the most powerful forces in global consumer culture. From forecasting to cool hunting to design thinking, the work done by trend professionals influences how we live, work, play, shop, and learn. Devon Powers' provocative insights open up how the business of the future kindles exciting opportunity even as its practices raise questions about an economy increasingly built on nonstop disruption and innovation. Merging industry history with vivid portraits of today's trend visionaries, Powers reveals how trends took over, what it means for cultural change, and the price all of us pay to see—and live—the future.

**Excludes SE Asia, Indian sc & ANZ**



### The 360° Corporation

From Stakeholder Trade-offs to Transformation

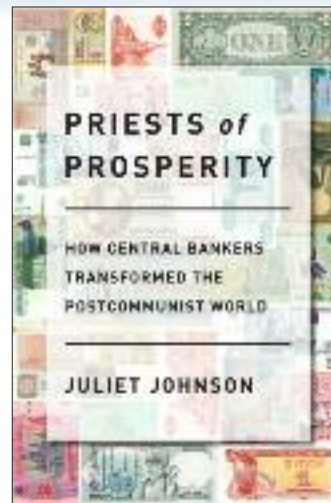
**SARAH KAPLAN**

September 2019 232pp

9781503607972 £22.99 / \$28.00 HB

**STANFORD UNIVERSITY PRESS**

Companies are increasingly facing intense pressures to address stakeholder demands from every direction: consumers want socially responsible products; employees want meaningful work; investors now screen on environmental, social, and governance criteria; "clicktivists" create social media storms over company missteps. CEOs now realize that their companies must be social as well as commercial actors, but stakeholder pressures often create trade-offs with demands to deliver financial performance to shareholders. How can companies respond while avoiding simple "greenwashing" or "pinkwashing"? This book lays out a roadmap for organizational leaders who have hit the limits of the supposed win-win of shared value to explore how companies can cope with real trade-offs, innovating around them or even thriving within them. Suggesting that the shared-value mindset may actually get in the way of progress, bestselling author Sarah Kaplan shows in *The 360° Corporation* how trade-offs, rather than being confusing or problematic, can actually be the source of organizational resilience and transformation.



### Priests of Prosperity

How Central Bankers Transformed the Postcommunist World

**JULIET JOHNSON**

Cornell Studies in Money

November 2019 312pp 1 line figure, 15

tables, 3 charts

9781501746826 £21.99 / \$26.95 PB

**CORNELL UNIVERSITY PRESS**

*Priests of Prosperity* explores the unsung revolutionary campaign to transform postcommunist central banks from command-economy cash cows into Western-style monetary guardians. Juliet Johnson conducted more than 160 interviews in seventeen countries over the course of fifteen years. She argues that a powerful transnational central banking community concentrated in Western Europe and North America integrated postcommunist central bankers into its network, shaped their ideas about the role of central banks, and helped them develop modern tools of central banking. Johnson's detailed comparative studies of central bank development takes readers from the birth of the campaign in the late 1980s to the challenges faced by central bankers after the global financial crisis. *Priests of Prosperity* will appeal to a diverse audience of scholars in political science, finance, economics, geography, and sociology as well as to central bankers and other policymakers interested in the future of international finance, global governance, and economic development.

**Excludes ANZ**



### The Age of Experiences

Harnessing Happiness to Build a New Economy

**BENJAMIN HUNNICUTT**

FOREWORD BY B. JOSEPH PINE II

February 2020 302pp

9781439917107 £23.99 / \$29.95 PB

9781439917091 £82.00 / \$99.50 HB

**TEMPLE UNIVERSITY PRESS**

In today's marketplace there is less interest in goods and services and more interest in buying and selling personal improvements and experiences. Hunnicutt traces how this historical shift in consumption to the "softer" technologies of happiness represents not only a change in the modern understanding of progress, but also a practical, economic transformation, profoundly shaping our work and the ordering of our life goals. Based on incisive historical research, Hunnicutt demonstrates that we have begun to turn from material wealth to focus on the enrichment of our personal and social lives. *The Age of Experiences* shows how industry, technology, and the general public are just beginning to realize the potential of the new economy. Exploring the broader implications of this historical shift, Hunnicutt concludes that the new demand for experiences will result in the reduction of work time, the growth of jobs, and the regeneration of virtue—altogether an increasingly healthy public life.

**Excludes Asia Pacific**



### Brewed in the North

A History of Labatt's

**MATTHEW J. BELLAMY**

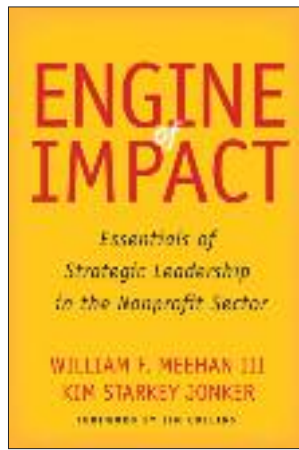
October 2019 536pp 79 photos, 18 tables

9780773559158 £27.99 / \$34.95 HB MCGILL-QUEEN'S UNIVERSITY PRESS

This book traces the birth, growth, and demise of one of the nation's oldest and most successful breweries.

Opening a window into Canada's complicated relationship with beer, Bellamy examines the strategic decisions taken by the Labatt family members and professional managers from the 1840s to the globalization of the industry in the 1990s.

**Excludes Asia Pacific**



### Engine of Impact

Essentials of Strategic Leadership in the Nonprofit Sector

**WILLIAM F. MEEHAN III & KIM STARKEY JONKER**

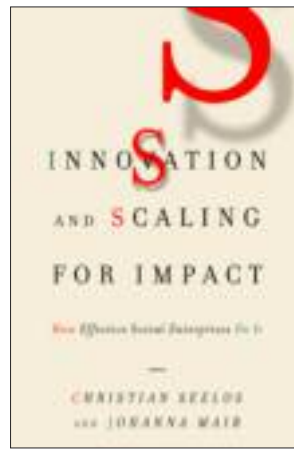
**FOREWORD BY JIM COLLINS**

September 2019 280pp

9781503603615 £16.99 / \$20.00 NIP

**STANFORD UNIVERSITY PRESS**

Drawing on decades of teaching, advising, grantmaking, and research, the authors of *Engine of Impact* provides actionable guidance for increasing impact in the social sector—a must-read for all donors, nonprofit board members, executives and staff who seek to achieve extraordinary results for their organization.



### Innovation and Scaling for Impact

How Effective Social Enterprises Do It

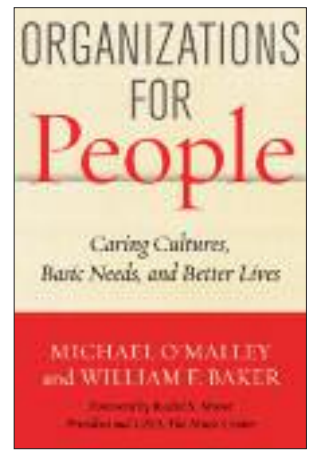
**CHRISTIAN SEELOS & JOHANNA MAIR**

September 2019 256pp

9781503611610 £20.99 / \$25.00 NIP

**STANFORD UNIVERSITY PRESS**

The authors reassess how social sector organizations create value. Drawing on a decade of research, they reveal that success hinges on balancing innovation and scaling in a way that makes sense for social enterprise. They provide conceptual models and tools to navigate these strategic imperatives, using four cases studies to light the way.



### Organizations for People

Caring Cultures, Basic Needs, and Better Lives

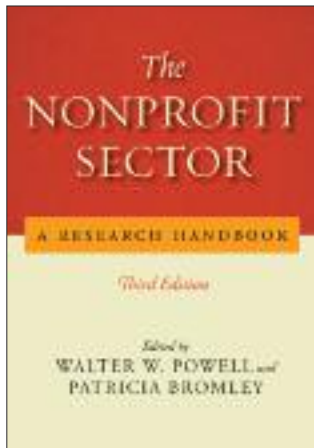
**MICHAEL O'MALLEY & WILLIAM F. BAKER**

October 2019 248pp

9781503602540 £28.99 / \$35.00 HB

**STANFORD UNIVERSITY PRESS**

In *Organizations for People*, Michael O'Malley and William F. Baker examine the practices of twenty-one companies that put the interests and needs of employees first. They argue that providing a place where people can do their best work and thrive as individuals and as members of a cohesive community, everyone profits.



### The Nonprofit Sector

A Research Handbook, Third Edition

**EDITED BY WALTER W. POWELL & PATRICIA BROMLEY**

April 2020 970pp

9781503608047 £43.00 / \$50.00 PB

**STANFORD UNIVERSITY PRESS**

This book, now in its third edition, brings together leading researchers to investigate the impact of associational life. Across a comprehensive range of topics, *The Nonprofit Sector* makes an essential contribution to the study of civil society and offers a cutting-edge empirical and theoretical assessment of the state of the field.



### Economics

### 10% Less Democracy

Why You Should Trust Elites a Little More and the Masses a Little Less

**GARETT JONES**

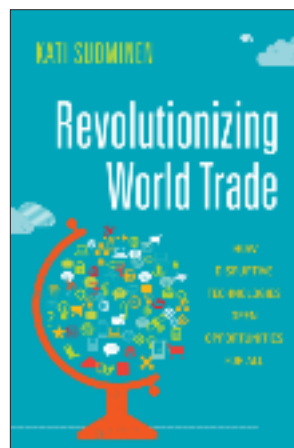
February 2020 208pp

9781503603578 £22.99 / \$28.00 HB

**STANFORD UNIVERSITY PRESS**

During the 2016 presidential election, both Trump and Sanders argued that elites were hurting the economy. But, drawing together evidence and theory, Garrett Jones says otherwise.

Accessible to political news junkies while firmly rooted and rigorous, *10% Less Democracy* will fuel the national conversation about what optimal government looks like.



### Revolutionizing World Trade

How Disruptive Technologies Open Opportunities for All

**KATI SUOMINEN**

Emerging Frontiers in the Global Economy

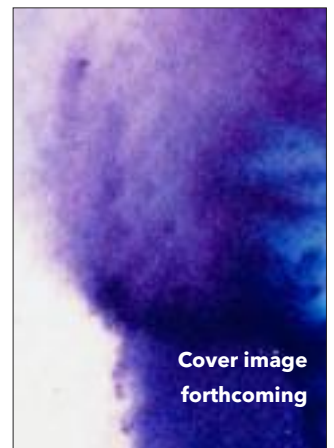
November 2019 352pp

9781503610712 £24.99 / \$30.00 PB

9781503603608 £77.00 / \$90.00 HB

**STANFORD UNIVERSITY PRESS**

*Revolutionizing World Trade* uses new empirical evidence and policy experiences to examine the clash between emerging possibilities in world trade and outdated policies and institutions, offering several policy recommendations for navigating these obstacles to catalyze growth and development around the world.



### Shareholder Cities

Land Transformations Along Urban Corridors in India

**SAI BALAKRISHNAN**

The City in the Twenty-First Century

November 2019 256pp 29 illus.

9780812251463 £60.00 / \$69.95 HB

**UNIVERSITY OF PENNSYLVANIA PRESS**

In *Shareholder Cities*, Sai Balakrishnan argues that some of India's most decisive conflicts over its urban futures will unfold in the regions along the new economic corridors, such as the Mumbai-Pune Expressway, where electorally strong agrarian propertied classes directly encounter financially powerful incoming urban firms.

Cover image forthcoming