

# Successful Business and Personal Development

BIP Collection 036 – Africa Regional Services



September 2022



## SUCCESSFUL BUSINESS AND PERSONAL DEVELOPMENT

Le 25/10/2022 à 12:34

Prix total : \$ 471,00  
Nb. total d'ouvrage(s) : 26



**Author(s)** : Brown Joshua  
**Portuguese title** : Investir : Grandes especialistas financeiros revelam como poupam, gastam e investem o seu dinheiro.  
**Original title** : How I Invest My Money: Finance experts reveal how they save, spend, and invest.  
**Publisher(s)** : Editorial Presença  
**Year of publication** : 2022  
**Nb of page(s)** : 240  
**Cost (\$)** : 16,00 \$  
**ISBN** : 978-9-72236-846-9  
**Synopsis in English** : 25 financial experts share how they navigate markets with their own capital. In this honest rendering of how they invest, save, spend, give, and borrow, this group of portfolio managers, financial advisors, venture capitalists and other experts detail the 'how' and the 'why' of their investments. They share stories about their childhood, their families, the struggles they face and the aspirations they hold. Sometimes raw, always revealing, these stories detail the indelible relationship between our money and our values.



**Author(s)** : Bungay Stanier, Michael  
**Portuguese title** : Como Começar.  
**Original title** : How to Begin: Start Doing Something That Matters.  
**Publisher(s)** : Lua de Papel  
**Year of publication** : 2022  
**Nb of page(s)** : 224  
**Cost (\$)** : 17,00 \$  
**ISBN** : 978-9-89235-476-7  
**Synopsis in English** : Imagine that you have arrived at the middle of your life (or that you are at the beginning, whatever). Suddenly you look inside and think, "What am I doing here?". You can let the thought pass or you can stop and think, "Calm down! I still have time to do something great!" In "How to Begin" you will waste no time and find the method to make your dreams a reality, and learn how to set a worthy goal; Make the commitment; Cross the threshold to the goal.



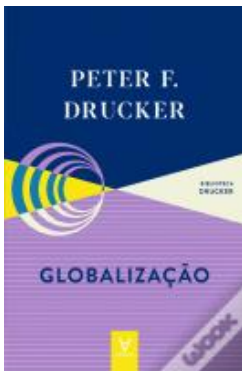
**Author(s)** : Cain, Susan  
**Portuguese title** : Silêncio.  
**Original title** : Quiet: The Power of Introverts in a World That Can't Stop Talking.  
**Publisher(s)** : Temas e Debates  
**Year of publication** : 2022  
**Nb of page(s)** : 440  
**Cost (\$)** : 21,00 \$  
**ISBN** : 978-9-89644-748-9  
**Synopsis in English** : In Quiet, Susan Cain argues that we dramatically undervalue introverts and shows how much we lose in doing so. She charts the rise of the Extrovert Ideal throughout the twentieth century and explores how deeply it has come to permeate our culture. She also introduces us to successful introverts. Passionately argued, impeccably researched, and filled with indelible stories of real people, Quiet has the power to permanently change how we see introverts and, equally important, how they see themselves.



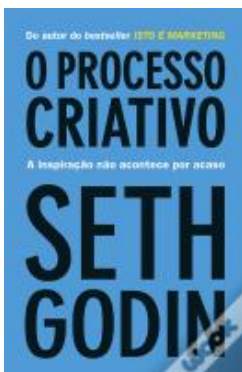
**Author(s)** : Chestnut Beatrice  
**Portuguese title** : Eneagrama - Guia para o Despertar.  
**Original title** : The Enneagram Guide to Waking Up: Find Your Path, Face Your Shadow, Discover Your True Self.  
**Publisher(s)** : Self PT  
**Year of publication** : 2021  
**Nb of page(s)** : 320  
**Cost (\$)** : 21,00 \$  
**ISBN** : 978-9-89903-247-7  
**Synopsis in English** : A fresh approach to the Enneagram that encourages readers to embark on their own hero's journey for transformation. This is a personal transformation book rooted in the wisdom of the Enneagram system of personality types. It is a book about waking up and growing into the best version of yourself. It is a book that shows you how to discover who you are and what you can be. It is a book about finding your path, facing your shadow, and discovering your true self.



**Author(s)** : Drucker, Peter  
**Portuguese title** : Ameaças Económicas.  
**Original title** : Peter F. Drucker on Economic Threats.  
**Publisher(s)** : Actual Editora  
**Year of publication** : 2022  
**Nb of page(s)** : 230  
**Cost (\$)** : 21,00 \$  
**ISBN** : 978-9-89694-672-2  
**Synopsis in English** : In these forty fundamental essays, Peter Drucker, the father of modern Management, assesses how the social, political, and economic context influences a manager's decision-making.



**Author(s)** : Drucker, Peter  
**Portuguese title** : Globalização.  
**Original title** : Peter F. Drucker on Globalization.  
**Publisher(s)** : Actual Editora  
**Year of publication** : 2022  
**Nb of page(s)** : 298  
**Cost (\$)** : 23,00 \$  
**ISBN** : 978-9-89694-665-4  
**Synopsis in English** : This volume offers a set of lessons necessary for business leaders to manage their companies with today's complexity and volatility and to make the wisest choices while balancing the perils of globalization.



**Author(s)** : Godin Seth  
**Portuguese title** : O processo criativo.  
**Original title** : The Practice: Shipping Creative Work.  
**Publisher(s)** : Ideias de Ler  
**Year of publication** : 2021  
**Nb of page(s)** : 200  
**Cost (\$)** : 19,00 \$  
**ISBN** : 978-9-89740-146-6  
**Synopsis in English** : Seth Godin explains that, contrary to what we have always thought, creativity is not a talent, but a skill that can be developed by anyone. There is no point in waiting for a good idea to fall from the sky, look for it. In any profession, the secret of success lies in repeated and consistent practice. Practice. Practice. Practice. And repeat. That's the secret to success.



**Author(s)** : Hastings Reed / Meyer Erin  
**Portuguese title** : A Regra é Não Ter Regras : Netflix e a cultura da reinvenção.  
**Original title** : No Rules Rules: Netflix and the Culture of Reinvention.  
**Publisher(s)** : Planeta  
**Year of publication** : 2021  
**Nb of page(s)** : 320  
**Cost (\$)** : 20,00 \$  
**ISBN** : 978-9-89777-483-6  
**Synopsis in English** : Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies.



**Author(s)** : Jeffers, Susan  
**Portuguese title** : Abraça o medo e segue em frente.  
**Original title** : Feel the Fear and Do It Anyway.  
**Publisher(s)** : Albatroz  
**Year of publication** : 2022  
**Nb of page(s)** : 208  
**Cost (\$)** : 17,00 \$  
**ISBN** : 978-9-89739-155-2  
**Synopsis in English** : Internationally renowned author, Susan Jeffers, has helped millions of people around the globe to overcome their fears and heal the pain in their lives. Such fears may include- Public speaking; Asserting yourself; Making decisions; Intimacy; Changing jobs; Being alone; Ageing; Driving; Losing a loved one; Ending a relationship.



**Author(s)** : Joly Hubert

**Portuguese title** : O Coração do Negócio : Os princípios de liderança e a chave para o sucesso.

**Original title** : The Heart of Business: Leadership Principles for the Next Era of Capitalism.

**Publisher(s)** : Editorial Presença

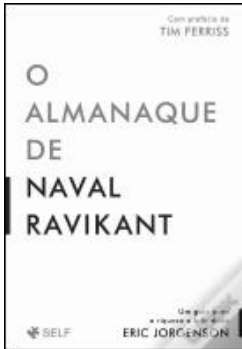
**Year of publication** : 2022

**Nb of page(s)** : 328

**Cost (\$)** : 21,00 \$

**ISBN** : 978-9-72236-892-6

**Synopsis in English** : Hubert Joly, former CEO of Best Buy and orchestrator of the retailer's spectacular turnaround, unveils his personal playbook for achieving extraordinary outcomes by putting people and purpose at the heart of business. Joly shares the philosophy behind the resurgence of Best Buy: pursue a noble purpose, put people at the center of the business, create an environment where every employee can blossom, and treat profit as an outcome, not the goal.



**Author(s)** : Jorgenson Eric

**Portuguese title** : O Almanaque de Naval Ravikant.

**Original title** : The Almanack of Naval Ravikant: A Guide to Wealth and Happiness.

**Publisher(s)** : Self PT

**Year of publication** : 2022

**Nb of page(s)** : 240

**Cost (\$)** :

**ISBN** : 978-9-89903-241-5

**Synopsis in English** : Getting rich is not just about luck; happiness is not just a trait we are born with. These aspirations may seem out of reach, but building wealth and being happy are skills we can learn. So what are these skills, and how do we learn them? What are the principles that should guide our efforts? What does progress really look like? Through Naval's own words, you will learn how to walk your own unique path toward a happier, wealthier life.



**Author(s)** : Kawasaki, Guy

**Portuguese title** : A Arte da Startup : Como transformar uma boa ideia numa empresa de sucesso.

**Original title** : The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything.

**Publisher(s)** : Vogais

**Year of publication** : 2022

**Nb of page(s)** : 336

**Cost (\$)** : 18,00 \$

**ISBN** : 978-9-89564-904-4

**Synopsis in English** : From raising money to recruiting the right people, from defining your positioning to building a brand, from creating buzz to challenging the competition, from managing a board of directors to fostering a community, this book will guide you through a journey that is more art than science: the art of startup.



**Author(s)** : Lowndes, Leil

**Portuguese title** : Como Falar com Todos : 92 dicas para o sucesso nas relações interpessoais.

**Original title** : How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships.

**Publisher(s)** : Talento Intemporal

**Year of publication** : 2022

**Nb of page(s)** : 372

**Cost (\$)** : 19,00 \$

**ISBN** : 978-9-89909-621-9

**Synopsis in English** : The author has spent her career teaching people how to communicate for success. In her book How to Talk to Anyone, Lowndes offers 92 easy and effective sure-fire success techniques - she takes the listener from first meeting all the way up to sophisticated techniques used by the big winners in life.



**Author(s)** : Malkiel Burton G.

**Portuguese title** : Princípios para Investir com Sucesso : Regras simples que qualquer pessoa pode seguir para investir melhor o seu dinheiro

**Original title** : The Elements of Investing: Easy Lessons for Every Investor.

**Publisher(s)** : Alma dos Livros

**Year of publication** : 2022

**Nb of page(s)** : 144

**Cost (\$)** : 16,00 \$

**ISBN** : 978-9-89570-009-7

**Synopsis in English** : Investment legends Burton G. Malkiel and Charles D. Ellis deliver straightforward, digestible lessons in the investment rules and principles you need to follow to mitigate risk and realize long-term success in the markets.



**Author(s)** : McKeown Greg  
**Portuguese title** : Sem Esforço : Torne mais fácil de fazer o que é mais importante.  
**Original title** : Effortless: Make It Easier to Do What Matters Most.  
**Publisher(s)** : Vogais  
**Year of publication** : 2021  
**Nb of page(s)** : 272  
**Cost (\$)** : 21,00 \$  
**ISBN** : 978-9-89564-722-4  
**Synopsis in English** : We have been conditioned to believe that the road to success is paved with hard work. If we want to excel, we must work harder. The more exhausted we are, the more effort it takes to get ahead. As a result, we often work twice as hard to achieve half the results. Effortless offers practical advice on how to make essential activities easier to accomplish, so that we can get the results we want without becoming exhausted.



**Author(s)** : Miller, Donald  
**Portuguese title** : Construir uma Storybrand : Crie mensagens claras e atraia a atenção dos seus clientes.  
**Original title** : Building a StoryBrand: Clarify Your Message So Customers Will Listen.  
**Publisher(s)** : Self PT  
**Year of publication** : 2022  
**Nb of page(s)** : 224  
**Cost (\$)** : 19,00 \$  
**ISBN** : 978-9-89903-248-4  
**Synopsis in English** : In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage.



**Author(s)** : Pinker, Steven  
**Portuguese title** : Racionalidade : O que é, porque parece rara e porque importa.  
**Original title** : Rationality: What It Is, Why It Seems Scarce, Why It Matters.  
**Publisher(s)** : Editorial Presença  
**Year of publication** : 2021  
**Nb of page(s)** : 328  
**Cost (\$)** : 20,00 \$  
**ISBN** : 978-9-72236-800-1  
**Synopsis in English** : Rationality matters. It leads to better choices in our lives and in the public sphere, and is the ultimate driver of social justice and moral progress. Brimming with Pinker's customary insight and humor, Rationality will enlighten, inspire, and empower.



**Author(s)** : Robbins, Mel  
**Portuguese title** : O Hábito de Fazer High 5 : Assuma o controlo da sua vida com um simples hábito.  
**Original title** : The High 5 Habit: Take Control of Your Life with One Simple Habit.  
**Publisher(s)** : Lua de Papel  
**Year of publication** : 2022  
**Nb of page(s)** : 288  
**Cost (\$)** : 16,00 \$  
**ISBN** : 978-9-89235-413-2  
**Synopsis in English** : In this book, Mel teaches you how to start high fiving the most important person in your life, the one who is staring back at you in the mirror: YOURSELF. Using her signature science-backed wisdom, deeply personal stories, and the real-life results that The High 5 Habit is creating in people's lives around the world, Mel will teach you how to make believing in yourself a habit so that you operate with the confidence that your goals and dreams demand.



**Author(s)** : Ryan MJ  
**Portuguese title** : A Arte de Saber Esperar : Como Cultivar o Dom da Paciência Num Mundo Apressado.  
**Original title** : The Power of Patience: How This Old-Fashioned Virtue Can Improve Your Life.  
**Publisher(s)** : Alma dos Livros  
**Year of publication** : 2022  
**Nb of page(s)** : 176  
**Cost (\$)** : 16,00 \$  
**ISBN** : 978-9-89570-001-1  
**Synopsis in English** : It has become the norm in our everyday busy lives: we expect everything to happen instantaneously and become instantly aggravated when it doesn't. The result is that we can feel frantic and rushed, stressed and unhappy nearly all the time. Not to mention how the people around us feel. In The Power of Patience, M. J. Ryan teaches us how to slow the rush and reclaim the forgotten virtue of patience on a daily basis. She shows how doing so allows us to make better decisions and to feel better about ourselves every day.



**Author(s)** : Sander Peter  
**Portuguese title** : Negociação : Tudo o que precisa de saber.  
**Original title** : Negotiating 101: From Planning Your Strategy to Finding a Common Ground, an Essential Guide to the Art of Negotiating.  
**Publisher(s)** : Marcador  
**Year of publication** : 2022  
**Nb of page(s)** : 256  
**Cost (\$)** : 18,00 \$  
**ISBN** : 978-9-89754-556-6  
**Synopsis in English** : From hiring and firing to strategizing and calculating revenues, Negotiating 101 is an easy-to-understand roadmap of today's complex business world, packed with hundreds of entertaining tidbits and concepts that can't be found anywhere else. So whether you're a new business owner, a middle manager, or an entry-level employee, this 101 series has the answers you need to conduct business in a smarter way.



**Author(s)** : Shiller, Robert J.  
**Portuguese title** : Economia Narrativa : Como as histórias se tornam virais e impulsionam grandes acontecimentos económicos.  
**Original title** : Narrative Economics: How Stories Go Viral and Drive Major Economic Events.  
**Publisher(s)** : Actual Editora  
**Year of publication** : 2022  
**Nb of page(s)** : 436  
**Cost (\$)** : 26,00 \$  
**ISBN** : 978-9-89694-637-1  
**Synopsis in English** : In this groundbreaking book, Nobel Prize-winning economist and New York Times bestselling author Robert Shiller offers a new way to think about the economy and economic change. Using a rich array of historical examples and data, Shiller argues that studying popular stories that affect individual and collective economic behavior has the potential to vastly improve our ability to predict, prepare for, and lessen the damage of financial crises, recessions, depressions, and other major economic events.



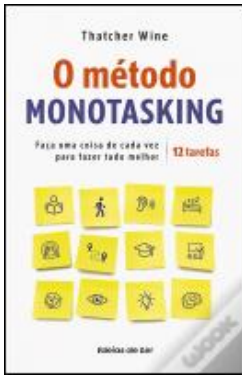
**Author(s)** : Strelecky John  
**Portuguese title** : O Café no Fim do Mundo.  
**Original title** : The Cafe on the Edge of the World: A Story About the Meaning of Life.  
**Publisher(s)** : Editorial Presença  
**Year of publication** : 2022  
**Nb of page(s)** : 120  
**Cost (\$)** : 14,00 \$  
**ISBN** : 978-9-72236-889-6  
**Synopsis in English** : A book based on a true story, written in the first person, that has inspired millions of readers around the world. In a small café so far away as the middle of nowhere, John - a man always on the move - just stopped there to refuel before continuing his journey, but this café puts so much more before his eyes. The menu has three questions that customers are asked to answer while waiting for their order. Faced with these questions, and with the help of three people he meets at the café, John embarks on a journey of self-discovery. He discovers a new way of looking at life and himself.



**Author(s)** : Van Edwards Vanessa  
**Portuguese title** : Cativar : Segredos e técnicas para perceber e conquistar pessoas.  
**Original title** : Captivate: The Science of Succeeding with People.L  
**Publisher(s)** : Clube do Autor  
**Year of publication** : 2022  
**Nb of page(s)** : 336  
**Cost (\$)** : 19,00 \$  
**ISBN** : 978-9-89724-625-8  
**Synopsis in English** : As a human behavior hacker, Vanessa Van Edwards created a research lab to study the hidden forces that drive us. And she's cracked the code. In Captivate, she shares shortcuts, systems, and secrets for taking charge of your interactions at work, at home, and in any social situation. These aren't the people skills you learned in school. This is the first comprehensive, science backed, real life manual on how to captivate anyone—and a completely new approach to building connections.



**Author(s)** : Voss, Chris  
**Portuguese title** : Negocie como se a Sua Vida Dependesse Disso : As técnicas de negociação de reféns do FBI aplicadas aos negócios e à vida.  
**Original title** : Never Split the Difference : Negotiating as if Your Life Depended on It.  
**Publisher(s)** : Vogais  
**Year of publication** : 2022  
**Nb of page(s)** : 320  
**Cost (\$)** : 21,00 \$  
**ISBN** : 978-9-89623-449-2  
**Synopsis in English** : Never Split the Difference takes you inside his world of high-stakes negotiations, revealing the nine key principles that helped Voss and his colleagues succeed when it mattered the most - when people's lives were at stake. Rooted in the real-life experiences of an intelligence professional at the top of his game, Never Split the Difference will give you the competitive edge in any discussion.



**Author(s)** : Wine Thatcher

**Portuguese title** : O método monotasking.

**Original title** : The Twelve Monotasks: Do One Thing at a Time to Do Everything Better.

**Publisher(s)** : Ideias de Ler

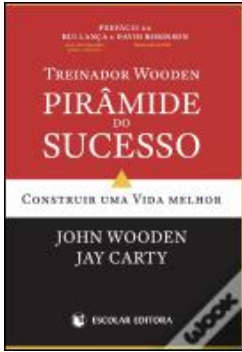
**Year of publication** : 2022

**Nb of page(s)** : 248

**Cost (\$)** : 18,00 \$

**ISBN** : 978-9-89740-171-8

**Synopsis in English** : Modern life is full of to-do lists, all-consuming technology and the constant pressure to be doing and striving for more. What if you could train your brain to focus on one thing at a time? What if the secret to better productivity involved doing less, not more? Drawing on research in psychology, neuroscience, and mindfulness, The Twelve Monotasks provides a clear and accessible plan for life in the twenty-first century. Practice resisting distractions and building focus by doing the things you already do—like reading, sleeping, eating, and listening—with renewed attention.



**Author(s)** : Wooden John

**Portuguese title** : Treinador Wooden - Pirâmide do Sucesso : Construir uma vida melhor.

**Original title** : Coach Wooden's Pyramid of Success.

**Publisher(s)** : Escolar Editora

**Year of publication** : 2022

**Nb of page(s)** : 158

**Cost (\$)** : 14,00 \$

**ISBN** : 978-9-72592-587-4

**Synopsis in English** : Legendary college basketball coach John Wooden and Jay Carty know that success is about equal opportunity. Anyone can create it in their career, family and beyond. Based on John Wooden's own winning method, Coach Wooden's Pyramid of Success reveals that success is built block by block. Each of these 32 daily readings takes an in-depth look at a single block of the pyramid, which, when combined with the other blocks, forms the structure of the success pyramid.

## Author Index

**Brown Joshua** : 1  
**Bungay Stanier, Michael** : 1  
**Cain, Susan** : 1  
**Chestnut Beatrice** : 1  
**Drucker, Peter** : 2, 2  
**Godin Seth** : 2  
**Hastings Reed** : 2  
**Jeffers, Susan** : 2  
**Joly Hubert** : 3  
**Jorgenson Eric** : 3  
**Kawasaki, Guy** : 3  
**Lowndes, Leil** : 3  
**Malkiel Burton G.** : 3  
**McKeown Greg** : 4  
**Meyer Erin** : 2  
**Miller, Donald** : 4  
**Pinker, Steven** : 4  
**Robbins, Mel** : 4  
**Ryan MJ** : 4  
**Sander Peter** : 5  
**Shiller, Robert J.** : 5  
**Strelecky John** : 5  
**Van Edwards Vanessa** : 5  
**Voss, Chris** : 5  
**Wine Thatcher** : 6  
**Wooden John** : 6

## Original Title Index

**Building a StoryBrand: Clarify Your Message So Customers Will Listen.** : 4  
**Captivate: The Science of Succeeding with People.** : 5  
**Coach Wooden's Pyramid of Success.** : 6  
**Effortless: Make It Easier to Do What Matters Most.** : 4  
**Feel the Fear and Do It Anyway.** : 2  
**How I Invest My Money: Finance experts reveal how they save, spend, and invest.** : 1  
**How to Begin: Start Doing Something That Matters.** : 1  
**How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships.** : 3  
**Narrative Economics: How Stories Go Viral and Drive Major Economic Events.** : 5  
**Negotiating 101: From Planning Your Strategy to Finding a Common Ground, an Essential Guide to the Art of Negotiating.** : 5  
**Never Split the Difference : Negotiating as if Your Life Depended on It.** : 5  
**No Rules Rules: Netflix and the Culture of Reinvention.** : 2  
**Peter F. Drucker on Economic Threats.** : 2  
**Peter F. Drucker on Globalization.** : 2  
**Quiet: The Power of Introverts in a World That Can't Stop Talking.** : 1  
**Rationality: What It Is, Why It Seems Scarce, Why It Matters.** : 4



**The Almanack of Naval Ravikant: A Guide to Wealth and Happiness. : 3**  
**The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. : 3**  
**The Cafe on the Edge of the World: A Story About the Meaning of Life. : 5**  
**The Elements of Investing: Easy Lessons for Every Investor. : 3**  
**The Enneagram Guide to Waking Up: Find Your Path, Face Your Shadow, Discover Your True Self. : 1**  
**The Heart of Business: Leadership Principles for the Next Era of Capitalism. : 3**  
**The High 5 Habit: Take Control of Your Life with One Simple Habit. : 4**  
**The Power of Patience: How This Old-Fashioned Virtue Can Improve Your Life. : 4**  
**The Practice: Shipping Creative Work. : 2**  
**The Twelve Monotasks: Do One Thing at a Time to Do Everything Better. : 6**

### **French Title Index**

**A Arte da Startup : Como transformar uma boa ideia numa empresa de sucesso. : 3**  
**A Arte de Saber Esperar : Como Cultivar o Dom da Paciência Num Mundo Apressado. : 4**  
**A Regra é Não Ter Regras : Netflix e a cultura da reinvenção. : 2**  
**Abraça o medo e segue em frente. : 2**  
**Ameaças Económicas. : 2**  
**Cativar : Segredos e técnicas para perceber e conquistar pessoas. : 5**  
**Como Começar. : 1**  
**Como Falar com Todos : 92 dicas para o sucesso nas relações interpessoais. : 3**  
**Construir uma Storybrand : Crie mensagens claras e atraia a atenção dos seus clientes. : 4**  
**Economia Narrativa : Como as histórias se tornam virais e impulsionam grandes acontecimentos económicos. : 5**  
**Eneagrama - Guia para o Despertar. : 1**  
**Globalização. : 2**  
**Investir : Grandes especialistas financeiros revelam como poupam, gastam e investem o seu dinheiro. : 1**  
**Negociação : Tudo o que precisa de saber. : 5**  
**Negocie como se a Sua Vida Dependesse Disso : As técnicas de negociação de reféns do FBI aplicadas aos negócios e à vida. : 5**  
**O Almanaque de Naval Ravikant. : 3**  
**O Café no Fim do Mundo. : 5**  
**O Coração do Negócio : Os princípios de liderança e a chave para o sucesso. : 3**  
**O Hábito de Fazer High 5 : Assuma o controlo da sua vida com um simples hábito. : 4**  
**O método monotasking. : 6**  
**O processo criativo. : 2**  
**Princípios para Investir com Sucesso : Regras simples que qualquer pessoa pode seguir para investir melhor o seu dinheiro : 3**  
**Racionalidade : O que é, porque parece rara e porque importa. : 4**  
**Sem Esforço : Torne mais fácil de fazer o que é mais importante. : 4**  
**Silêncio. : 1**  
**Treinador Wooden - Pirâmide do Sucesso : Construir uma vida melhor. : 6**