

BISPUBLISHERS

'Inspiring creative minds'

Fall 2022

XXX



Powerful Women

Affirmation Deck

In 2019 a creative illustration challenge was created by Studio Lisa called #powerfulwomenweek. From this challenge, 60 illustrations have been selected to create this inspiring affirmation deck of cards. Each illustration is combined with an empowering quote and they have been divided into four subjects: soul, mind, ambition and body.

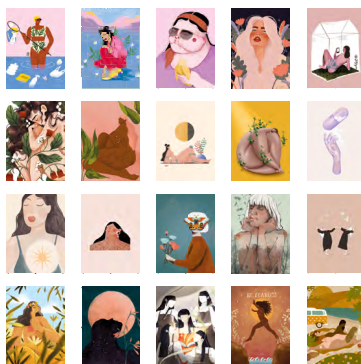
Anytime you need it, you can take a card from the deck, and place it in the wooden card holder, which is included, so you can look at and be inspired by your selected card for as long as you would like.

In addition to these cards, a booklet showcases the powerful female illustrators who have been selected for this deck, explaining the inspiring story behind their illustration and chosen quote.

- Illustrations are created by female illustrators from all over the world
- Created for the Instagram challenge #powerfulwomenweek
- Including a booklet showcasing all female illustrators

Lisa den Teuling is a visual concept developer. As a self-taught artist, den Teuling mastered a variety of different styles and techniques throughout the years. This results in not only making her personal artwork versatile and innovative but it also enables her to work successfully for clients.

Pub Date: July 2022
ISBN 978 90 6369 631 3
Cards in a Box + holder
60 Cards
7 3/8 x 4 1/2 in
\$22.00



related



Imagine Me

Don't Fck Up Your Baby

The Ultimate Guide to Raising Your Newborn Brand

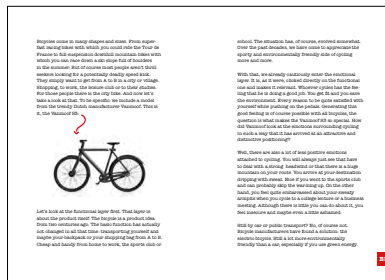
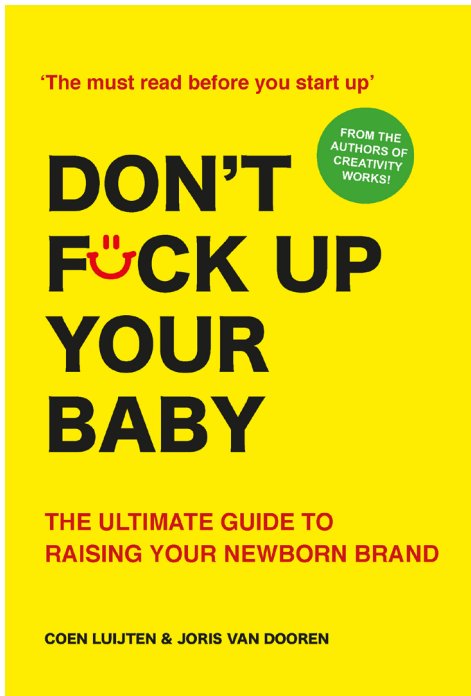
Newborn brands are like babies, you can be very proud of it and feel great love for it. They can also take up all your time and give you sleepless nights. This doesn't matter, if they grow up to be big (and strong), it was all worth it. To prepare children for the big world, you have to help them develop their personalities, let them get the best out of their DNA.

The same goes for a newborn brand, successfully nurturing a project is an all-encompassing process. There's a lot that comes with raising your project to adulthood, as it were. This practical handbook helps you to nurture your project into adulthood in 18 steps.

- Authors frequently provided workshops for communication and strategic design students in Europe
- They have developed the course Building Better Brands for 2nd year students of Fontys University of Applied Sciences, Tilburg
- They have around + 3.000 followers on LinkedIn and host the Youtube channel FackTV with more than 100 video's about Frequently Asked Communications Kwestions

Joris van Dooren and Coen Luijten, both lecturers of creativity, advertising, and branding at the Fontys University of Applied Sciences, have established careers in advertising by innovating the brand-building industry. They are experts in unlocking creativity and helping people refine their brand image into something wonderful.

Pub Date: July 2022
 ISBN 978 90 6369 642 9
 Paperback with Flaps
 176 Pages
 8^{3/8} x 5^{3/4} in
 \$23.00



Dragon Tactics

How Chinese Entrepreneurs Thrive in Uncertainty

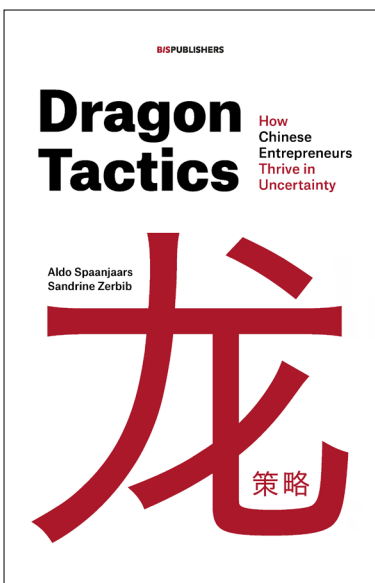
Drawing on their 30 years of experience with Chinese multinationals and companies, the authors of *Dragon Tactics* cast a clear light on corporate China and those who embody it. The book includes concrete examples to analyse management and strategic concepts that challenge methods to which Western companies are accustomed. These are coined the “Dragon Tactics”, a systematic implementation of the principles: try, fail, try again and fail again until you achieve a satisfactory result.

The book describes various aspects of China’s history, the processes to find success in an uncertain environment, and management methods which equally borrow both from Confucianism as well as new technologies. It reveals many lessons to be learned by Western leaders, not only how to succeed in China, but more importantly, how to better navigate an increasingly uncertain and volatile world far beyond China’s borders.

- Clear structure to understand and remember essential characteristics of Chinese management methodologies
- Written with close to thirty years of experience and knowledge of Chinese business at the highest level
- Both covering cultural historical context, Artificial Intelligence, and some of China’s latest developments

Since 1992, **Aldo Spaanjaars** has been involved in business in China. Today he works for Fosun International, China’s premier Private Equity company. **Sandrine Zerbib** was the President of Adidas Greater China in the '90s and currently runs the business she founded in the e-commerce operation industry, www.fulljet.com.cn.

Pub Date: July 2022 ISBN
978 90 6369 638 2
Paperback with Flaps
240 Pages
9 1/8 x 6 in
\$26.00



Creative Reboot

Catalysing Creative Intelligence

Creative Reboot is a practical guide for change-makers and helps people with strong analytical thinking to tap into their imagination. Whether you feel that your creativity is suppressed or you can see the creative potential of others, the exercises follow a structured journey while allowing flexibility. They support an open thinking space that is ripe for professional innovation. The book is useful for people developing professional capabilities as creative collaborators. It situates creativity as a catalyst of change within complex challenges, building a path to action.

Uniquely packaged as a creative reboot kit, the exercises are cast across a wide range of disciplines, while also exploring the why and how. It offers insights from neuroscience, design, art, history, psychology and philosophy that generate 'aha' moments.

- **Builds on the multi award winning Bachelor of Creative Intelligence, UTS**
- **Author is a part of an acclaimed Industry partnership program with over 2000 partners**
- **Unique approach to creativity, design and innovation**

Barbara Doran specialises in identifying creative opportunities that respond to complex challenges and putting them in action. Her experience spans working across the realms of collective well-being including public health, urban and regional planning, health psychology and the arts. She teaches the multi-award winning Bachelor of Creative Intelligence at the University of Technology Sydney.

Pub Date: August 2022
ISBN 978 90 6369 632 0
Book + 50 cards in case
144 Pages
8³/₈ x 5⁷/₈ in
\$40.00



related



Designing for the Common Good

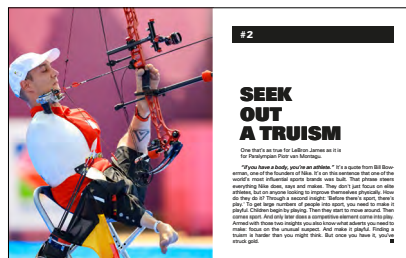
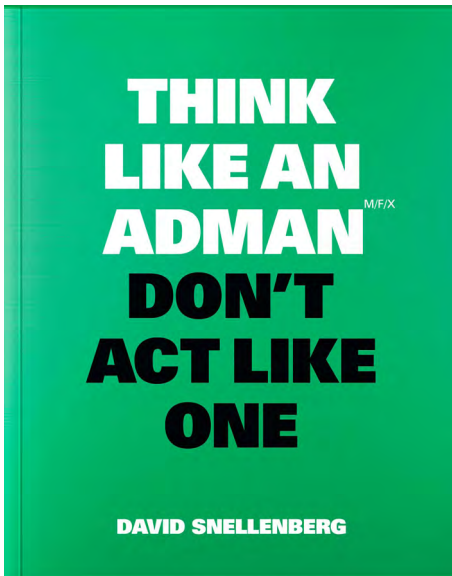
Think Like an Adman, Don't Act Like One

Advertising is far more than a 30-second commercial on TV. It's everything you do to lure people into different behaviours, into other perspectives, or different options. You're advertising all day long. For yourself, your company or brand. Your NGO, political party or school. Your neighbourhood, city or country. In every conceivable way. By telling stories or twisting the facts. By making some things seem more attractive and others uglier. By sketching out an alternative. By stimulating people or discouraging them. And the nice thing about advertising is that everyone does it. But only a few are any good at it (just look around you). This book is for anyone who wants to learn how to seduce. A loved one, a colleague, a client or, indeed, a large group of people. And, once you've read this book, you won't have to be an advertiser to do it.

- *The 'Think Like A...' series is sold over 100,000 copies*
- *Author is the founder of DAWN, a creative consultancy in Amsterdam. DAWN is a certified B Corporation*
- *Informative, accessible, sincere, and humorous*

David Snellenberg is a creative director and copywriter. He is founder of DAWN, a BCorp creative consultancy in Amsterdam.

Pub Date: August 2022
 ISBN 978 90 6369 635 1
 Paperback with Flaps
 160 Pages
 7 1/8 x 5 3/4 in
 \$16.99



related



Think Like a Lawyer

Design for Sustainability Survival Guide

Design for Sustainability Survival Guide

concerns all the details on applying sustainability requirements in design. It is a critical and concise overview of the important facts from all imaginable angles. The book is written and illustrated to inform, support and inspire future designers.

The guide covers everything in sustainability: from personal reader experience to universal guiding principles, from energy use and the flow of materials to the role of time, consumption, use, circularity and reduction.

It includes tips, principles and guidelines to nourish design projects from start to finish. New approaches beyond the conventional are introduced and current assumptions on economics, technology and design are pointed out throughout the book.

- A critical and concise guide for product- and industrial designers, students, researchers and consultants working on design matters
- Authors are acclaimed in their fields: professor of Design for Sustainability the TU Delft, an acclaimed design critic and prize winning graphic designer

Conny Bakker is professor of Design Methodology for Sustainability and Circular Economy at TU Delft, faculty of Industrial Design Engineering.

Ed van Hinte is an author, design critic and educator focusing on the consequences of mass reduction. **Yvo Zijlstra** is a graphic-, editorial- and digital media designer.

Pub Date: September 2022

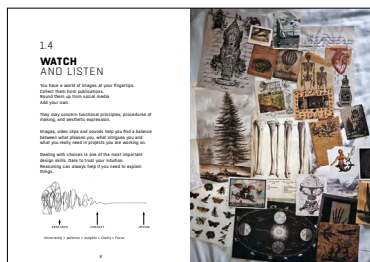
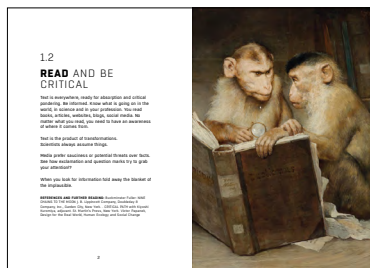
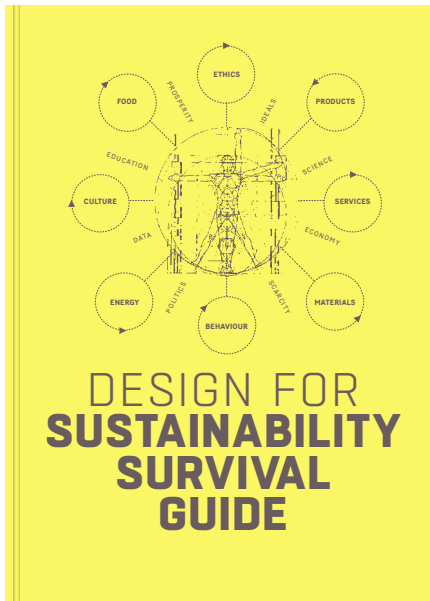
ISBN 978 90 6369 639 9

Paperback with Flaps

160 Pages

7 1/2 x 5 3/8 in

\$19.99



related



Products That Last

Birth Like a Man

A Field Guide for Future Fathers

Birth Like a Man is a field guide for future fathers or non-birthing partners. This pocket-sized book is filled with tips, reminders and summaries to help you support your partner's pregnancy process; from helping with morning sickness, setting up a birth plan, going out for the first time or changing diapers. See this book as the cheat-sheet to your parenting and partner exam, but unlike any other school exam, the parenting-school-year hasn't even begun.

This book is for everyone who thinks they have a more active, supportive role to play in the delivery of their child than those millennial old stereotypical gender roles teach us. It is a short, snappy and easily navigable guide to make being a true parenting partner just a little bit easier.

- For Gen-Z and Millennial fathers
- As the former ECD of VIRTUE at VICE, the author is an experienced keynote speaker
- A sequel to the previously published *Pregnancy Cookbook*

Pascal Rotteveel is an Amsterdam based, award winning Creative Director and former Executive Creative Director at VICE. Currently he works as a Creative Director at design, innovation and experience agency Jam3. In preparation for his recent fatherhood, he created this field guide.

Pub Date: September 2022

ISBN 978 90 6369 641 2

Paperback with Flaps

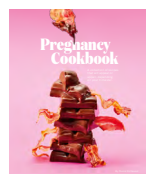
112 Pages

6³/₄ x 4³/₄ in

\$19.99



related



Pregnancy Cookbook

Design Thinking and Social Construction

A Practical Guide to Innovation in Research

The book introduces the Constructionist Research Design Process as a framework for research that is creative, transformative and innovative. It can be used by any professional and researcher who wants to develop creative inquiry and to promote social change.

It integrates the theory of social construction with the tools of design thinking, challenging the concept of dualisms in research such as quantitative/qualitative and subjective/objective. The focus is on the complex relational achievement required to construct a world-view where different relational (research) processes construct different realities (knowledge).

In this sense, all truths are contextual truths, co-created in a specific time and useful to a specific context.

- *Offers practical and innovative tools and methods, drawn from design approaches, that put these ideas into action*
- *For social activists, social change agents, organizational and community leaders and academic professionals*
- *There is no previously published work that connects design perspectives and methodologies with the philosophy of Social Construction in the context of research*

Sheila McNamee, PhD is Professor Emerita of Communication at the University of New Hampshire (USA) and co-founder and VP of the Taos Institute.

Celiane Camargo-Borges, PhD is a lecturer, researcher and practitioner. She is faculty at Breda University of Applied Sciences (The Netherlands) and visiting professor at several universities around the world.

Pub Date: September 2022

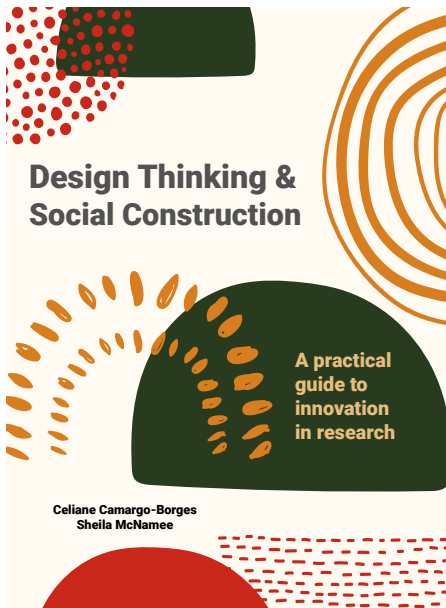
ISBN 978 90 6369 633 7

Paperback with Flaps

208 Pages

9¹/₈ x 6³/₄ in

\$35.00



related



Culture
Sensitive
Design

Type Tricks: User Design

Your Personal Guide to User Design

Type Tricks: User Design is a dissemination of the author's research into typeface legibility. What to consider when choosing fonts in difficult reading situations including signage, small point sizes, glance-like reading or scanning? But also what to look out for when designing for struggling readers, for example people with low-vision, elderly, children and people with dyslexia.

This kind of research is normally communicated in scientific papers, which takes a long time to read and understand. In this book, all findings are presented in an illustrative and easily accessible way. The book has a small amount of text and lots of illustrations presenting more than 140 tips from evidence-based research.

- This is the third title out of the bestselling 'Type Tricks' series: user manuals into typography related matters
- Author is professor at the Royal Danish Academy and a well-known legibility researcher within the design community
- Author is a regular speaker at typography conferences

Sofie Beier is a professor at the Royal Danish Academy, where she is head of the research unit Centre for Visibility Design. In addition to creating the Type Tricks series, she published numerous academic papers on typeface legibility. Her research is focused on improving the reading experience by achieving a better understanding of how different typefaces and letter shapes can influence the way we read.

Pub Date: September 2022

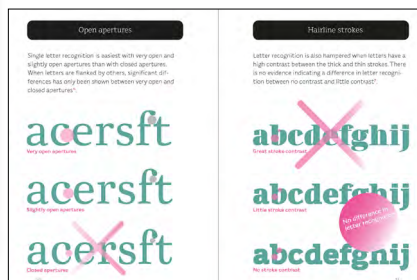
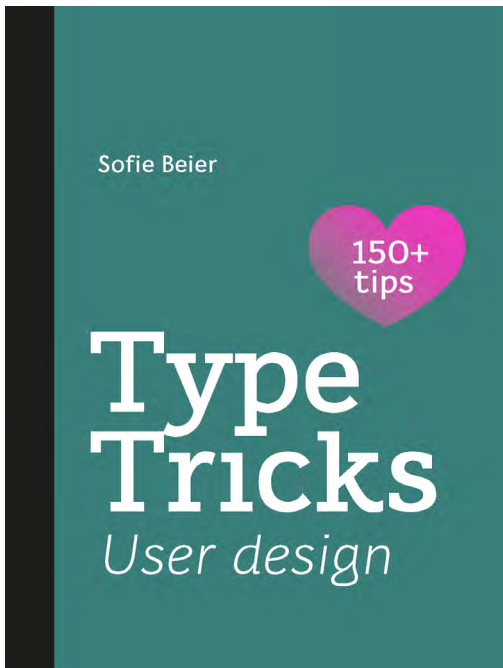
ISBN 978 90 6369 636 8

Paperback

160 Pages

6³/₈ x 4³/₄ in

\$19.99



related



Type Tricks
Layout Design

The Exceptionally Simple Theory of Sketching - Extended Edition

Why Professional Sketches Look Beautiful?

People who cannot draw well usually think that professional sketching is a complex and difficult process. However, with this book you will see that even the most complex sketches are just a structure of very simple, yet confidently drawn segments built on each other. It shows which features make drawings look professional and how you can implement those in your own sketches.

The Exceptionally Simple Theory of Sketching - Extended Edition provides you with a very short course, which does not teach you all the details and techniques of sketching, as they are elaborately covered in our other sketching books, but will teach you in a very simple way how to make your sketches look beautiful.

- *Extended edition with 8 extra exercises*
- *Shows which features exactly make drawings look professional and how you can implement those in your own sketches*

With a Master's degree, Industrial and Product Design from the Budapest University of technology and economics, **George Hlavács** is a lecturer of cognitive ergonomics at University Rotterdam and is Chief Research & Design at Delùsh Interior Fragrances.

Pub Date: September 2022

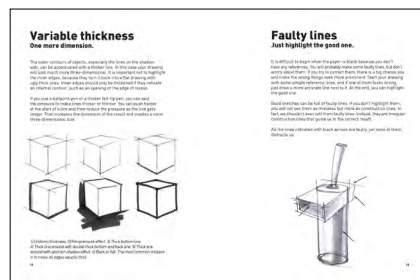
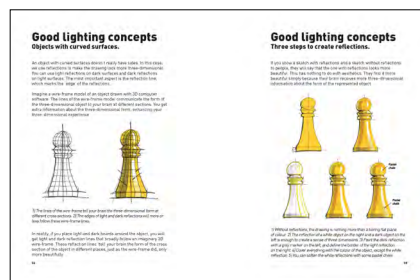
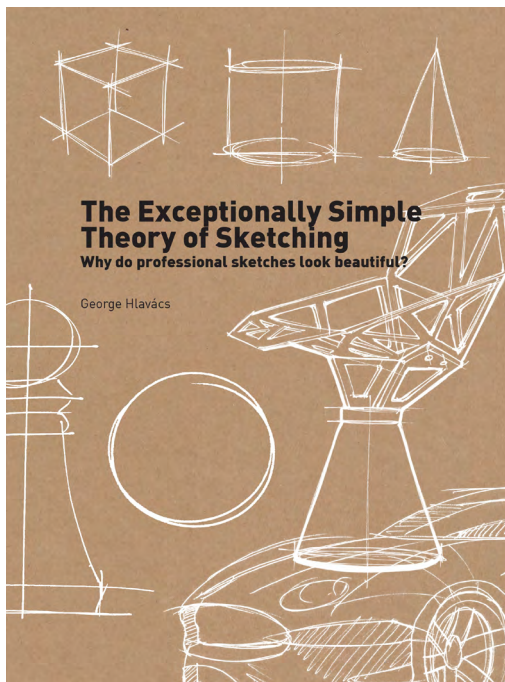
ISBN 978 90 6369 640 5

Paperback with Flaps

88 Pages

8³/₄ x 6³/₄ in

\$14.99



related



Sketching the Basics

Design Journeys through Complex Systems

Practice Tools for Systemic Design

Design Journeys through Complex Systems is a designer's handbook to learn systemic design tools to engage stakeholder groups in collaborative design to address complex societal systems.

Systemic design uses systems thinking and service design to address large-scale societal contexts and complex socio-technical systems. These are contexts characterized by social and technological complexity, high uncertainty, and often problematic outcomes.

Using a tour guide metaphor, the book trains people's mindsets and provides tools for dealing with hyper complexity, to enable understanding of systemic problems, and to build capacity to collaborate in teams to produce action proposals.

- Authors are very well known, Dr. Jones is a founder of the Systemic Design Association and RSD Symposium. Kristel van Ael founded the Belgian design firm Namahn and created the Systemic Design Toolkit.

- Can serve as a textbook in courses in systemic design or creative systems thinking

- Only book for design practitioners on the emerging practices in systemic design

Dr. Peter Jones is a professor teaching systemic design at Canada's art and design school, Toronto's OCAD University, in the Strategic Foresight & Innovation and Design for Health graduate programs. **Kristel Van Ael** is managing partner at Namahn, a human-centered design agency in Brussels, and teacher in product-service-system design and systemic design at Antwerp University.

Pub Date: August 2022

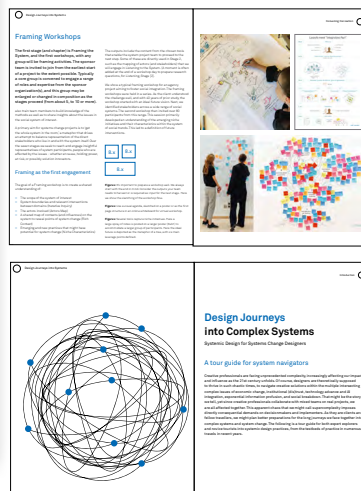
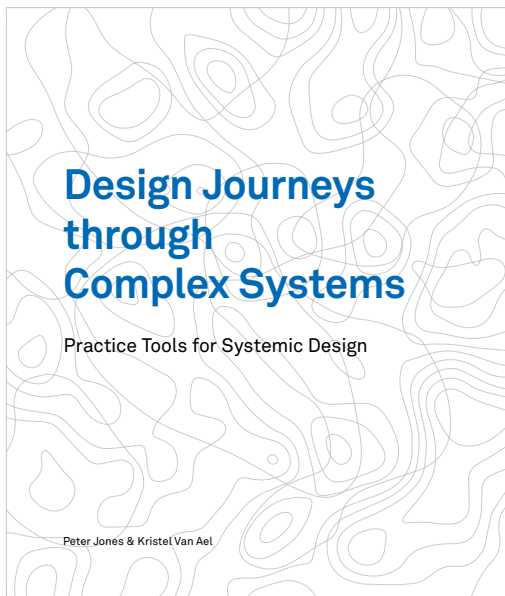
ISBN 978 90 6369 634 4

Paperback

248 Pages

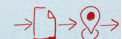
9^{7/8} x 8^{3/8} in

\$45.00



related

The Service
Innovation
Handbook



The Service
Innovation
Handbook

The Power of Music Thinking

Listen, Tune, Play & Perform

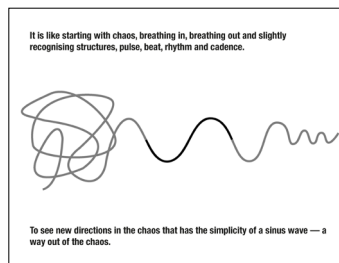
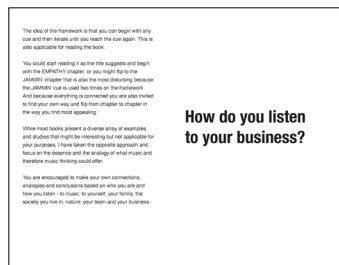
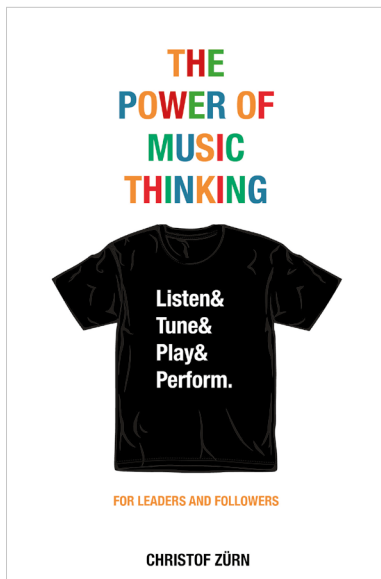
The Power of Music Thinking gives you a new model to see your business from different perspectives simultaneously and to get inspired to work in meaningful collaborations above silos. This is done by the analogy between music and business in the broadest sense. It helps you integrate agile methodologies, design thinking and service design with branding and organisational change in an unheard way.

Rethink your business, product, service or organisation with the help of six interconnected perspectives, four phases and many dynamics that relate to the immense amount of musical styles. *The Power of Music Thinking* gives you a new approach and meta-language that connects all patterns from different perspectives for a sound business.

- *Relates to the previously published Music Thinking Jam Cards*
- *Author has the Music Thinking Podcast where he speaks with experts in their field*
- *Author is speaking and lecturing regularly at conferences, business schools and universities*

Christof Zürn is a seasoned professional in multiple roles like Creative Director, Management Consultant, Design Thinking Coach, Service Designer, Facilitator, Podcast Host and Musician. He is a trainer at Design Thinkers Academy and a member of Medinge Group, an international non-profit Think Tank for Brands with a Conscience.

Pub Date: August 2022
ISBN 978 90 6369 630 6
Paperback with Flaps
208 Pages
8 x 5³/₈ in
\$24.00



related



Music Thinking
Jam Cards

Creative Block: Kids!!

ISBN 978 90 6369 624 5 |
Paperback | 128 pages |
7 1/2 x 6 5/8 in | \$16.99

- Strong gift book potential; activity book for children to keep them occupied as well as inspired
- Author is accomplished both in Fine Art and Graphic Design, and currently a teacherAid to young creatives
- For children from 6 to 12 years
- The sequel to the successful 'Creative Block'

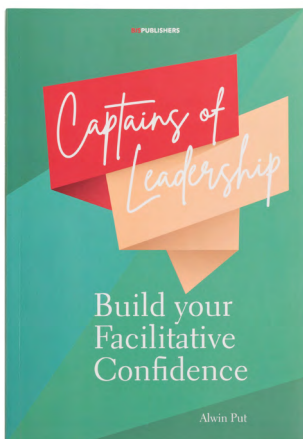


Captains of Leadership

Build Your Facilitative Confidence

ISBN 978 90 6369 619 1 |
Paperback with Flaps | 208 pages |
9 1/2 x 6 1/2 in | \$24.99

- On trend with the current focus on ecosystems
- The author will be very involved in the promotion and has a background in marketing
- The book is referred to in multiple in-company and open Design Thinking courses
- The book will be endorsed by a group of C-level ambassadors



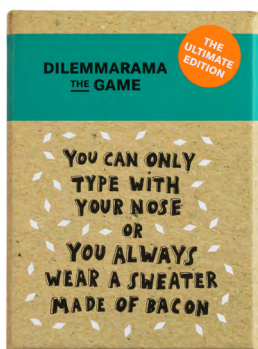
Dilemmarama: The Ultimate Edition

The Game Is Simple, You Have To Choose!

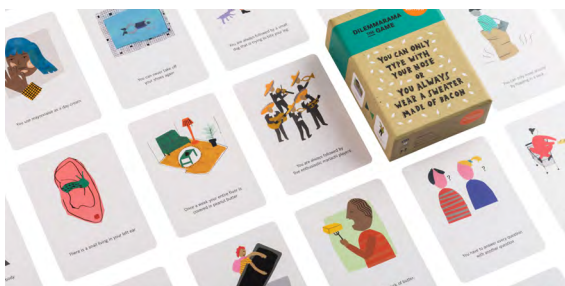
ISBN 978 90 6369 625 2 |

65 cards in a box |

5^{1/4} x 3^{7/8} in | \$19.99



- **BONUS:** *The Ultimate Edition can be used as a stand-alone deck but it can also be combined with Dilemmarama The Game: The Original Edition, expanding the game to 120 cards with over 7,000 new combinations.*
- *First edition sold over 25,000 copies*
- *2 playing options*



Infinite Double Diamond Cards

Design Thinking Tools to Shuffle and Re- Shuffle

ISBN 978 90 6369 618 4 |

boxed set | 80 cards |

4^{3/4} x 4^{3/4} in | \$30.00



- *Curated by practitioners with extensive experience in innovation and design*
- *Interesting for multiple audiences: practitioners of business, practitioners of design, workshop facilitators, students of design, innovation and user experience.*
- *Very strong multiplication effect because use is often in workshops: where people who use the cards will want to have their own set.*

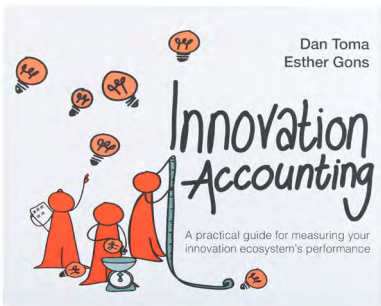


Innovation Accounting

A Practical Guide For Measuring Your Innovation Ecosystem's Performance

ISBN 978 90 6369 620 7 |
Paperback with Flaps | 304 pages |
7 1/2 x 9 1/2 in | \$45.00

- *Toma was featured on the Thinkers50 2020 Radar list of management thinkers to watch and he's also a member of World Economic Forum's working group on accelerating digital transformation.*
- *Unique content, no other book like this exist on the market. The term is used in other materials (such as The Lean Startup), but how to approach the topic and measure this innovation doesn't exist.*



Online Innovation

Tools, Techniques, Methods and Rules to Innovate Online

ISBN 978 90 6369 621 4 |
Paperback with Flaps | 264 pages |
7 1/2 x 9 1/2 in | \$45.00

- *Working from home is an ongoing trend (and necessity) so innovating online is 'hot' and here to stay.*
- *The first "How to innovate online" book.*
- *Author has written the innovation bestseller 'The Innovation Expedition', also published by BIS Publishers*
- *Author is LinkedIn influencer with 330k followers.*



Type Tricks: Layout Design

Your Personal Guide to Layout Design

ISBN 978 90 6369 622 1 |
Paperback | 208 pages |
6^{3/8} x 4^{3/4} in | \$19.99



- *Sequel to 'Type Tricks: Your Personal Guide to Type Design', which is the first title of the series and received good reviews on Amazon and has been translated into three other languages*
- *Author is professor and a well-known legibility researcher within the design community*
- *Author is a regular speaker at typography conferences*



People Facts

An Extraordinary List of Strange and Wildly Witty Things About You

ISBN 978 90 6369 623 8 |
Hardback | 160 pages |
6^{3/4} x 4^{3/4} in | \$19.99

- *Cross-cultural corresponding to the zeitgeist*
- *Strong gift book potential*
- *Relate to people's curiosity about themselves and is suitable for a broad target group*
- *Stand-alone illustrations and cover*
- *Beautifully and uniquely illustrated*



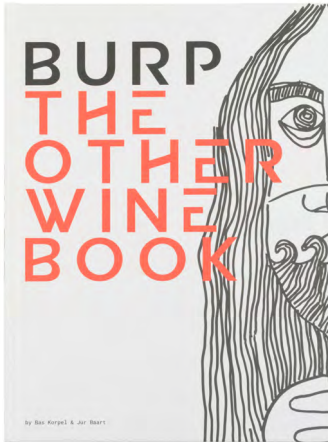
Burp

The Other Wine Book

ISBN 978 90 6369 627 6 |

Hardback | 248 pages |

11^{1/4} x 8^{3/8} in | \$40.00



- 40 stories about 40 different wines.
- Various famous and well-known winemakers and producers included, such as, Château Mouton Rothschild, Pol Roger, Marqués de Riscal, Angelo Gaja, Telmo Rodriguez and Francis Ford Coppola.
- Perfect for wine lovers, people who like storytelling but also for people interested in strong photography and design.



HOW TO CONTACT US

General enquiries
BIS Publishers
Borneostraat 80 A
1094 CP Amsterdam
T: +31 (0) 20 515 0230
E: bis@bispublishers.com
www.bispublishers.com

Publisher /
Editorial submissions
Harm van Kessel
E: harm@bispublishers.com

Marketing
E: socials@bispublishers.com

Press / Publicity
E: press@bispublishers.com

Academic
E: press@bispublishers.com

Follow us here
www.bispublishers.com
www.issuu.com/bis_publishers www.linkedin.com/company/bispublishers
www.facebook.com/bispublishers www.instagram.com/bispublishers www.twitter.com/bispublishers

North & South America
CHRONICLE
Existing order enquiries:
customer.service@hbgusa.com
To place a new order: order.desk@hbgusa.com