



TRADE CATALOGUE

25
SPRING

CREATIVE MINDS INSPIRE OTHERS

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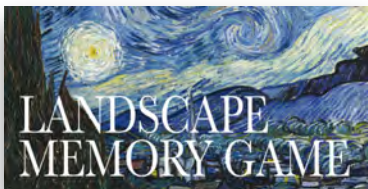
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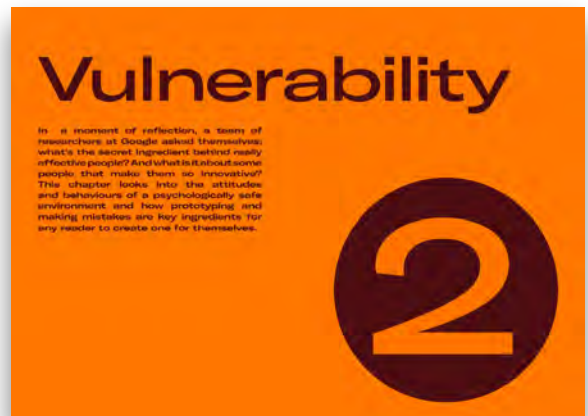
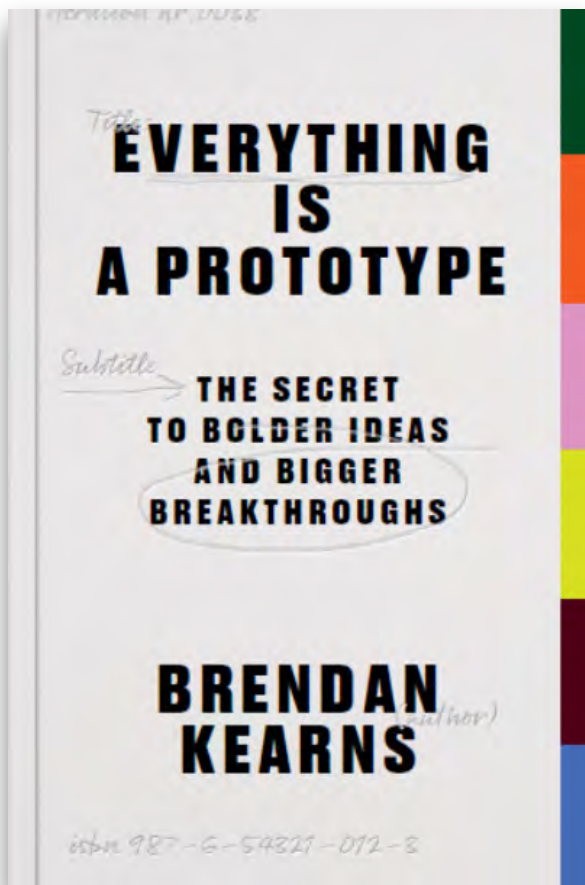


English Edition

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Game
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EVERYTHING IS A PROTOTYPE

THE SECRET TO BOLD IDEAS, BIGGER BETS, AND CREATIVE BREAKTHROUGHS



Discover the power of experimentation with "Everything is a Prototype."

Whether you're starting fresh, solving creative challenges, or seeking to live boldly, this guide empowers you to navigate uncertainty and uncover your best ideas. Challenging the stigma of mistakes, it reveals how being wrong can spark brilliance and innovation. From factories to Silicon Valley, it breaks down societal myths about failure and equips you with proven methods for original thinking.

With tools to overcome fear, embrace resilience, and transform your approach, this book helps you prototype your way to success—again and again. Make mistakes deliberately, and unlock your genius!

Brendan Kearns

Brendan Kearns is a renowned designer with 15+ years of experience in Silicon Valley and creative teams worldwide. He focuses on bringing clarity to early-stage ideas through applied experimentation. Brendan founded RIVAL, a design lab aimed at evolving disruptive ideas. He is also a Fellow of the Royal Society of the Arts and mentors venture capital firms and founders while frequently speaking and writing about applied creativity.

English Edition

9789063697266

May 2025

€ 23.99

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195 x 130 mm

212 Pages

COMPANIES BUILT TO LAST

A PROVEN METHOD FOR SUSTAINING BUSINESS SUCCESS



As an entrepreneur, business owner, CEO, director, or manager, you shoulder the responsibility for your organisation's growth and sustainability. It's a challenging role, and even the best of us occasionally ask ourselves: Am I doing everything right?

"Companies Built to Last" introduces the Bitsing method, a scientifically proven system developed over the past 30 years. In just seven straightforward steps, you'll learn how to guide your organisation toward its goals while avoiding the common pitfalls that trip others up. With real-world examples, actionable tools, and expert tips, you'll have everything you need to ensure long-term success.

The book is about building a business that people genuinely want to be part of. It's about creating a company that not only drives profit but also has a positive impact on society.

Frans de Groot

Frans de Groot is a #1 bestselling author and the creator of the Bitsing method, a revolutionary approach to sustaining business success known for delivering remarkable results. Frans lectures on Bitsing in European Master's programmes, at several universities, and across various colleges.

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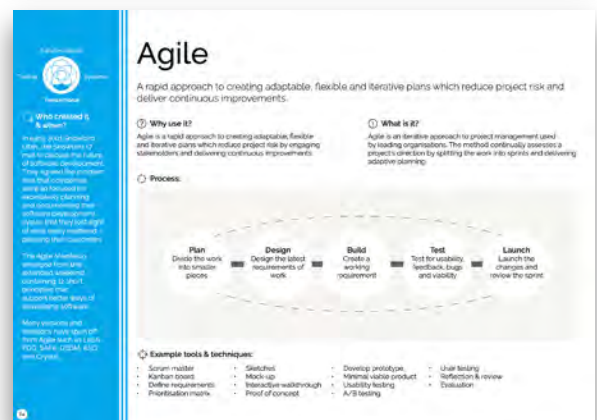
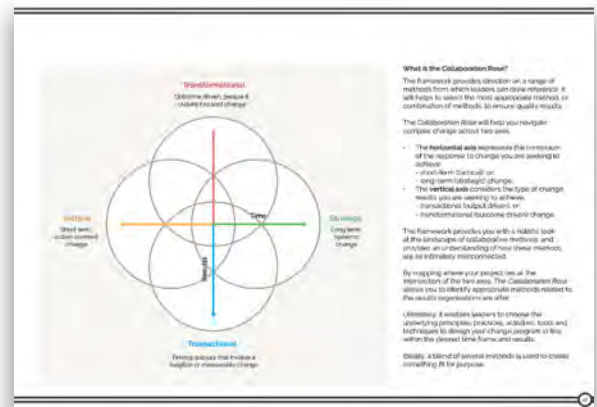
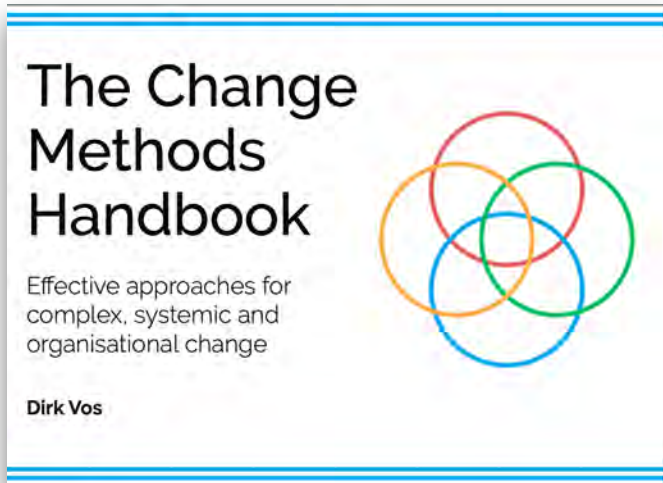
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THE CHANGE METHODS HANDBOOK

EFFECTIVE APPROACHES FOR COMPLEX, SYSTEMIC AND ORGANISATIONAL CHANGE



In today's fast-paced world, organisations face unprecedented and ever-evolving challenges, making effective change management more vital than ever. Leaders, managers, and change agents often struggle to make their organisations more resilient, as choosing the right change methods can feel daunting. Without clear guidance on which approaches work best in specific situations, organisations risk adopting solutions that fail to deliver lasting results.

This book is your ultimate guide to navigating these complexities. It introduces 26 change management methods, grouped into four key goals: transformational, transactional, strategic, and tactical. Featuring five compelling case studies this book goes beyond theory. It's a hands-on resource designed to empower readers to think critically and strategically about change.

Dirk Vos

Dirk Vos is a seasoned consultant with over 17 years of experience in change management across diverse geographies and industries. He is the founder of TwoCollaborate, a consultancy supporting top-tier public, private, and social sector clients.

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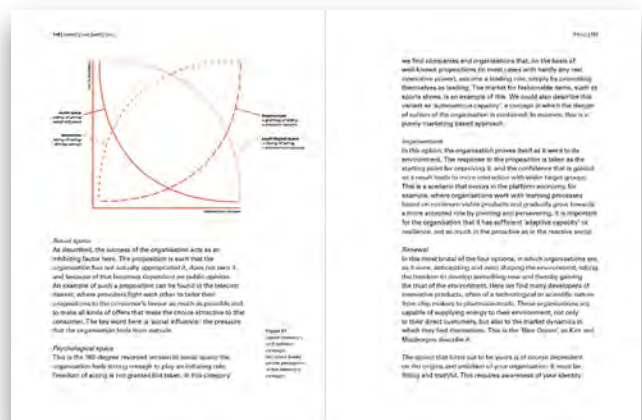
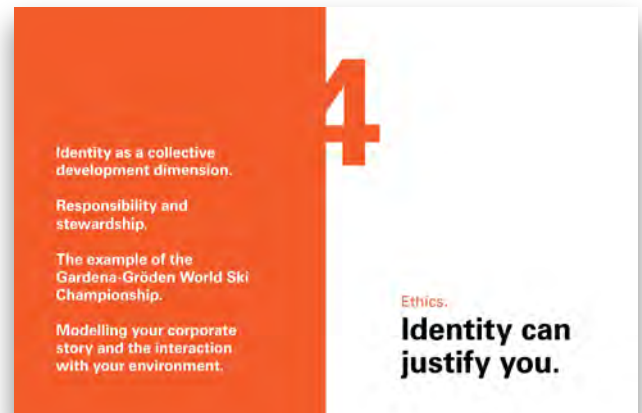
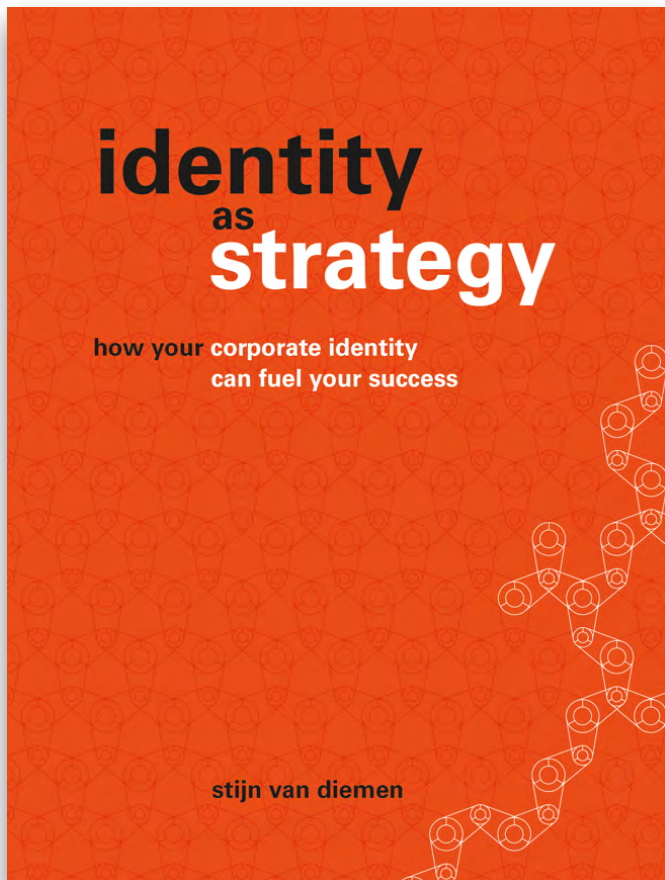
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158 Pages

IDENTITY AS STRATEGY

HOW YOUR CORPORATE IDENTITY CAN FUEL YOUR SUCCESS



The identity of your organisation, sector, or region is often a hidden treasure that can drive your strategy. A clear understanding of who you are provides both a foundation and perspective for shaping your future.

In this book, seasoned identity consultant Stijn van Diemen explores eight strategic perspectives on corporate identity, each illustrated with engaging real-world cases. By following these examples, you'll be better equipped to translate the insights into your own organisation, sector, or region.

Filled with dozens of practical models and design principles, this book helps managers and marketers make better decisions, gain stakeholder support, and build a solid foundation for their strategy.

Stijn van Diemen

Stijn van Diemen has over 30 years of experience tackling strategic identity challenges across various sectors. With consulting expertise in healthcare, education, government, ICT, digital platforms, and business services, he has helped organisations define and project their identity to build a successful future.

English Edition

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240 Pages

BUILD FOR BETTER

HOW TO BUILD SUCCESSFUL DIGITAL PRODUCTS AND COMPANIES



With technology advancing faster than ever, the challenge for entrepreneurs and business leaders is no longer just keeping up, but staying one step ahead.

Navigating this ever-changing tech ecosystem while integrating AI and emerging technologies into sustainable business strategies is critical, yet complex. Many professionals in the AI and tech industries are seeking practical insights on how to leverage these advancements for growth and innovation.

This book provides a clear roadmap to solving these challenges. It equips readers with the knowledge to harness the power of AI and digital technologies, offering strategies for mitigating risks and maximizing opportunities in their respective industries. By breaking down complex concepts and offering real-world examples, the book helps business leaders integrate technology into their core strategies, ensuring long-term success.

J.T. White

J.T. White is an accomplished product leader and entrepreneur with over 15 years of experience in developing digital products. Throughout his career, he has worked on a diverse range of projects—from online rap battle websites and TV Everywhere applications for Showtime and NBC, to advanced AI-driven inventory management and allocation tools. He is now the Co-Founder of an AI-assisted video studio.

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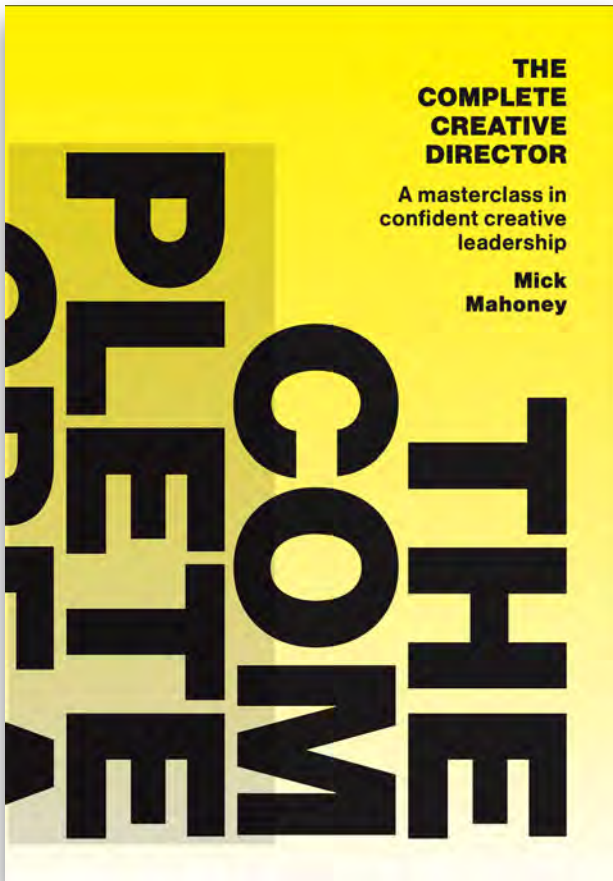
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220 Pages

THE COMPLETE CREATIVE DIRECTOR

A MASTERCLASS IN CONFIDENT CREATIVE LEADERSHIP



Creative directors are often thrust into leadership roles with little practical guidance. The result? Stress, costly mistakes, missed opportunities. As the role becomes more demanding, the need for clear, actionable advice is more urgent than ever.

The Complete Creative Director is here to fill that gap, offering essential tools to help you lead with confidence and creativity. This is the first comprehensive manual for creative directors, providing straightforward advice that you can easily incorporate into your daily routine. Ultimately, this book will make you more resilient in the face of setbacks, adaptable to constant change, and better equipped to focus on what truly matters: delivering exceptional creative work.

Mick Mahoney

Mick Mahoney has over 25 years of experience at the forefront of UK advertising and is one of the most awarded creatives of his generation. His accolades include the prestigious Cannes Grand Prix, The One Show Best in Show, along with multiple Cannes Lions, D&AD Pencils, and Arrows.

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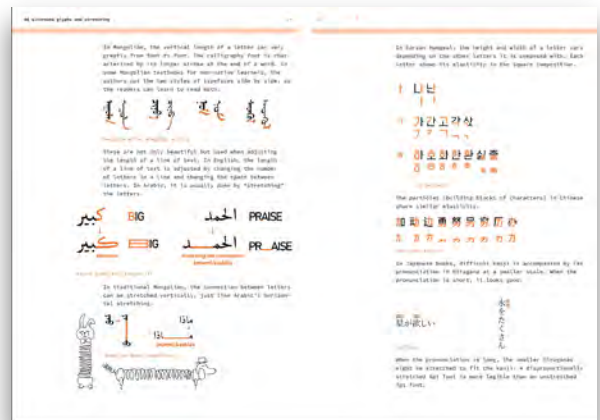
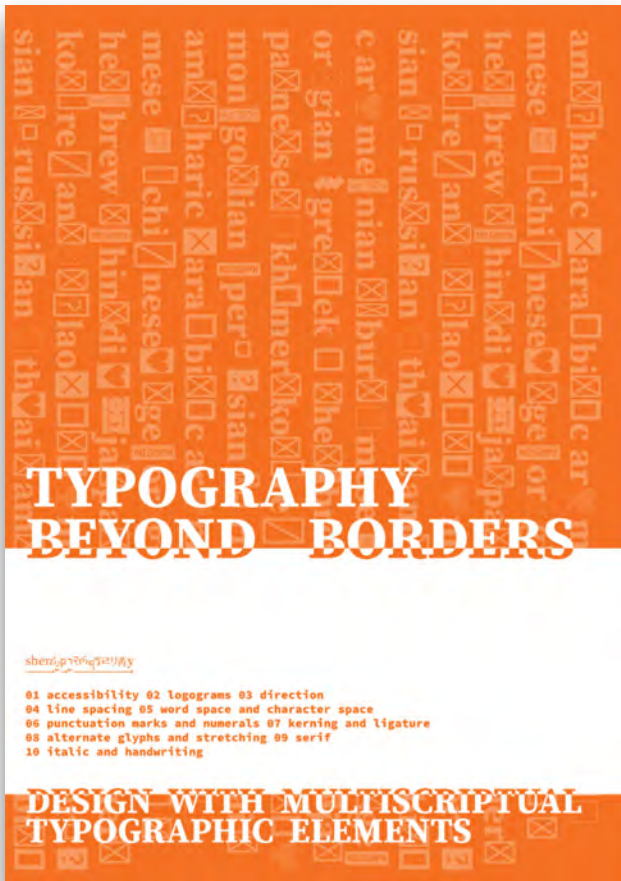
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224 Pages

TYPOGRAPHY BEYOND BORDERS

DESIGN WITH MULTISCRIPITUAL TYPOGRAPHIC ELEMENTS



In today's global design world, it's more important than ever for designers to create work that connects with diverse audiences. This book is for designers and students whose native languages don't use the Latin alphabet, as well as professionals creating designs for people from non-Latin backgrounds.

This book fills an important gap in design education: the focus on Latin-script design resources. Here, we take a fresh approach by comparing typography from a wide range of scripts, encouraging designers to move beyond Western styles and explore a richer, multicultural design approach.

Readers will walk away with a deeper understanding of global design, giving them the tools to create work that speaks to underrepresented audiences.

Sherry Muyuan He

Sherry Muyuan He is an assistant professor of art at the City College of New York. She holds an MFA in Visual Studies from the Minneapolis College of Art and Design and a BA from Macalester College.

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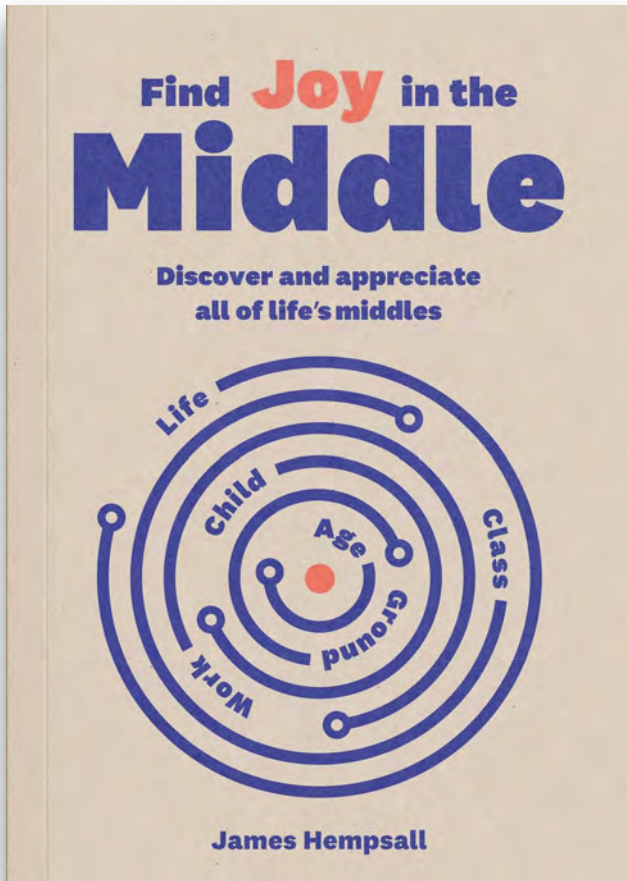
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230 x 160 mm

192 Pages

FIND JOY IN THE MIDDLE

NOW IS THE TIME TO DISCOVER AND APPRECIATE LIFE'S MIDDLES



Whether it's being middle-aged, a middle child, stuck in middle management, or struggling to fit in anywhere, we all find ourselves in the middle at some point. Yet, society often portrays this 'middle' as underwhelming, confusing, or even disappointing.

"Find Joy in the Middle" is for everyone navigating these spaces and feeling uncertain or overlooked. Through insightful analysis and practical guidance, this book will help you understand, embrace, and celebrate life's in-between places and moments. From exploring what it means to be middle-aged or a middle child, to finding fulfilment in middle management or where you feel you fit in society's class system, this book redefines what it means to be 'in the middle'.

James Hemsall

James Hemsall OBE is a leading figure in the UK's children's sector, renowned for his contributions to early education and childcare services. He is a qualified teacher and psychotherapist.

English Edition

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SHAPED

A GAME TO EXPLORE AND UNVEAL YOUR PERSONAL VALUES



"Shaped" is a creative game that invites you to explore your values in a fun and meaningful way. Whether you're navigating life on your own or engaging in lively conversations with loved ones, this game helps you discover and define your core values with a playful twist.

With 20 colourful shapes, you can intuitively assign a colour to each value. Answer thought-provoking questions and move the colourful chips towards the centre of the board. As you progress, your most important values will emerge. Finally, you can create your own – or a shared – value artwork by arranging the shapes to match the colours of the chips.

The result? A beautiful, tangible representation of what truly matters to you.

Lisa den Teuling & Judit Vilarasau

Lisa den Teuling is a visual concept developer and self-taught artist who has mastered a variety of styles and techniques. She is the author of the popular card decks Powerful Women and Imagine Me. Judit Vilarasau is a Creative and Art Director, and founder of The Value of X Studio. Judit combines photography, graphic design, and interior design to create unique visual art directions.

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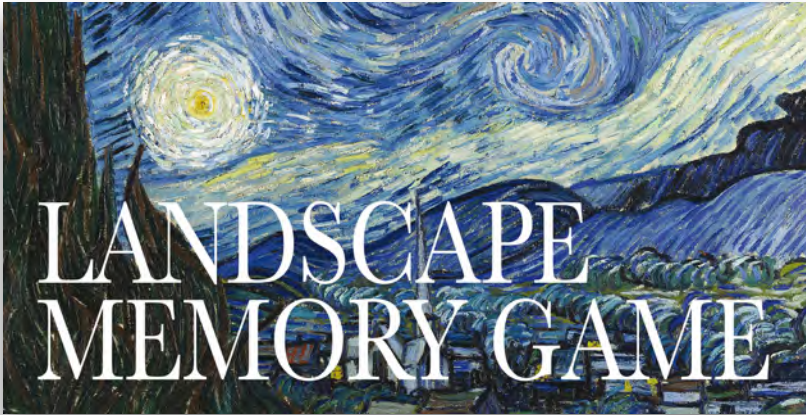
Game

210 x 150 mm

62 Elements



LANDSCAPE MEMORY GAME



From the creator of "Old Masters" comes an exciting new adventure: "The Landscape Memory Game."

Get ready for a thrilling journey through art history. From Van Gogh's *Starry Night* to Mondrian's early landscapes, these masterpieces showcase an evolution in art that reflects the soul of each artist.

Now, with the "Landscape Memory Game", you'll dive into the world of 30 stunning artworks. The challenge? Match two paintings by the same artist, and discover the rich connections between style, theme, and technique. Get ready to play, learn, and discover the magic of landscape painting!

Mieke Gerritzen

Mieke Gerritzen is a renowned designer, producer, and administrator, known for her influential work in the field of image culture and design. An accomplished author, Mieke has written more than 10 books on the intersection of design and image culture.

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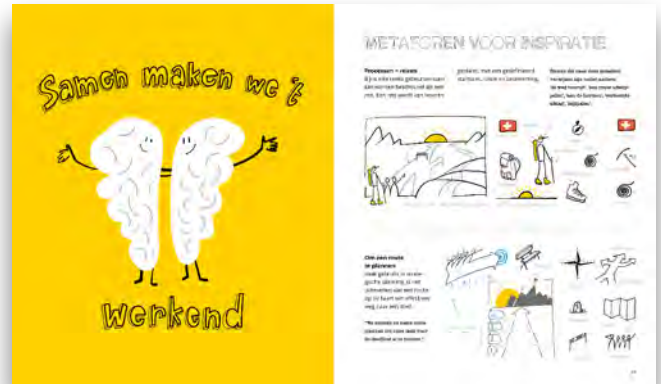
Game

75 x 145 mm

60 Cards

VISUEEL CREËREN

KRACHTIG COMMUNICEREN EN SAMENWERKEN MET ZAKELIJK TEKENEN



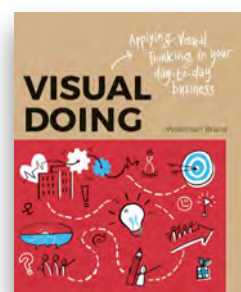
Bedrijven veranderen, en om zich aan te passen en bij te blijven, moeten ze flexibel en snel zijn. Dit vraagt om nieuwe tools. Visueel Creëren leert je hoe je deze tools op de juiste manier gebruikt, verbetert je visuele vakmanschap en verbreedt je vaardigheden. Het is een praktisch en toegankelijk handboek om zakelijk tekenen te integreren in je dagelijkse werk en communicatie, en bouwt voort op het vorige boek Visueel Werken.

Het boek neemt je mee door een nieuwe reeks oefeningen, technieken en onderwerpen die je helpen je eigen visuele verhaal te vertellen door deze onderwerpen vanuit verschillende perspectieven te bekijken: 'ik als individu', 'wij als team' en 'wij als organisatie'. Het helpt je complexe informatie te verduidelijken, innovatieve strategieën te presenteren en een visuele cultuur binnen je organisatie te bevorderen.

Willemien Brand

Willemien Brand, afgestudeerd aan de prestigieuze Design Academy Eindhoven, is een van de koplopers in de revolutie van visuele communicatie. Ze heeft een bekronde carrière gehad als industrieel ontwerper bij ATAG Keukentechniek en heeft de succesvolle ontwerpstudio's Buro BRAND en BRAND Business opgezet.

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 144 Pages



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Showcased



Build & expand
your own visual
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**MY ICON
LIBRARY**

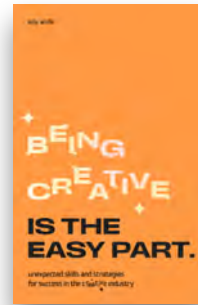
Wildemier **BRAND**

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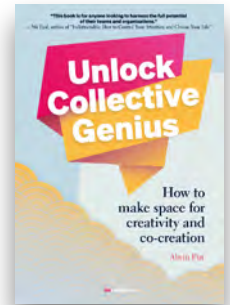
My Icon Library is an essential resource for professionals seeking to enhance visual communication and storytelling. It offers a diverse collection of impactful icons grouped by themes like finance, technology, and team dynamics, facilitating creativity and simplifying complex ideas. Ideal for workshops and team engagement, it inspires users to build their visual vocabulary.

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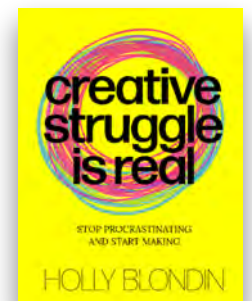
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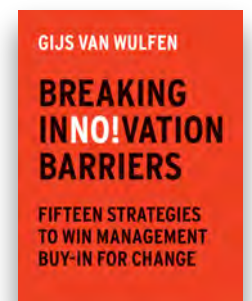
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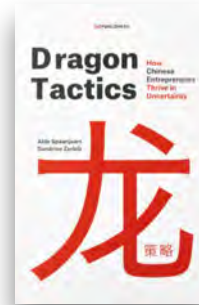
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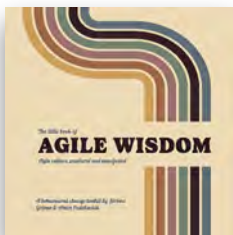
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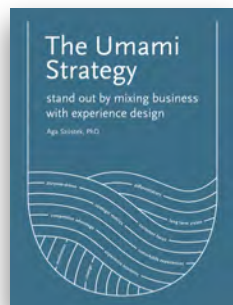
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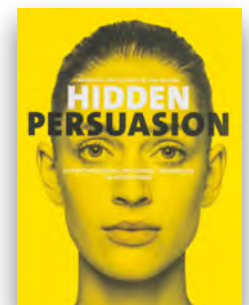
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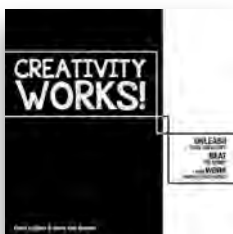
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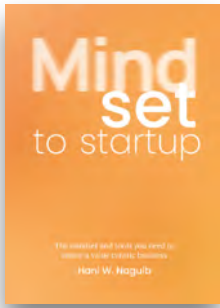
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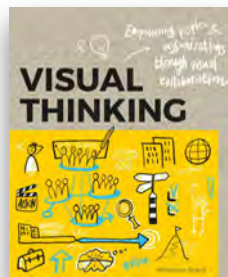
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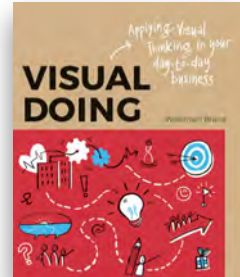
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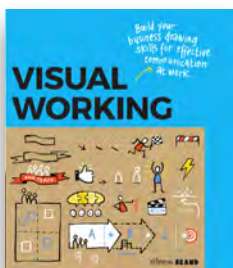
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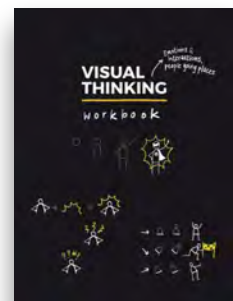
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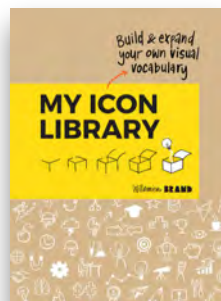
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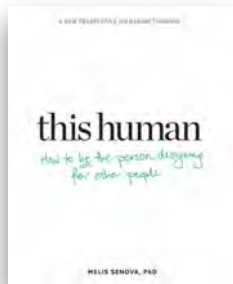
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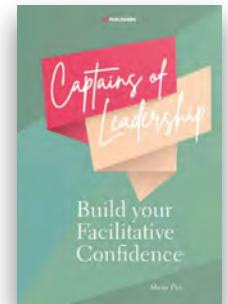
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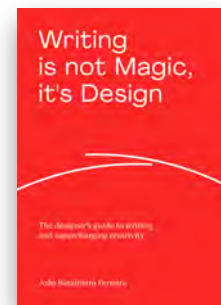
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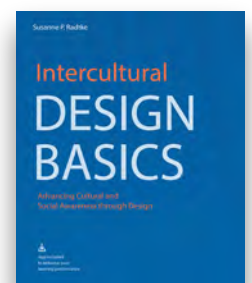
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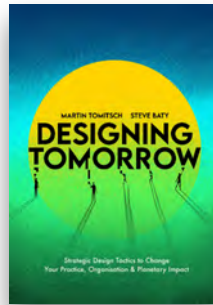
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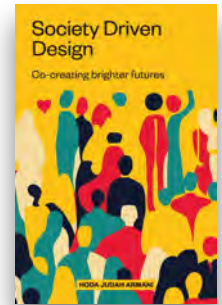
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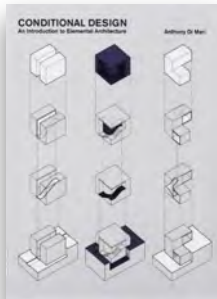
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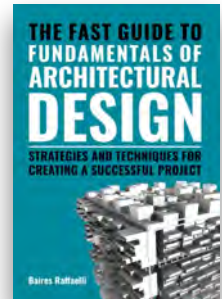
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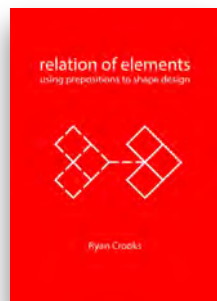
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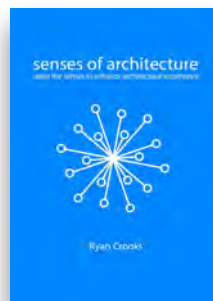
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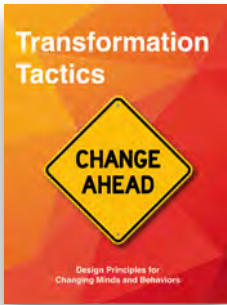
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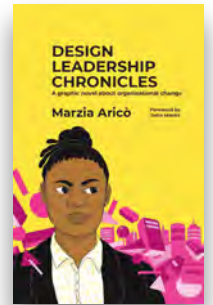
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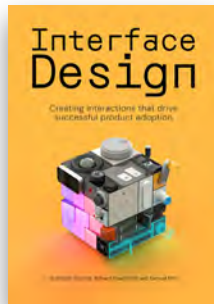
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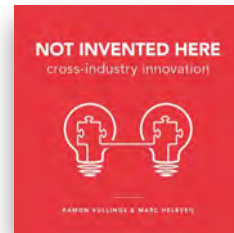
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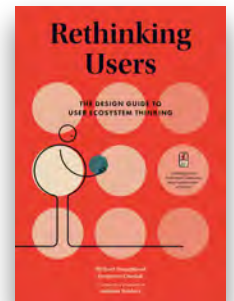
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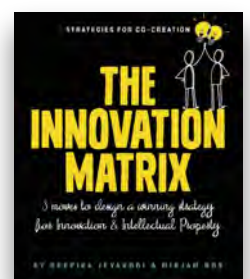
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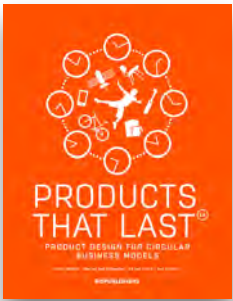
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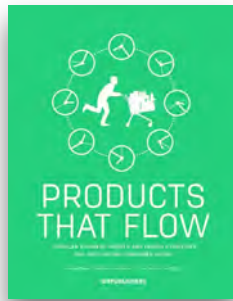


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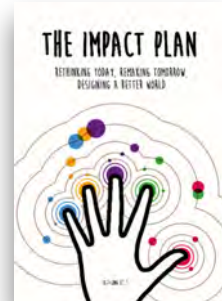
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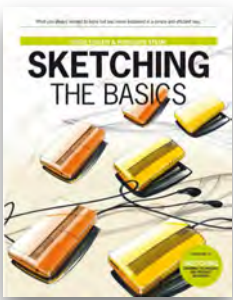
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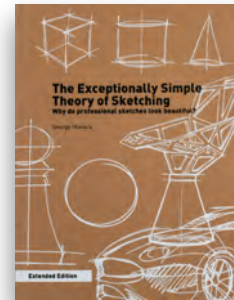
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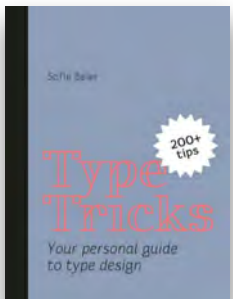
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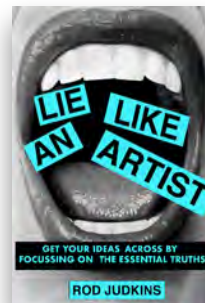
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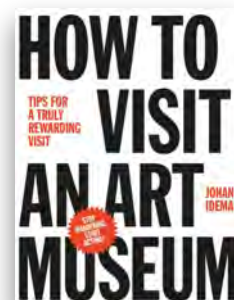
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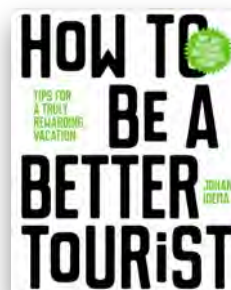
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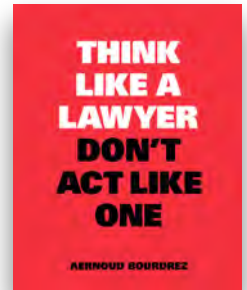
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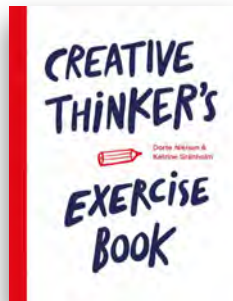
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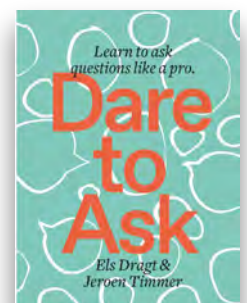
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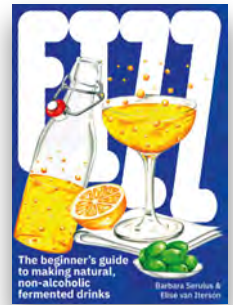
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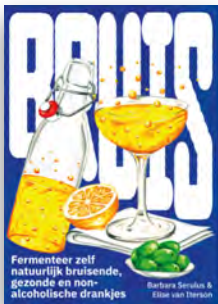
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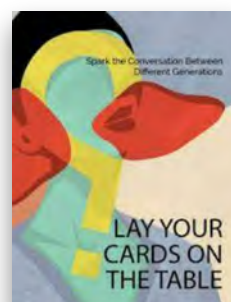
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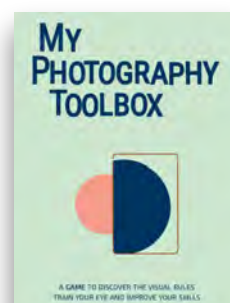
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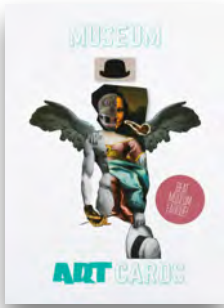
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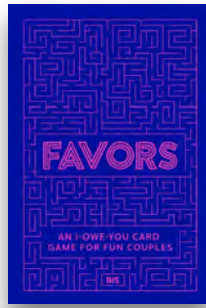
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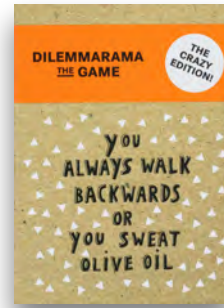
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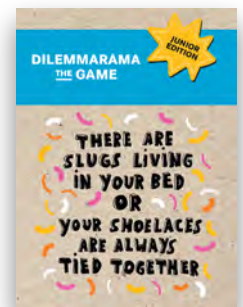
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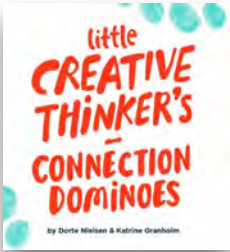
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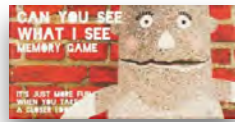


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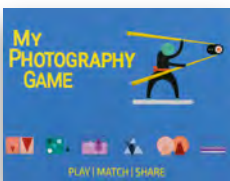
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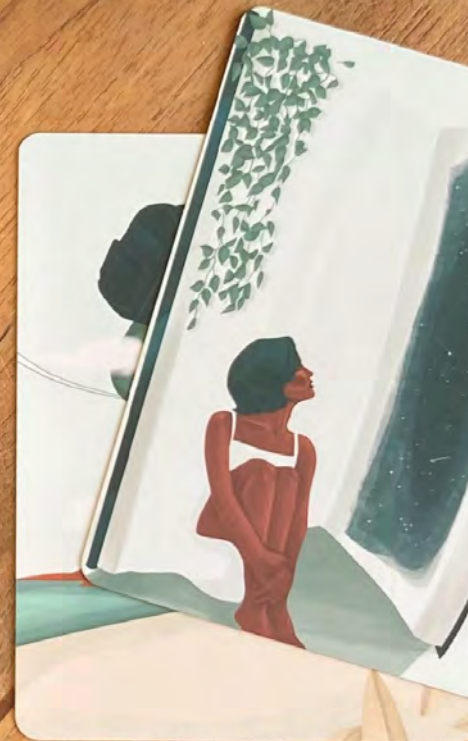
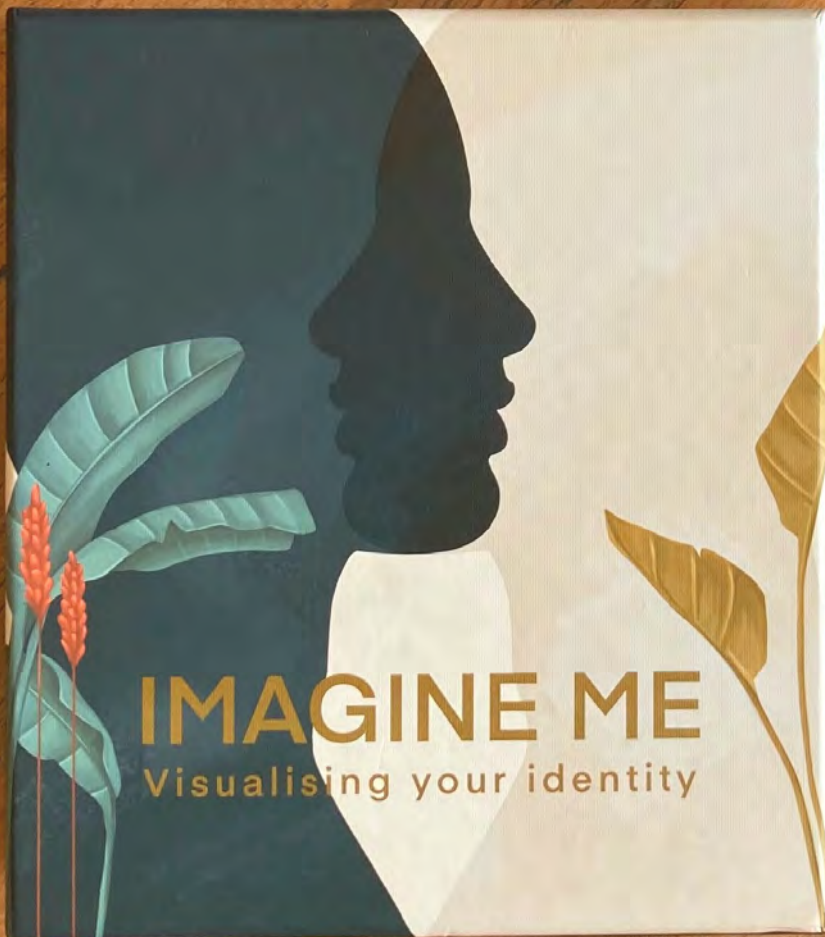


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