

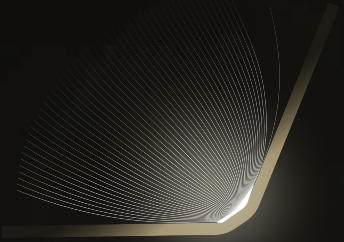


PUBLISHING
DIVISION

INTERNATIONAL ACQUISITIONS PORTFOLIO

BRINGING THE WORLD'S
MOST IMPACTFUL IDEAS
TO RUSSIAN READERS

2025 EDITION | RIGHTS@NOVACREATIVE.RU



WELCOME MESSAGE FROM EDITOR-IN-CHIEF

At NOVA Creative Publishing, we believe that remarkable ideas deserve remarkable books.

Our mission is to transform the art of publishing into pure excellence on the printed page. As a division of Nova Creative Group, we bring together editorial mastery, emotive design, and advanced production technologies to create books that not only endure in time but also elevate the reading experience. Our philosophy is shaped by a deep respect for knowledge and by the conviction that books influence how people think, create, and lead. In this catalogue, you will find our International Acquisitions Portfolio — a carefully curated selection of global titles chosen by our editorial team for their insight, relevance, and power to spark meaningful conversations within the Russian-speaking world.

These works inspire us, challenge us, and reflect the intellectual landscape we strive to cultivate. We publish thought-provoking ideas, influential voices, and transformative stories — original works by leading thinkers as well as Russian-language editions of internationally acclaimed bestsellers across business, technology, psychology, and contemporary nonfiction. Our editorial approach is rooted in craftsmanship, clarity of purpose, and an uncompromising commitment to quality. From the earliest concept to the final printed page, every book is refined with precision, care, and deep attention to detail — ensuring it becomes the fullest and most authentic expression of the idea behind it.

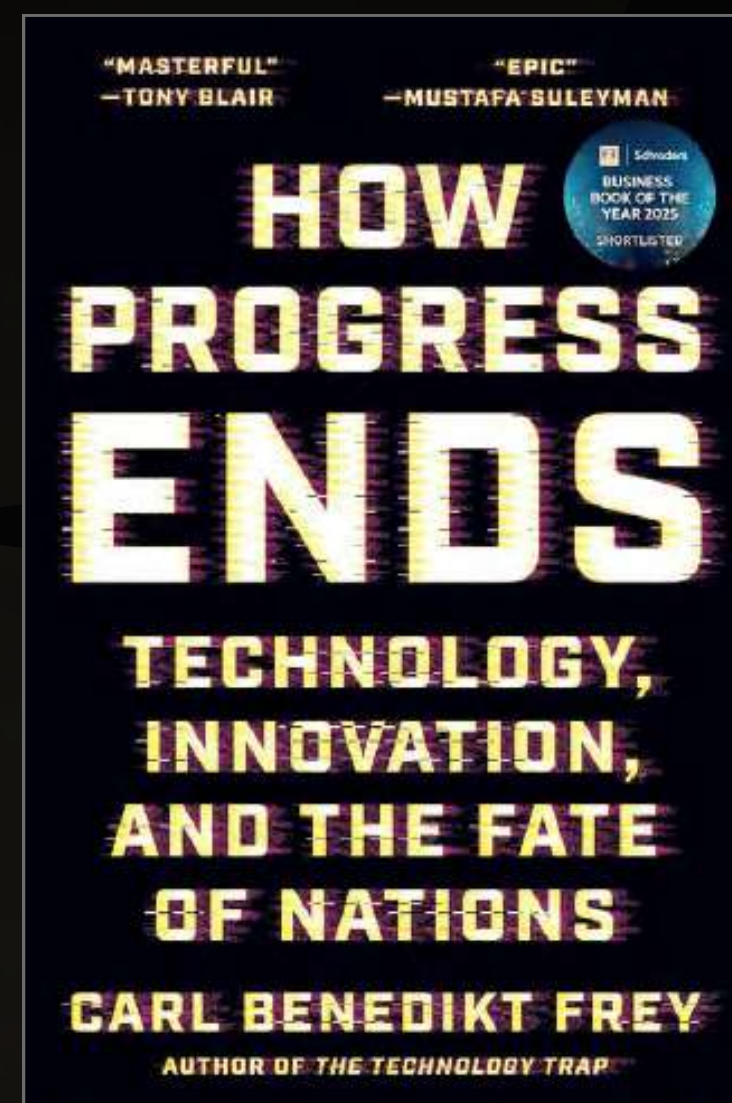
As you explore this portfolio, we invite you to discover the authors, perspectives, and ideas that shape the heart of our publishing vision.

IRINA POZINA
EDITOR-IN-CHIEF, NOVA CREATIVE GROUP

BUSINESS | INNOVATION

How Progress Ends: Technology, Innovation, and The Fate Of Nations

CARL BENEDIKT FREY



How 1,000 years of global history show why technological and economic progress is often followed by stagnation and even collapse

“A bold answer to one of history’s—and humanity’s—most essential questions: what drives technology and innovation?” — Mustafa Suleyman, CEO of Microsoft AI

“Carl Benedikt Frey shows that the real question is how human creativity and innovation will adapt to the age of powerful AI. I can’t imagine a better place to find answers than this far-ranging, intelligent book” — Daron Acemoglu, Nobel Prize-winning economist and coauthor of Power and Progress

“Frey masterfully reveals why some nations thrive while others stumble in periods of technological upheaval.” — Tony Blair



SHORTLISTED FOR THE FINANCIAL TIMES AND SCHRODERS
BUSINESS BOOK OF THE 2025 YEAR

The Insider's Guide To Innovation At Microsoft

DEAN CARIGNAN, JOANN GARBIN



In this unique guide, you’re not just reading about innovation—you’re learning how to do it from the people behind some of the biggest breakthroughs of the last 50 years at one of the most influential and valuable companies in the world.

“Their insight highlights a critical gap in how many companies approach innovation.” — Forbes

“Readers should take the authors’ advice and dip into the seven case studies the book provides, or explore the four patterns that they discerned there.” — Financial Times

“Dean Carignan and JoAnn Garbin used their insider access to create a guide for all those who want the right mindset and tools for mastering the art of innovation.” — Next Big Idea Club

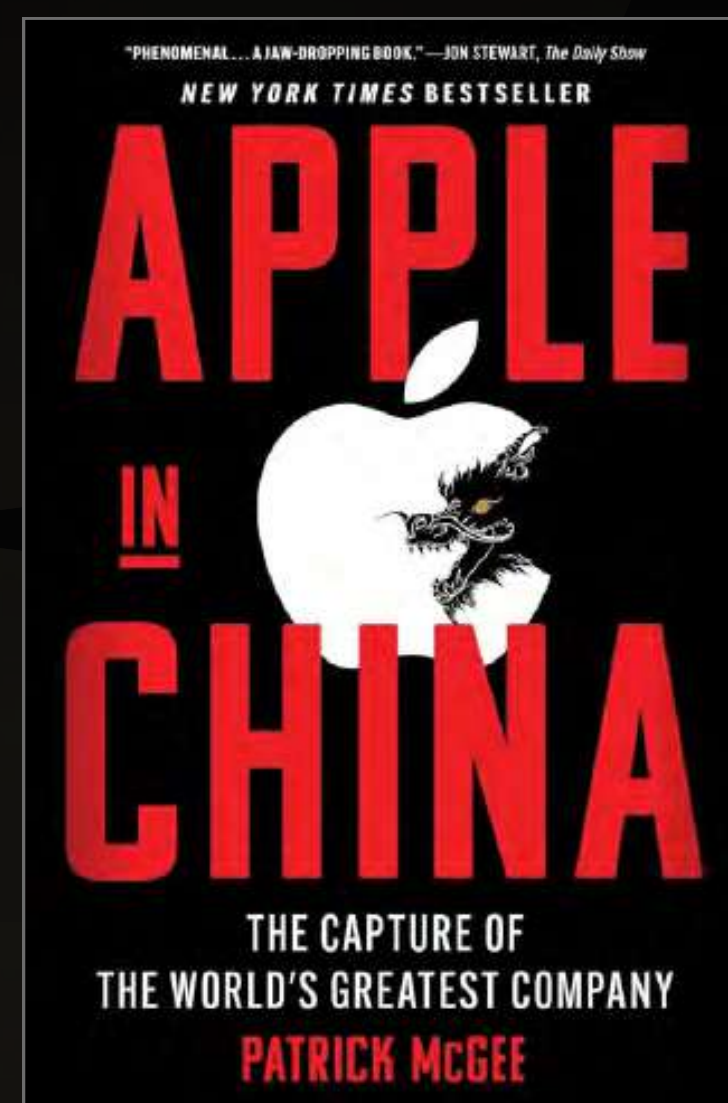


THE NEXT BIG IDEA CLUB 2025
MUST-READ BOOK

BUSINESS | CASE STUDIES

Apple In China: The Capture Of The World's Greatest Company

PATRICK MCGEE



The book rivets with its portrayal of how Apple allowed itself to become dependent on China for a huge percentage of its manufacturing, making it vulnerable and unwittingly laying the groundwork for the Asian superpower to rival the US in technological expertise.

"Phenomenal...a jaw-dropping book."
—Jon Stewart, The Daily Show

"This is the best book about Apple ever written, one of the best books about China ever written, and one of the best books about tech, period."
— Ben Thompson, Stratechery

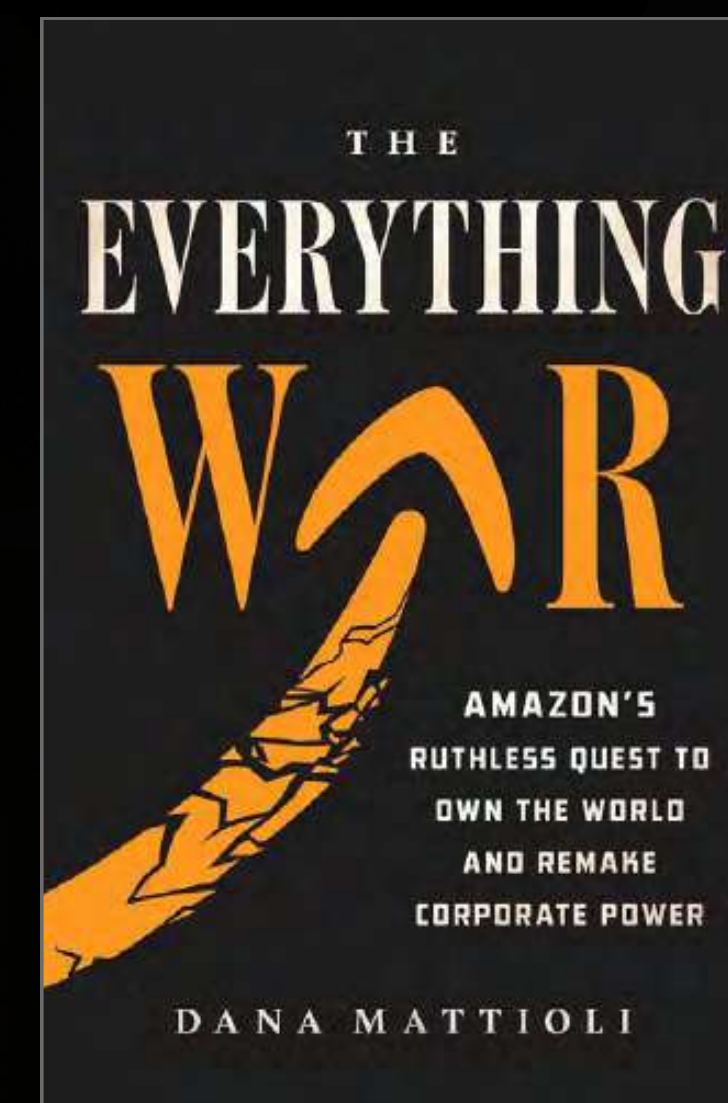
"Smart and comprehensive... A persuasive exposé."
— New York Times

NEW YORK TIMES BESTSELLER 2025;
THE WASHINGTON POST ONE OF 50 NOTABLE WORKS OF NONFICTION FROM 2025;
SABEW WINNER IN "BUSINESS REPORTING" FOR 2025;
FINANCIAL TIMES 2025 ONE OF THE BEST BOOKS OF THE YEAR;
THE ECONOMIST 2025 ONE OF THE BEST BOOKS OF THE YEAR



The Everything War: Amazon's Ruthless Quest To Own The World And Remake Corporate Power

DANA MATTIOLI



From the Pulitzer Prize-winning veteran Amazon reporter for The Wall Street Journal, The Everything War is the first untold, devastating exposé of Amazon's endless strategic greed, from destroying Main Street to remaking corporate power, in pursuit of total domination, by any means necessary.

"Will stand as a classic."
— Christopher Leonard

"Riveting, shocking, and full of revelations."
— Bryan Burrough

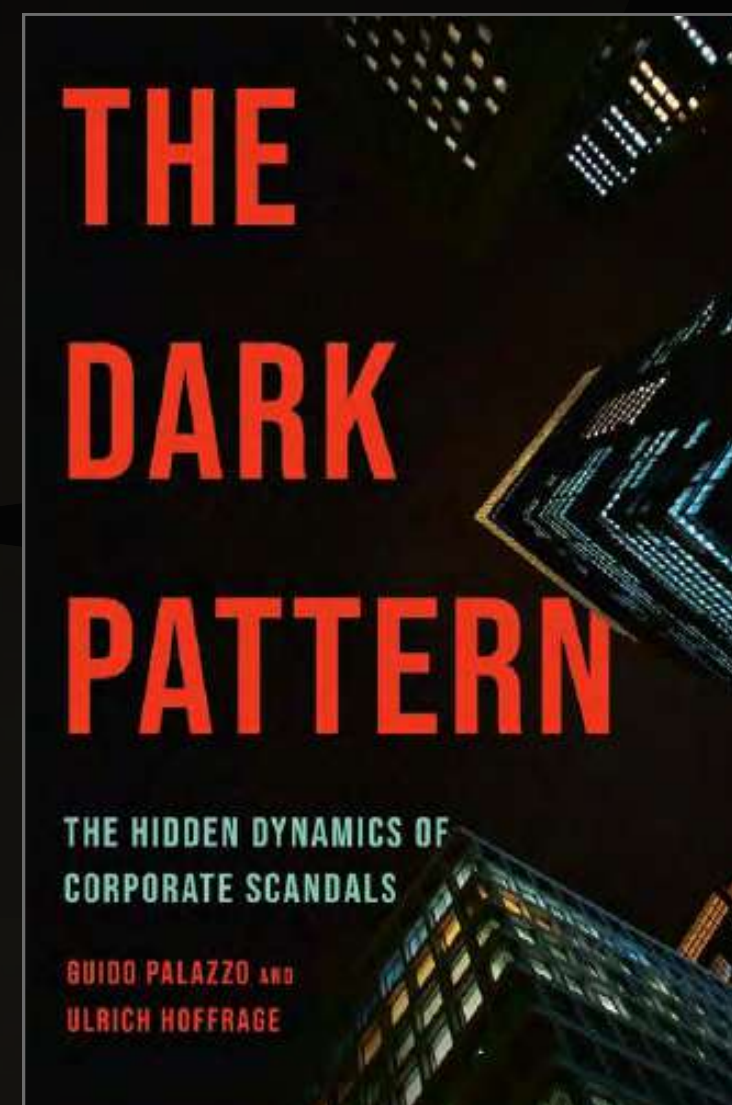
A PUBLISHERS WEEKLY BEST BOOK OF THE YEAR;
MOST ANTICIPATED BY FOREIGN POLICY 2024;
MOST ANTICIPATED BY THE GLOBE AND MAIL 2024;
NEXT BIG IDEA CLUB 2024 MUST READ BOOK;
LONGLISTED FOR THE FINANCIAL TIMES & SCHRODERS BUSINESS BOOK OF THE 2024 YEAR



BUSINESS | CASE STUDIES

The Dark Pattern: The Hidden Dynamics Of Corporate Scandals

GUIDO PALAZZO, ULRICH HOFFRAGE



From the creators of the theory of ethical blindness comes an investigation into how corporate scandals happen, revealing the common pattern behind them and how your organization can avoid them

"Finally, a book that brings corporate ethics to life! A must-read for anyone seeking to move beyond rules and regulations to foster a truly ethical corporate culture." — Thomas J. Donaldson, The Wharton School, University of Pennsylvania

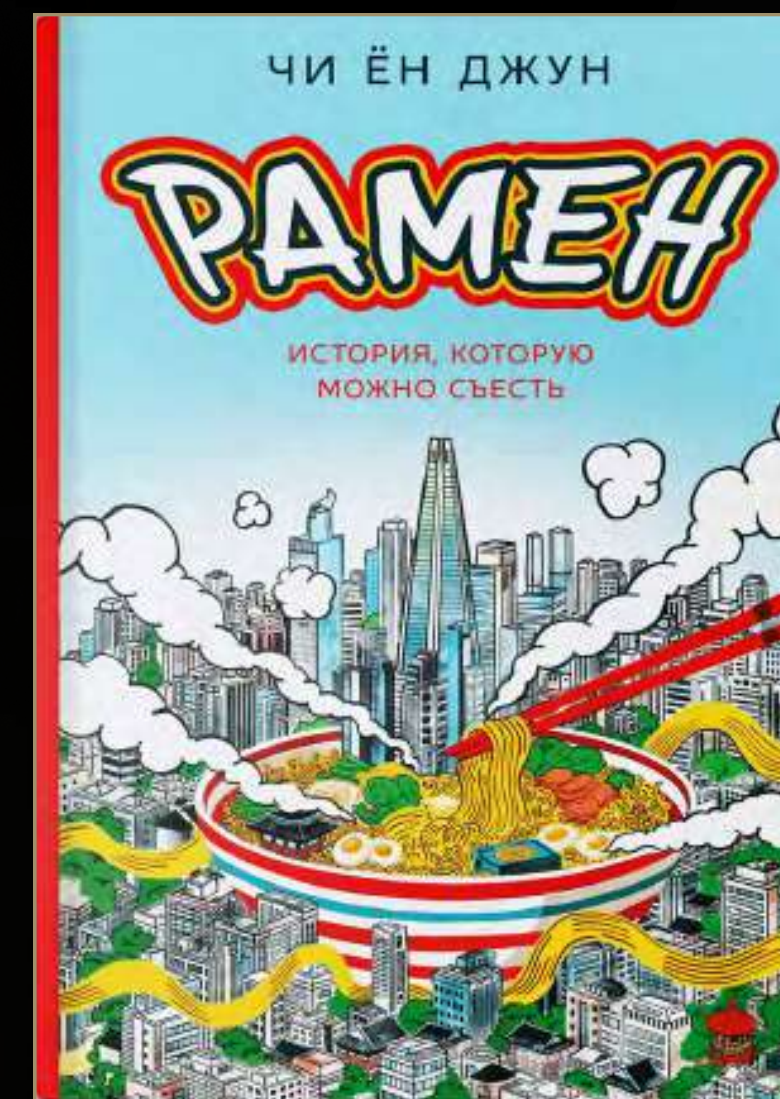
"Well written, enlightening, engaging—and dark as corporate hell." — Gerd Gigerenzer, professor, Max Planck Institute for Human Development



BOOK OF THE MONTH FINANCIAL TIMES
(JUNE 2025)

The History Of Ramen

JI YOUNGJUN



How Korean Ramen becomes a global food?
How Bulddak Ramen selling 4 billion copies ?

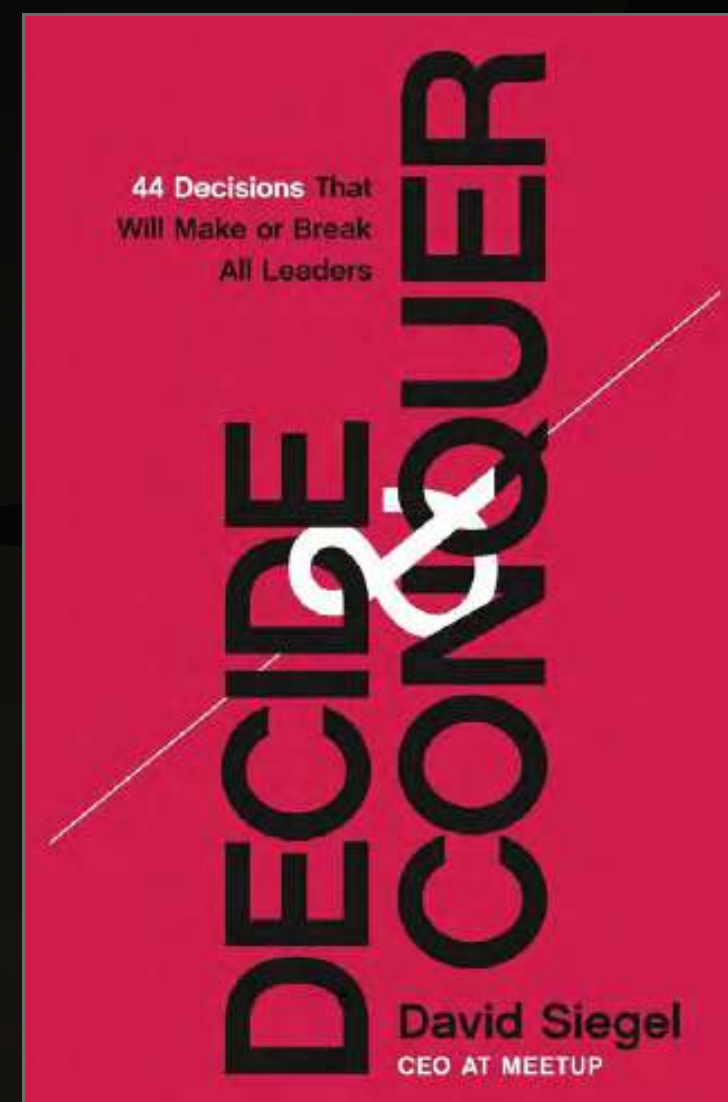
#The history of East Asia in a bowl of noodles
#Youtuber Ramen Conqueror Ji Young-jun's 11 years of research and passion
#Ramen stories that are not well known to us
#Entrepreneurs' challenges and innovations contained in ramen

A book that will deepen your love of ramen
History and stories contained in a bowl of ramen

BUSINESS | LEADERSHIP AND MANAGEMENT

Decide And Conquer: 44 Decisions That Will Make Or Break All Leaders

DAVID SIEGEL

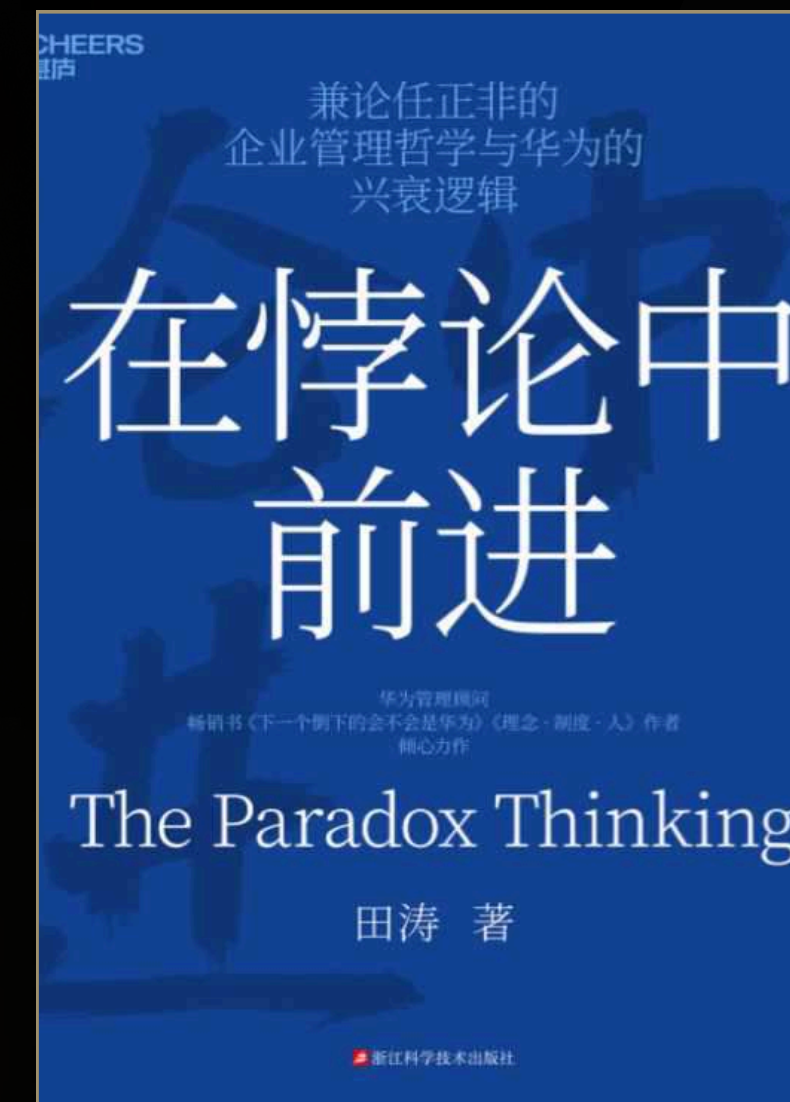


Success boils down to one thing: making good decisions. Learn the right framework now that can make all the difference later when faced with terrible options, deep anxiety and fear of failure.

"David is the kind of CEO I would want to work for. Understanding how he makes decisions only further shows why. Decide and Conquer describes his incredible journey while providing a guide to making tough decisions and maintaining your morals in the process." – Jon Levy, New York Times Best-Selling author of Your Invited

The Paradox Thinking

TIN TAO



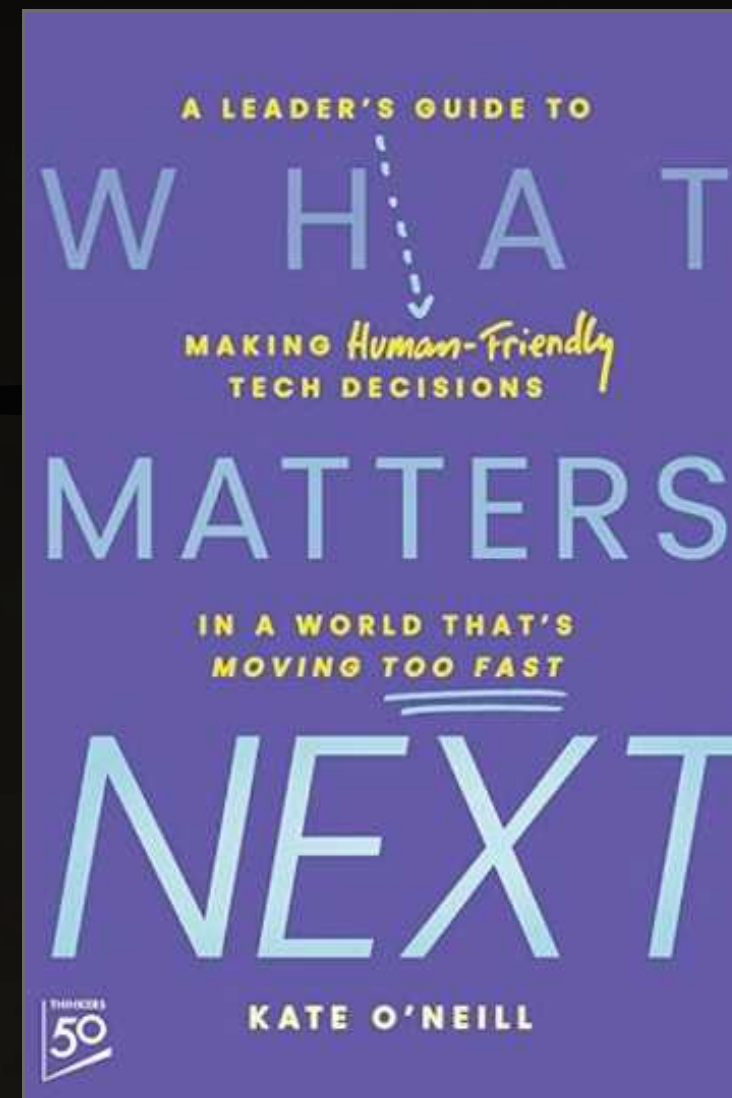
A masterpiece by Tian Tao, Huawei management consultant and author of "Will Huawei Be the Next to Fall?!" A culmination of 25 years of in-depth insights into Huawei, this book is a crystallization of nearly 400,000 words of management wisdom. For the first time, it encapsulates and reveals Tian Tao's 40 years of management wisdom and continuous reflection.

This book reveals the core of Ren Zhengfei's corporate management philosophy and the secrets to Huawei's continuous anti-entropy growth. Tian Tao introduces for the first time six major management paradoxes and four major management mechanisms: replication, learning, motivation, and metabolism, thoroughly explaining the underlying logic of corporate survival and anti-entropy growth.

BUSINESS | LEADERSHIP AND MANAGEMENT

What Matters Next: A Leader's Guide To Making Human-Friendly Tech Decisions In A World That's Moving Too Fast

KATE O'NEILL



Harness emerging technologies for business success while putting the human first

Kate O'Neill offers a unique blend of strategic guidance, ethical considerations, and practical application to help organizations not just survive, but thrive through bold and empathetic leadership.

"In the ongoing and often exhausting debates about AI and the future, Kate O'Neill is a voice you can trust. What Matters Next is not just a masterful playbook for better decision-making. It's a catalyst for how to show up, lead, and champion humanity" — April Rinne, Global Futurist and Author of Flux: 8 Superpowers for Thriving in Constant Change

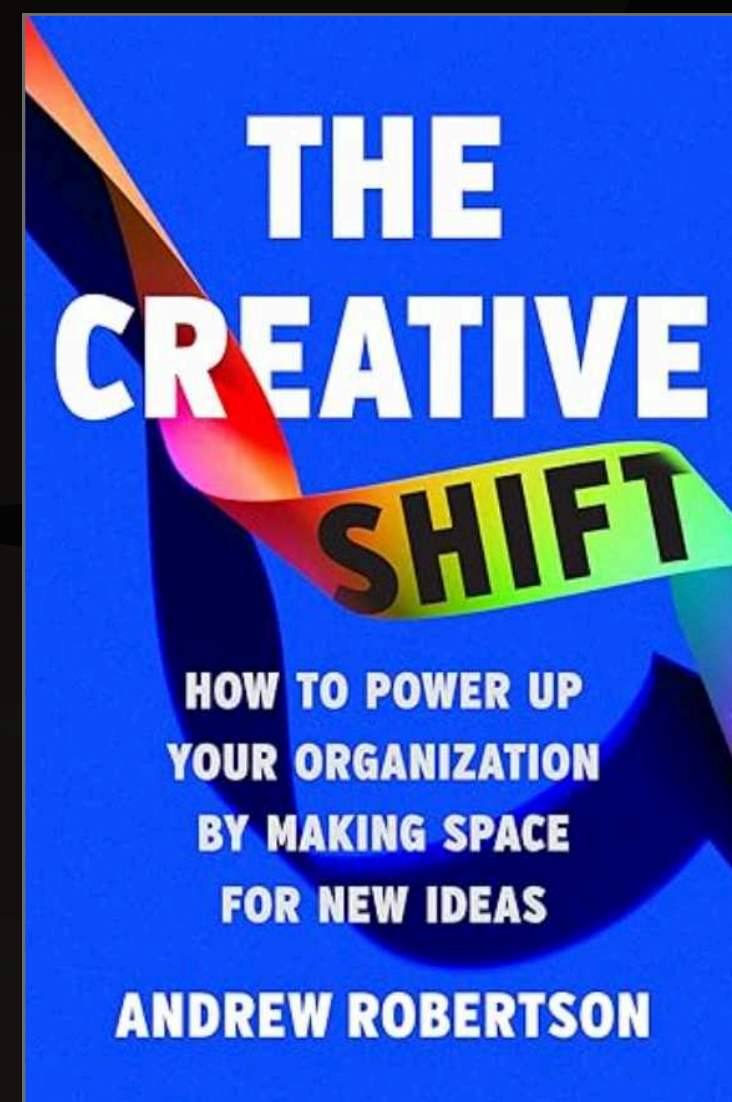


THINKERS50 TOP 10 BEST NEW MANAGEMENT BOOKS 2025;
INTERNATIONAL BOOK AWARDS FINALIST

PERSONAL DEVELOPMENT | CREATIVITY

The Creative Shift: How To Power Up Your Organization By Making Space For New Ideas

ANDREW ROBERTSON



"Andrew Robertson has likely helped more legacy companies make such essential shifts than anyone in recent times."
—Frederick W. Smith, founder and executive chairman, FedEx Corporation

"Every company needs to harness creativity, and The Creative Shift gives you the insight and practices of an industry icon" — John Stankey, chairman and CEO, AT&T Inc.

"This book drips with credibility, written by one of my favorite partners—a leader who delivers groundbreaking results for clients time and again." — Jeff Immelt, former CEO, General Electric

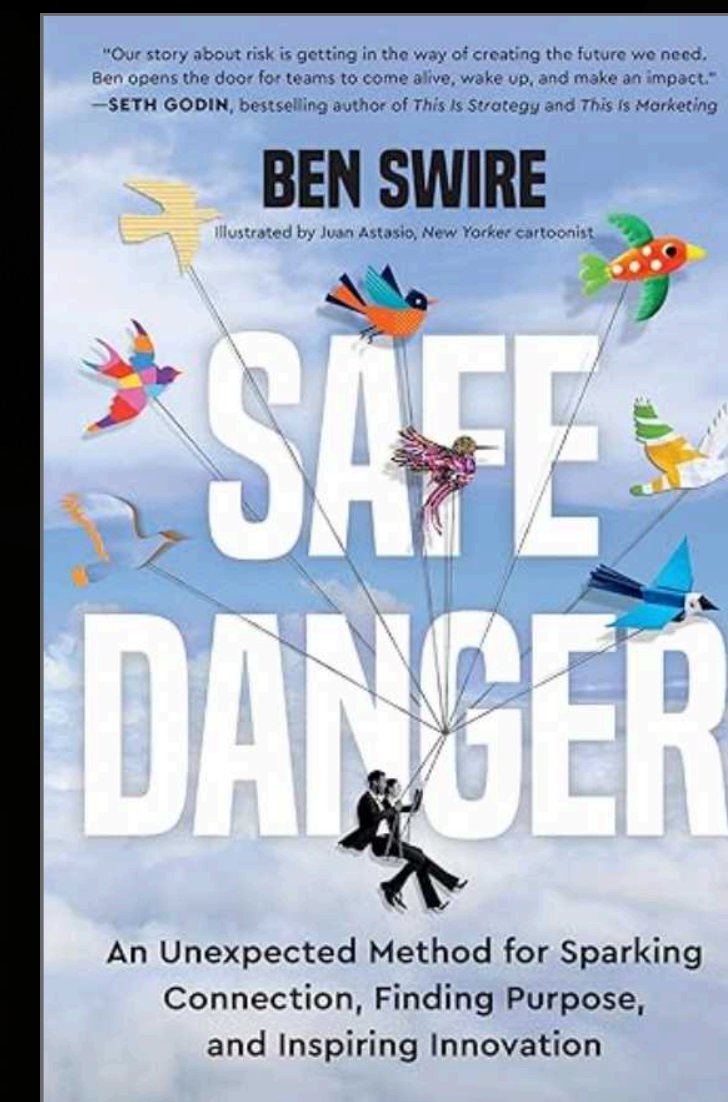
"There are books that present readers with the latest trends and those that ground readers in practical advice. This book does both." — Carla Hassan, chief marketing officer, JPMorgan Chase



A USA TODAY BESTSELLER

Safe Danger: An Unexpected Method for Sparking Connection, Finding Purpose, and Inspiring Innovation

BEN SWIRE



An award-winning designer and former Design Lead at the iconic innovation firm IDEO teaches how to use small, creative risks to build trust, inspire connection, and supercharge employee engagement.

"For those who understand the powerful role play brings to impact, Ben Swire has delivered a gift. Leaders who want to cultivate impactful, thriving teams need to get their hands on this book!" — Megan Summers, Global Head of Production, Facebook

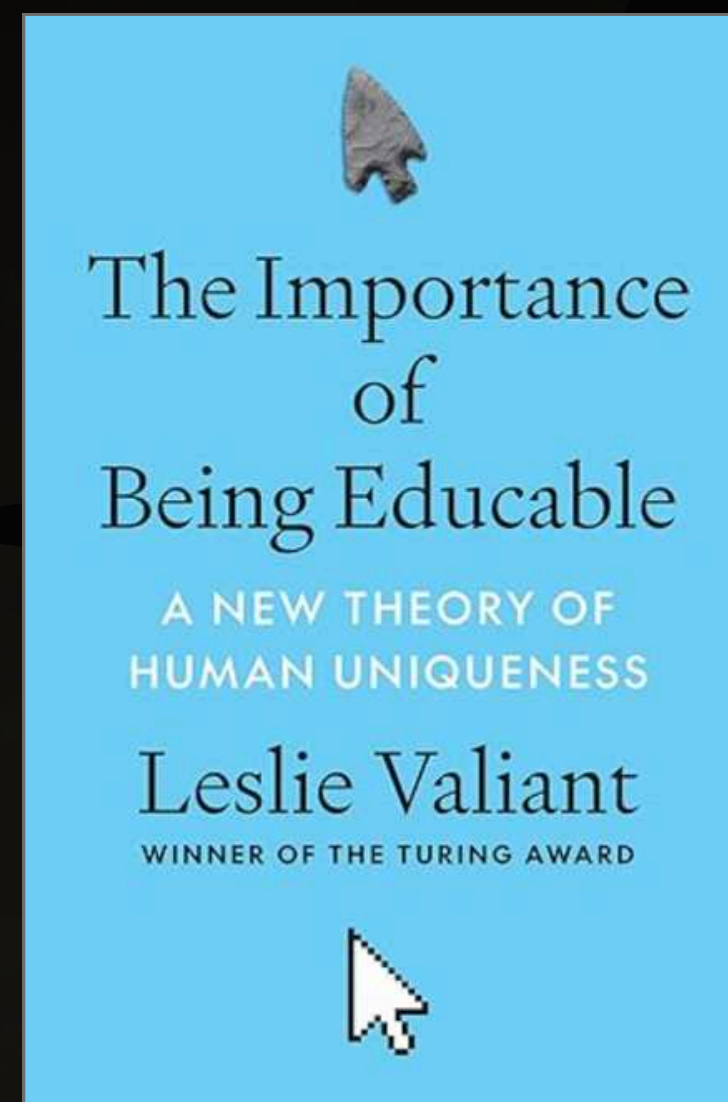
"Delightful and profound. One of the most useful management books you'll read this year." — Amy C. Edmondson, Novartis professor of leadership, Harvard Business School

"Shows how small risks can lead to big breakthroughs — in teams, in culture, and in ourselves." — Tim Brown, author of Change by design, and chair of IDEO

POPULAR SCIENCE | ANTHROPOLOGY

The Importance Of Being Educable: A New Theory Of Human Uniqueness

LESLIE VALIANT



In the age of AI, why our future depends on better understanding what makes us human

"It's 'educability,' not intelligence, that matters most." — Joshua Rothman, New Yorker

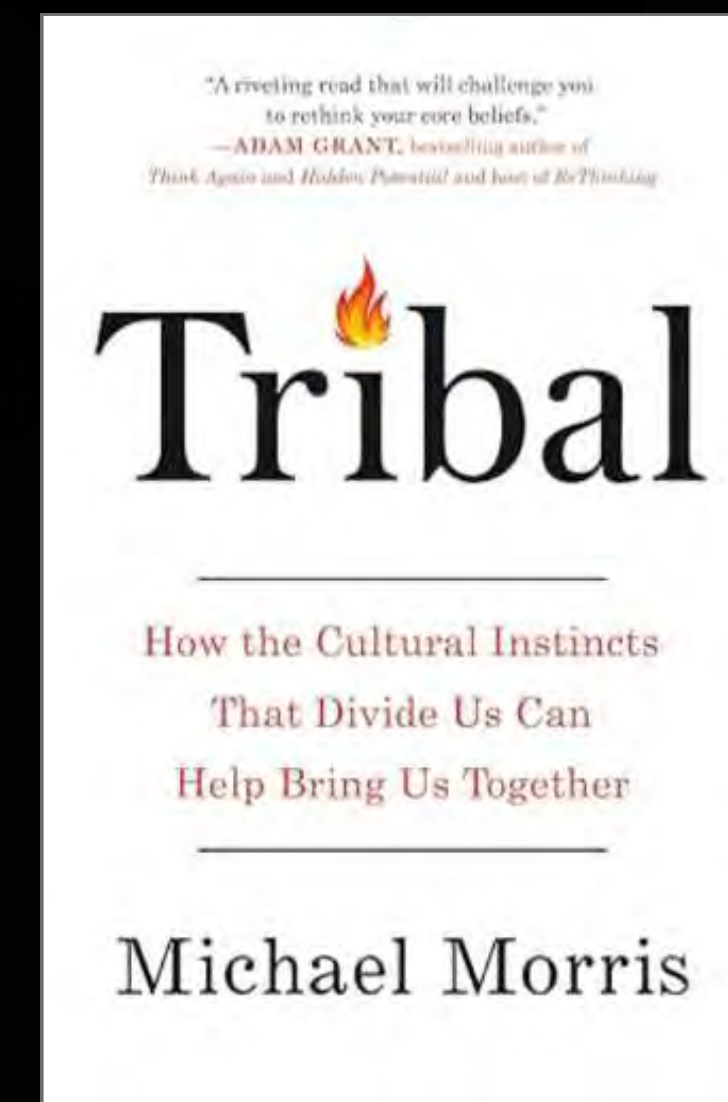
"Valiant cogently argues that the key attribute of humans is the ability to learn from one another. He addresses the issue of whether computers that learn from us will eventually learn from each other and surpass us in intelligence and power, and shows how the educability of humans has had dramatic consequences that need to be considered seriously when contemplating the future of artificial intelligence." — Richard J. Roberts, Nobel Prize-winning biochemist and molecular biologist



A NEW YORKER BEST BOOK OF THE YEAR;
WINNER OF THE PROSE AWARD FOR EXCELLENCE IN PHYSICAL
SCIENCES & MATHEMATICS, ASSOCIATION OF AMERICAN PUBLISHERS;
WINNER OF THE PROSE AWARD IN COMPUTING AND INFORMATION SCIENCES,
ASSOCIATION OF AMERICAN PUBLISHERS;
LONGLISTED FOR THE NON-OBVIOUS BOOK AWARDS

Tribal: How The Cultural Instincts That Divide Us Can Help Bring Us Together

MICHAEL MORRIS



A revelatory, paradigm-shifting work from a renowned Columbia professor and "one of the great social and cultural psychologists" (Amy Cuddy) that demystifies our tribal instincts and shows us how to use them to create positive change.

"A deep, timely and optimistic look at how to harness our innate tribal instincts to positive effect, rather than allowing them to divide. A font of valuable lessons on human behaviour for political leaders and chief executives." — Andrew Hill, Financial Time's Best Business Books of 2024

"There is no future, good or bad, without tribalism. This eye-opening book will change the way you think about why we behave the way we do." — Scott Galloway, author of The Algebra of Wealth, Professor of Marketing, NYU

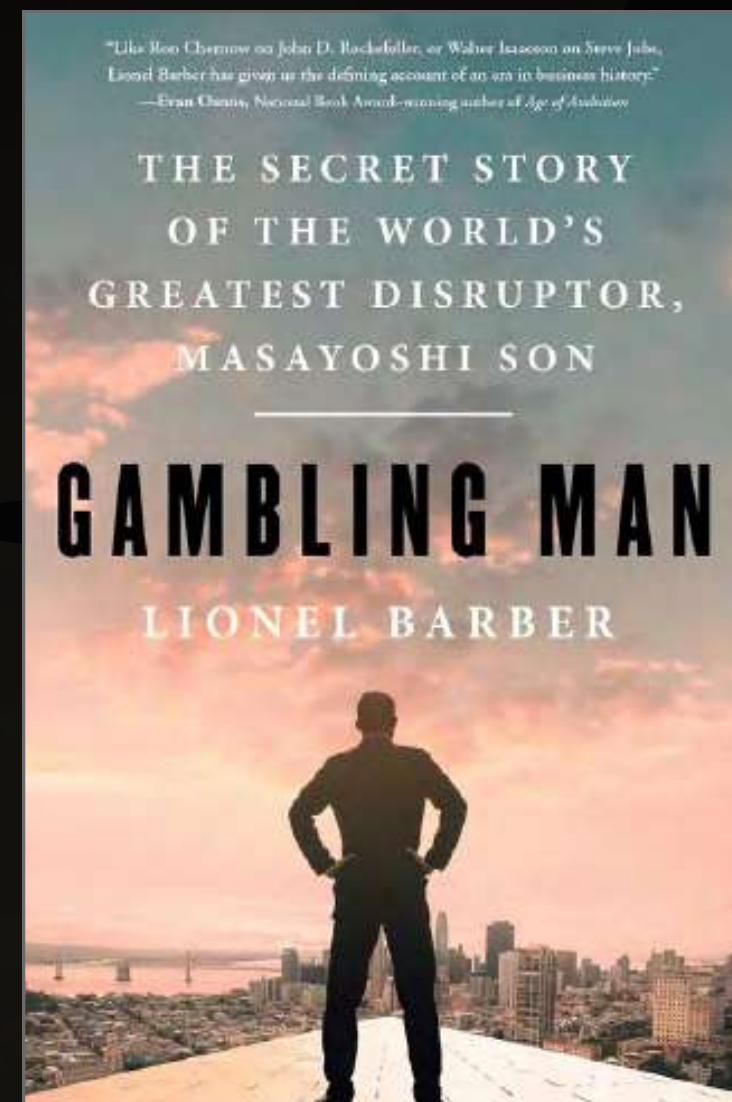


SHORTLISTED FOR THE FINANCIAL TIMES & SCHRODERS
BUSINESS BOOK OF THE 2024 YEAR;
AMERICAN PSYCHOLOGICAL ASSOCIATION'S URSULA GIELEN GLOBAL
PSYCHOLOGY BOOK AWARD WINNER;
PROSE AWARD FINALIST;
ZÓCALO BOOK PRIZE FINALIST

POPULAR SCIENCE | BIOGRAPHY

Gambling Man: The Secret Story Of The World's Greatest Disruptor, Masayoshi Son

LIONEL BARBER



Praised by Pulitzer Prize winner Steve Coll, this biography explores Masayoshi Son's rise from pachinko kingpin's son to SoftBank CEO. It details major investments like Uber and WeWork's dramatic story.

"Not only a first-rate biography of an elusive billionaire... an analysis of the recent age of tech-driven globalization." — Bloomberg

"With literary flair and stunning revelations, Lionel Barber delivers one of the very best biographies of a business titan to appear in years." — Steve Coll, Pulitzer Prize winning author of Ghost Wars, The Achilles Trap and Private Empire: ExxonMobil and American Power

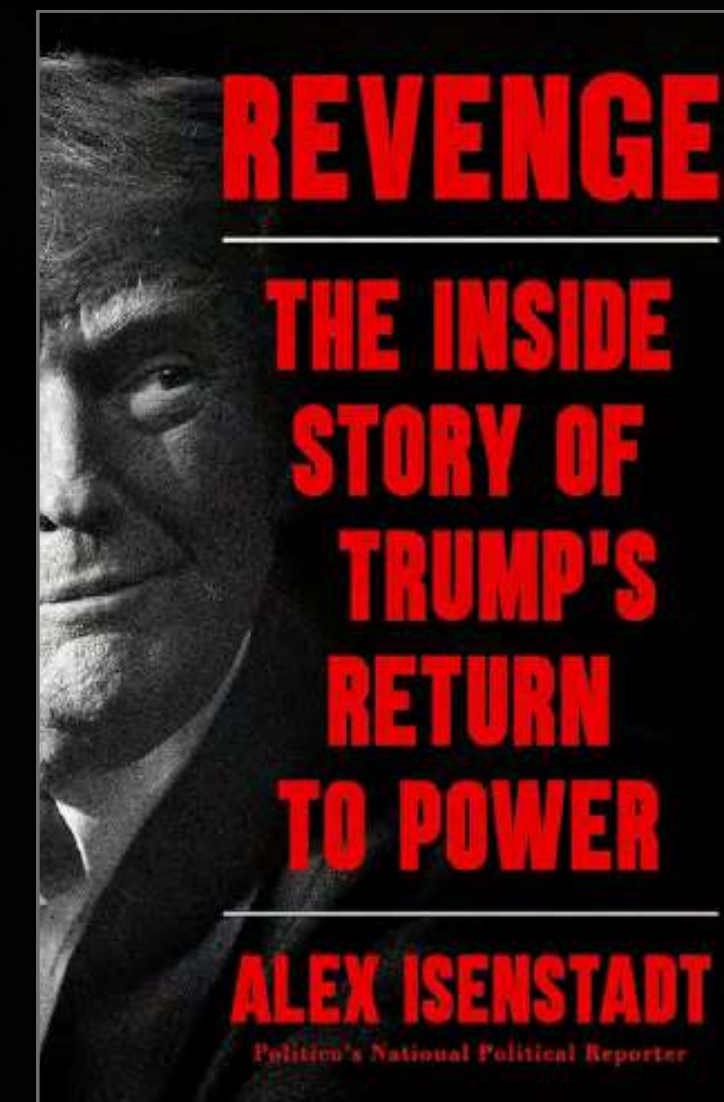
"Fascinating... Masa's story has the makings of an Ian Fleming novel. Lionel Barber cracked the code in helping us all understand this remarkable individual." — Steven A. Schwarzman, Chairman, CEO & Co-Founder, Blackstone



FINANCIAL TIMES 2024 ONE OF THE BEST BOOKS OF THE YEAR

Revenge: The Inside Story Of Trump's Return To Power

ALEX ISENSTADT



From Axios' Senior Political Reporter Alex Isenstadt, a fly-on-the-wall account of Donald Trump's history-defying reelection campaign, illustrating how he overcame seemingly insurmountable challenges to return to the White House.

"Isenstadt... knows the Trump beat better than most and the result is a book full of terrific insight into the heart of Trump's return to the White House." — Financial Times

"Revenge is a delectable smorgasbord of scoop, dish and bile." — The Guardian

"...a reporting tour-de-force about Trump's path to the presidency." — Chris Cillizza

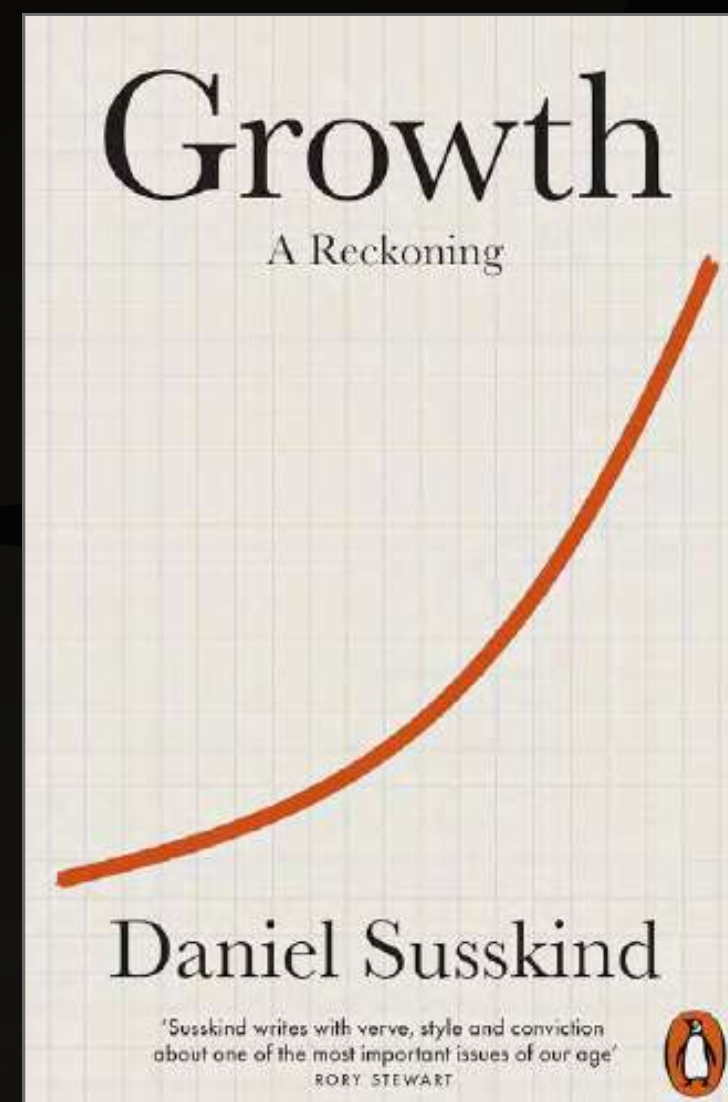


HIGHLIGHTED BY THE FINANCIAL TIMES IN ITS POLITICS ROUND-UP (2025)

POPULAR SCIENCE | ECONOMICS

Growth: A History and a Reckoning

DANIEL SUSSKIND



A vivid account of the past, present, and future of economic growth, showing how and why we must continue to pursue it while responding to the challenges it creates.

"Fascinating...A remarkable survey of a complex subject that is both erudite and immensely readable." — The Guardian

"Thought-provoking...Economic growth is a double-edged sword... This brings clarity to a pressing and intractable quandary." — Publishers Weekly

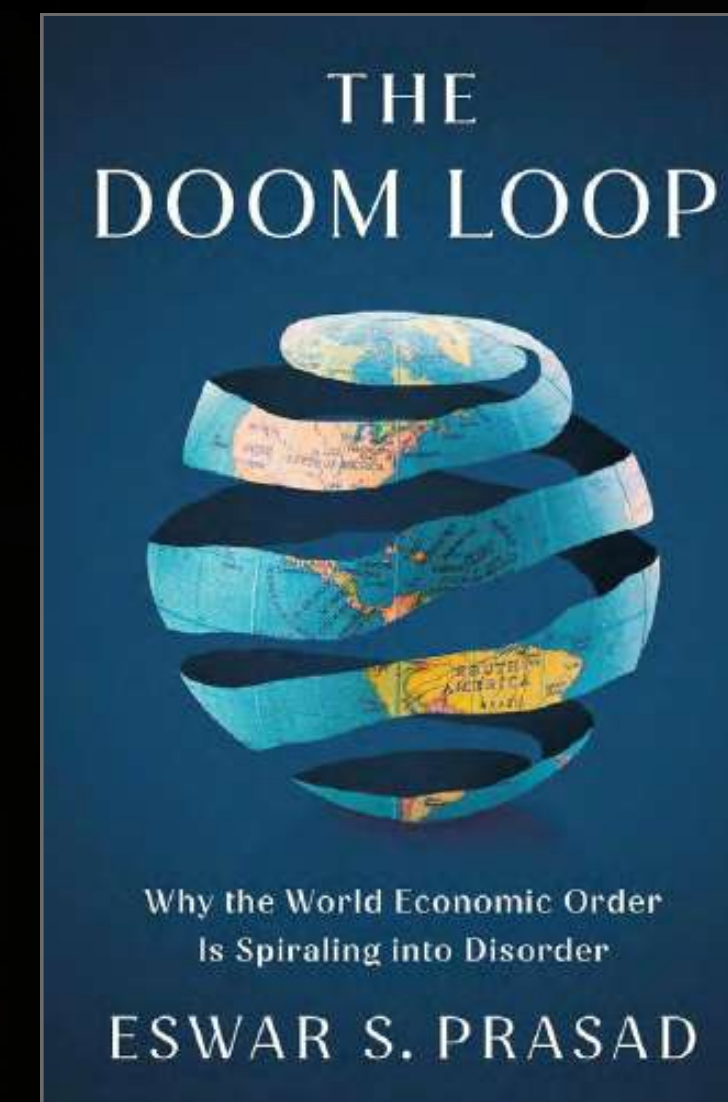
"Growth—the lack of it, the search for it, the barriers to it—is the challenge at the core of most political debates." — Gordon Brown, former Prime Minister of the UK



ONE OF BARACK OBAMA'S 10 FAVORITE BOOKS OF THE YEAR;
ONE OF THE NEW YORKER'S BEST BOOKS OF THE YEAR;
SHORTLISTED FOR THE FINANCIAL TIMES & SCHRODERS
BUSINESS BOOK OF THE 2024 YEAR

The Doom Loop: Why The World Economic Order Is Spiraling Into Disorder

ESWAR S. PRASAD



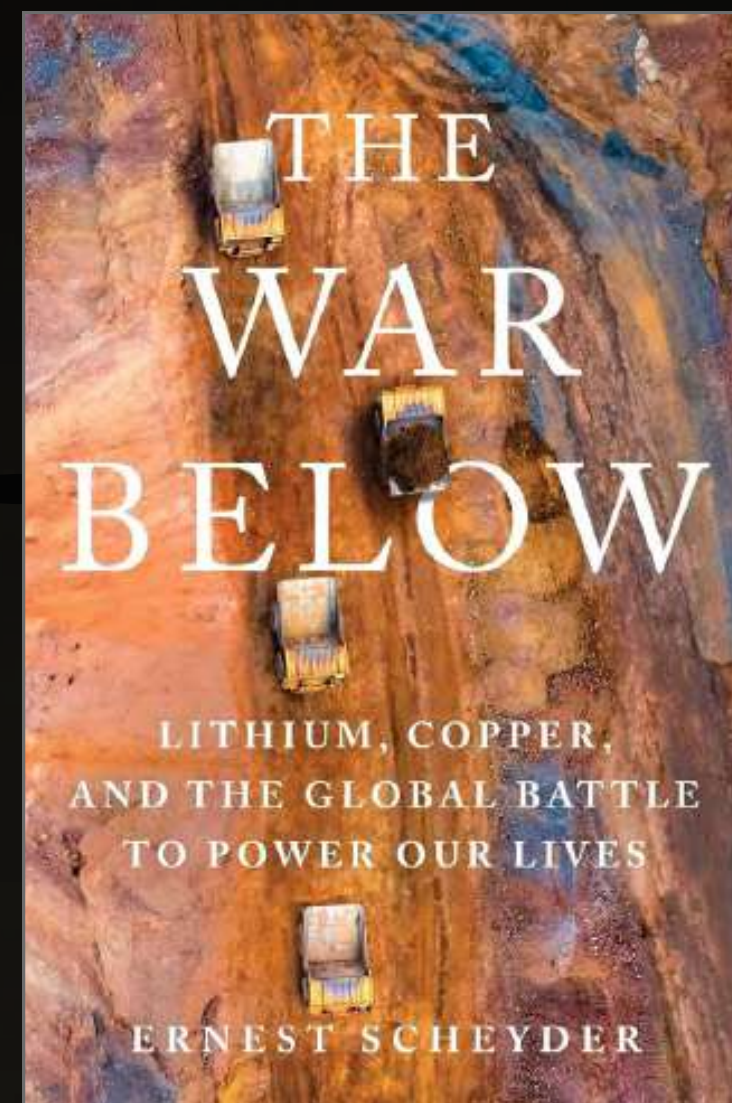
The acclaimed economist and author of *The Future of Money* argues that the forces meant to stabilize the world's economy are in fact driving global instability.

"Prasad's deep analysis offers critical insights into how we can escape our current predicament." — Fiona Hill, author of *There Is Nothing for You Here*

POPULAR SCIENCE | GEOPOLITICS

The War Below: Lithium, Copper, And The Global Battle To Power Our Lives

ERNEST SCHEYDER



This unprecedented look inside the global battle to power our lives is “required reading for anyone interested in the 360-degree impacts of the energy transition” (Daniel Poneman, former US Deputy Secretary of Energy) from acclaimed Reuters reporter Ernest Scheyder.

"A nuanced and invaluable deep dive into the questions that need to be addressed if we are to fight climate change and achieve energy security." —Financial Times

"An excellent read." — Forbes

"Incredibly important." — BBC World

"Highlights the myriad difficulties faced by the people who build mines, as well as those hurt by or opposed to them." — Wall Street Journal



**LONGLISTED FOR THE NATIONAL BOOK AWARD
FOR NONFICTION (2024);**

**LONGLISTED FOR THE FINANCIAL TIMES &
SCHRODERS BUSINESS BOOK OF THE 2024 YEAR;**

**NAMED ONE OF THE BEST BOOKS OF 2024 BY THE
FINANCIAL TIMES (ENVIRONMENT, SCIENCE &
TECH CATEGORY);**

GOLD MEDALIST OF THE AXIOM AWARD

POPULAR SCIENCE | SCIENCE

Memory Lane: The Perfectly Imperfect Ways We Remember

CIARA GREENE, GILLIAN MURPHY



An illuminating look at the adaptive nature of our memories and how their flexibility and fallibility help us survive and thrive.

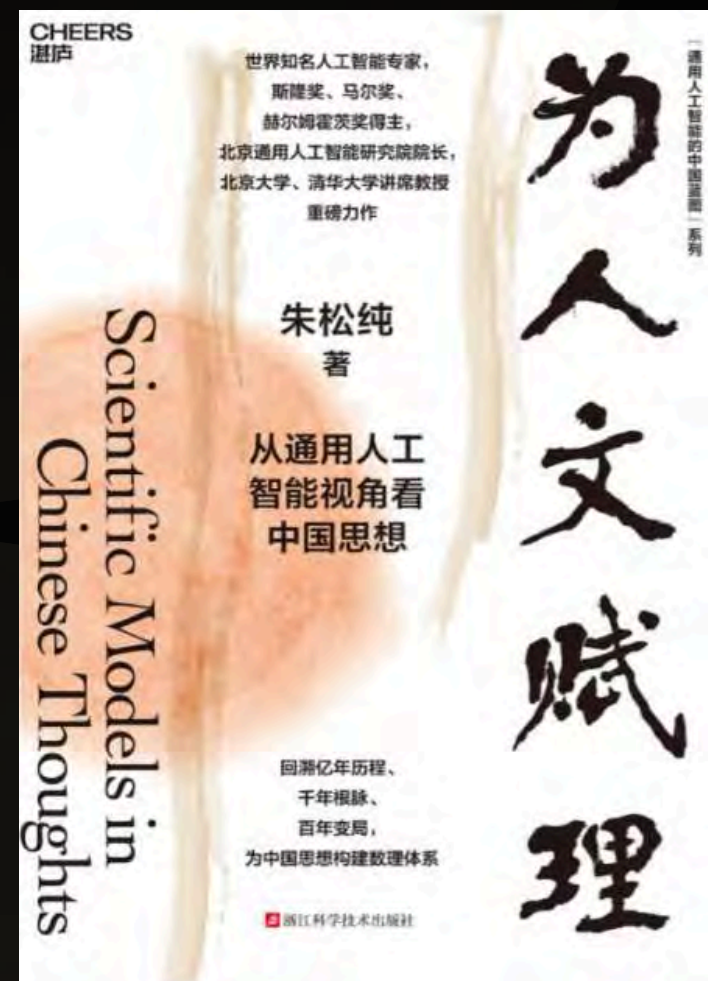
"The authors remind us to accept our limitations and be humble about our capacities but celebrate all that our memory allows us to do. That is a message well worth remembering, long after the details of this absorbing book fade."
— Wall Street Journal

"Beautifully articulated. . . . [Memory Lane] covers a lot of ground, from how we form memories to how delicate those memories really are."
— Laura Sanders, Science News

TECHNOLOGY | ARTIFICIAL INTELLIGENCE

Chinese Pathways To AGI: Rationalizing Humanities

ZHU SONGCHUN



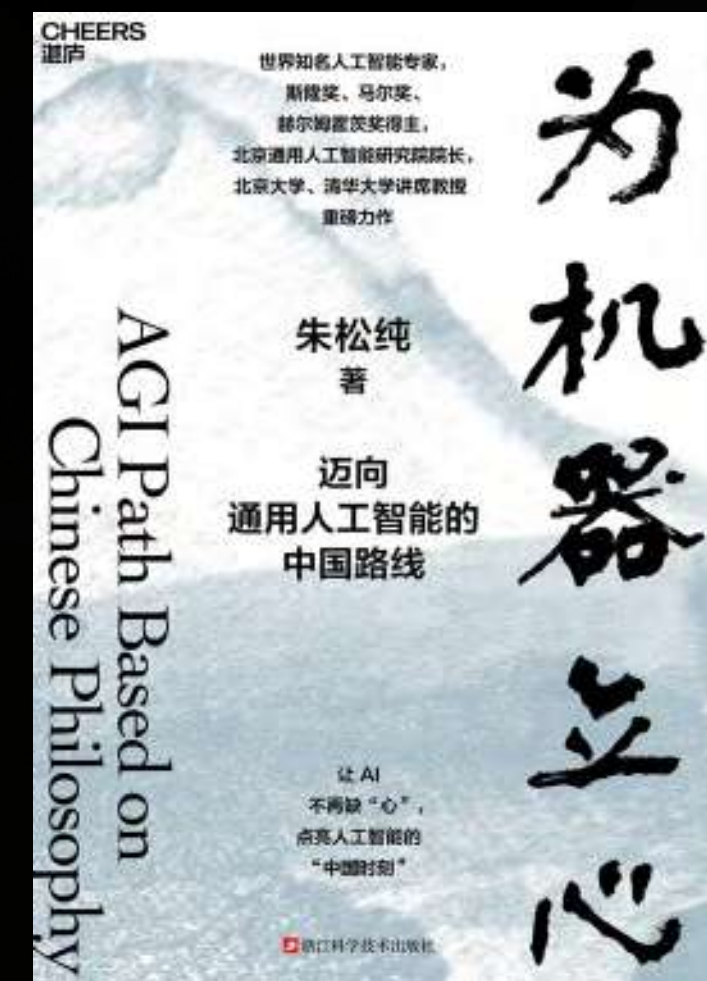
This book explores how traditional Chinese thought can be interpreted through artificial intelligence, creating a two-way bridge between the humanities and intelligent systems.

Zhu Songchun applies mathematical and cognitive models to examine the emergence of “mind” and presents a “five-colored thread” framework to reinterpret core concepts such as Yin–Yang, Feng Shui, the I Ching, karma, Zen Buddhism, Neo-Confucianism, the philosophy of mind, and Chinese characters.

The book concludes with insights on how these ideas can guide intelligent social governance.

Chinese Pathways To AGI: Instilling A Mind In Machines

ZHU SONGCHUN



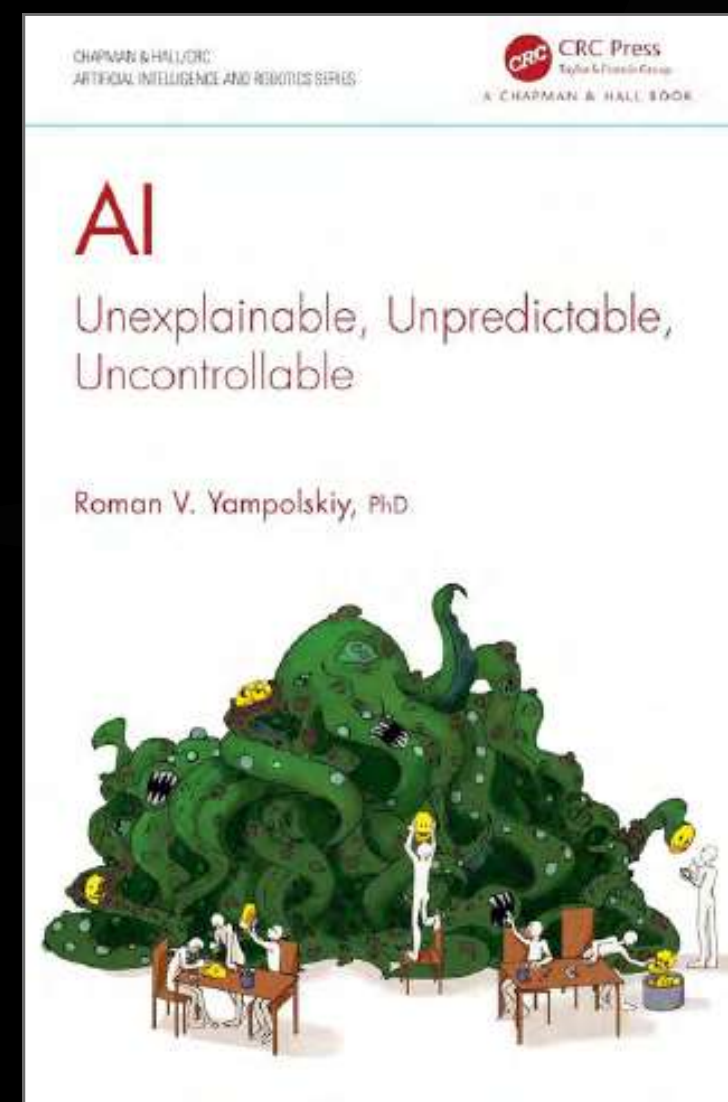
A concise exploration of China’s pathway to artificial general intelligence, this book examines what AGI is, how intelligence should be understood, and how to build a unified cognitive architecture that gives machines a true “heart.”

Zhu Songchun clarifies key myths about AGI, presents the “1238” roadmap, and introduces four major research achievements — Tongtong, Tongjie, Tongzhi, and Tongjing — along with their emerging industrial applications.

• TECHNOLOGY | ARTIFICIAL INTELLIGENCE

AI: Unexplainable, Unpredictable, Uncontrollable

ROMAN V. YAMPOLSKIY



Addresses the challenges of artificial intelligence safety, exploring the unpredictability of outcomes and the ethical implications of artificial intelligence decisions, making it essential reading for anyone interested in technology.

"This is a captivating and thought-provoking book about the most pressing issue of our time: should humanity risk committing collective suicide by rushing to build and unleash a new smarter-than-human species that we can neither understand nor control?"
— Prof. Max Tegmark, MIT, author of "Life 3.0"

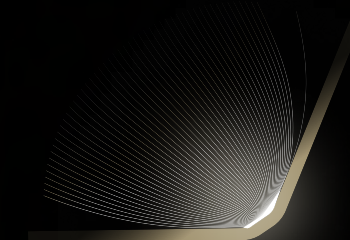


PUBLISHING
DIVISION

• LET'S BRING GREAT IDEAS TO NEW AUDIENCES

WE VALUE MEANINGFUL
PARTNERSHIPS WITH AUTHORS,
AGENTS, AND INTERNATIONAL HOUSES

• **IF YOU REPRESENT A TITLE** THAT
COULD ENRICH OUR CATALOGUE,
WE LOOK FORWARD TO HEARING
FROM YOU



CONTACT OUR
RIGHTS TEAM

➤ RIGHTS@NOVACREATIVE.RU

➤ WWW.NOVACREATIVE.RU/EN