

# Straightforward Publishing

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Publishing

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2012



# Introduction

Straightforward Publishing specializes in high quality self-help books covering law, finance, personal development, information technology, alternative health, and a wide variety of other areas.

Straightforward are pleased to announce that we are now able to offer on-line purchasing of our titles - we have, after careful consideration, signed up with Paypal to handle credit-card payments. The system is very secure and we can assure customers that we have taken care to ensure that their orders and payments are private and guaranteed.

The ethos of our company is that of personal development and ultimately, individual empowerment. We hope that you will find what you need from our wide selection and that you will benefit from it. Do not hesitate to contact us if you have any comments. (email: [info@straightforwardco.co.uk](mailto:info@straightforwardco.co.uk))

In this catalogue we give brief summaries of each book, but our websites ([www.straightforwardco.co.uk](http://www.straightforwardco.co.uk)) and ([www.emeraldpublishing.co.uk](http://www.emeraldpublishing.co.uk)) have greater detail including the ability to browse the contents and introductions of each book. All multiple purchases of titles ordered direct from Straightforward are sold with 25% discount and sent within five working days following receipt of order and payment.

We now have formatted some of our more popular titles into e-books – see our websites for more details

We thank you for your interest in our titles.

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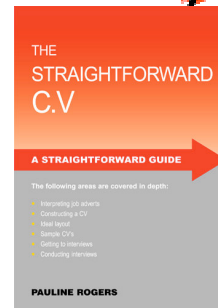


**The Straightforward C.V.**

This book shows the reader how to lay out an effective C.V. Each section of the C.V. is explained with several examples of ideal layouts. Invaluable to all those seeking employment.

**Third Edition – Revised Nov 2011**

**Pauline Rogers                      ISBN 9781847162030                      £8.99**

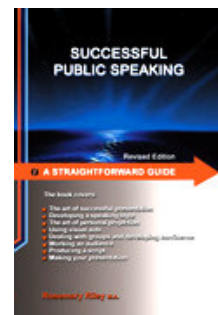


**A Straightforward Guide to Successful Public Speaking**

A concise and clear introduction to the fundamental principles of public speaking for all those who may have to make presentations of any sort. How to practice and overcome those nerves

**Revised Edition - June 2006**

**R. Riley                                      ISBN 1903909 78 3                                      £8.99**



**A Straightforward Guide to Effective Negotiating**

This book outlines the fundamental Principles underpinning effective Negotiation. The book will be particularly useful for business and other areas of life where negotiations play a key part in securing satisfactory outcomes.

**D Blanchard                                      ISBN 1899924 4 18                                      £8.99**



**A Straightforward Guide to Speech Writing and Presentation**

A concise and clear introduction to the key principles governing the writing and delivering of effective speeches. This book will be particularly useful to those who have to write and deliver a speech for the first time.

**Revised Edition – Nov 2001**

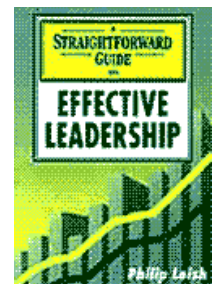
**R Watson                                      ISBN 978189924943                                      £8.99**



**A Straightforward Guide to Effective Leadership**

This book introduces the reader to the principles of effective leadership as they relate to the world of work, and in particular to the role of the manager. Invaluable advice for managers and budding leaders.

**Philip Leish                                      ISBN 1899924 06 X                                      £8.99**

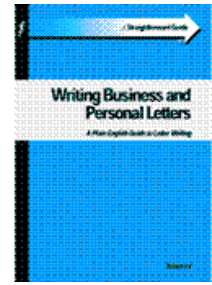




**Writing Business and Personal Letters**

This book is designed to cover the essentials of crafting perfect personal and business letters. The book will ensure that the reader will learn how to aim, plan and structure letters to the best effect.  
Revised Edition: Feb 2009

**Robert Fry ISBN 97818471611024 £8.99**



**A Straightforward Guide to Creative Writing**

This book takes the reader through all the stages necessary to become an effective and successful creative writer. The author deals with all aspects of the creative writing field.

**Second Edition – March 2011**

**Stephen Wade ISBN 9781847161932 £8.99**

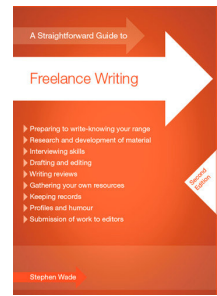


**A Straightforward Guide to Freelance Writing**

The companion book to Creative Writing covers all the elements necessary to become a successful freelance writer, from the technique of writing to marketing work.

**Second Edition – March 2011**

**Stephen Wade ISBN 9781847161925 £8.99**



**A Straightforward Guide to Writing Performance Poetry**

Stephen Wade needed to become a successful writer and performer of poetry. This is one area of poetry that is growing and this book is an ideal intro.

**Second Edition- March 2011**

**Stephen Wade ISBN 9781847161918 £8.99**



**A Straightforward Guide to Writing Romantic Fiction**

Written by a leading Mills and Boon author. This book outlines the key steps in the production of romantic fiction and provides essential advice for the would be author, from the planning stage to selling work to publishers.

**Second Edition – March 2011**

**Cathy Wade ISBN 9781847161901 £8.99**

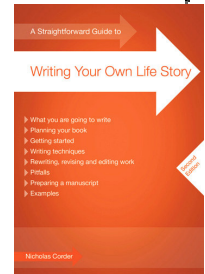




**A Straightforward Guide to Writing Your Own Life Story**

This book is a concise guide to the production of one's own life story. Written in a straightforward chatty style, by an experienced writer and tutor, this book will demonstrate the key skills needed when making a story interesting. Second Edition – Feb 2011

**Nicholas Corder                      ISBN 9781847161826                      £8.99**

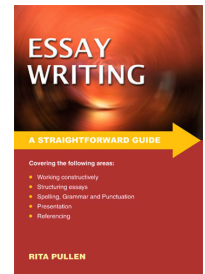


**A Straightforward Guide to Essay Writing**

**A COMPLETE GUIDE TO THE KEY TECHNIQUES INVOLVED IN PRODUCING AN ESSAY**

A Straightforward Guide to Writing Essays is a comprehensive introductory book aimed at those wishing to improve their essay writing skills and perfect their techniques in this area. The book covers the following areas in detail: · The best environment for studying· Working constructively· Referencing · Essay structure · Spelling and grammar · Presentation. Rita Pullen has many years experience of supervising students and teaching the art of writing essays. She is currently working freelance as a student advisor and has graduated from the University of East Anglia with an MSC in Creative Writing.

**Rita Pullen                                      ISBN 184716 042 5                                      £9.99**

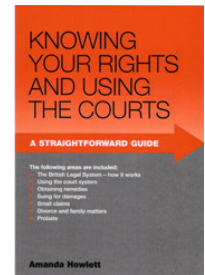


**A Straightforward Guide to Knowing your Rights and Using the Courts**

Knowing your Rights and using the Courts is a practical and informative guide for the lay person to the complex legal system in Britain. The book is designed for those people who wish to understand how the legal system works and how to take legal action.

**Revised Edition – Aug 2010**

**Amanda Hewlett                      ISBN 9781847161727                      £9.99**



**A Straightforward Guide to What to Expect When You Go to Court**

This book has been written for anyone who gets called to court, either as a claimant or defendant or witness. It is also designed for anyone who wishes to take their own case to court without the aid of a solicitor.

**Revised Edition. Oct 2009**

**Robert Franks                      ISBN 9781847161369                      £8.99**

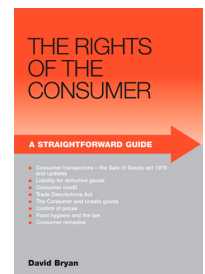


**A Straightforward Guide to the Rights of the Consumer**

A concise introduction to the rights of the consumer. The book covers the Sale of Goods Act, the rights of the consumer in relation to credit control and food safety, among other areas.

**Revised Edition: Apr 2011**

**David Bryan                                      ISBN 9781847161963                                      £8.99**





## A Straightforward Guide to Employment Law

A basic introduction to employment law for all those individuals or businesses wishing to develop an understanding of this area.

Revised Edition – May 2011

Karen Lee

ISBN 9781847162106

£8.99



## A Straightforward Guide to Leaseholders and Commonholders Rights

This book deals with the law concerning Leaseholders and commonholders. It provides information concerning the nature of a lease and also the law governing Service Charge management.

Revised Edition – June 2007

John Bryant

ISBN 184716 030 1

£8.99



## Straightforward Guide to The Rights of the Private Tenant

A concise and informative guide to the rights of the private tenant. This book provides advice and information on a range of tenancy matters.

Revised Edition – April 2011

Roger Sproston

ISBN 9781847161987

£8.99



## A Straightforward Guide to Family Law

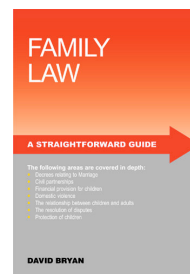
A concise introduction to the law concerning the family, including divorce, domestic violence and tenancy matters.

Sixth Edition – Revised Oct 2011

David Bryant

ISBN 9781847162069

£8.99



## A Straightforward Guide to Divorce and the Law

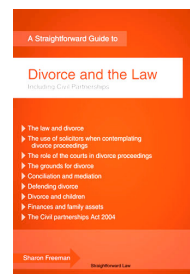
This book guides the reader through the complexities of the law concerning divorce and is also a step by step guide to carrying out your own divorce.

Third Edition – Revised Apr 2012

S Freeman

ISBN 9781847162656

£8.99



## A Straightforward Guide to Bankruptcy, Insolvency and the Law.

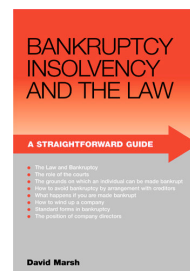
A concise and informative guide to the area of bankruptcy and insolvency. The book is a step by step guide, taking the reader through the stages underpinning bankruptcy.

Revised Edition – Aug 2010

David Marsh

ISBN 9781847161710

£8.99





**A Straightforward Guide to Company Law**

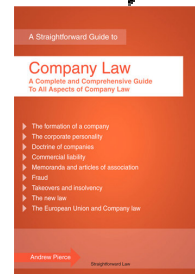
This book is a concise and clear guide to the law as it affects companies, their formation and their operation in the business environment. The book is very comprehensive and is designed for both the layperson and the student of law.

**Revised Edition – Mar 2012**

**Andrew Pierce**

**ISBN 9781847162342**

**£8.99**



**A Straightforward Guide to Probate and the Law**

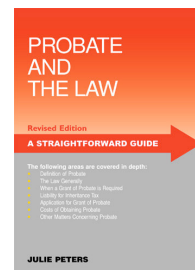
This book introduces the reader to the area of probate and provides the valuable information which will enable the reader to understand and obtain probate. The book is suitable for laypersons and professionals alike.

**Third Edition – Revised Jan 2012**

**Julie Peters**

**ISBN 9781847161994**

**£8.99**



**A Straightforward Guide to Contract Law**

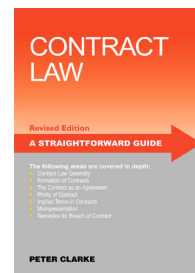
A Straightforward Guide to Contract Law is a practical and informative guide to all aspects of contracts and the formulation and application of contracts between individuals.

**Revised Edition –Nov 2011**

**Peter Clark**

**ISBN 9781847166235**

**£8.99**



**A Straightforward Guide to Intellectual Property and the Law**

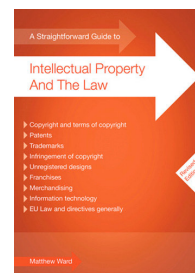
A Straightforward Guide to the Law and Intellectual Property is a comprehensive and clear guide to the legal framework governing intellectual property. The book is concise and covers all areas connected to copyrights, patents, franchises, etc.

**Revised Edition – Feb 2011**

**Mathew Ward**

**ISBN 9781847161833**

**£8.99**



**A Straightforward Guide to Competition Law of the United Kingdom**

This first edition of Competition Law of the United Kingdom is perfect for the layperson, student or professional seeking a comprehensive overview of competition law within the United Kingdom. The book covers all aspects of law from joint ventures and alliances, acquisitions and mergers and national competition authorities plus an overview of European legislation.

**Freya Yule**

**ISBN 1903909 54 6**

**£8.99**





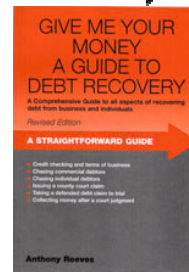
**Give me your Money! - A Guide to Debt Recovery**

Give me your Money - A Guide to Debt Recovery is a comprehensive and clear guide to the legal framework governing the process of collection of debts from business and individuals. It will prove invaluable to all those people who wish to understand more about this complex area. **Third Edition**

**Anthony Reeves**

**ISBN 1847161971**

**£9.99**



**A Straightforward Guide to Producing Your Own Will**

This book aims to demystify the whole area of wills and probate and provide invaluable information for the reader. The book is aimed, essentially, at the person who wishes to proceed without a solicitor. In addition, it can also be used as a point of reference by those who are thinking of taking professional advice.  
Revised Edition: Nov 2011

**Philip Kingsley**

**ISBN 9781847162250**

**£8.99**



**A Straightforward Guide to the Stockmarket**

An ideal introduction to the processes underpinning stockmarket investments. The book is a concise and practical guide to the UK stock market, how it operates and what its purpose is. The book explains the different types of stocks in the market and looks at both short and long term benefits of share ownership.  
**Second Edition – Revised Nov 2011**

**Liam Croft**

**ISBN 9781847162243**

**£8.99**



**Bookkeeping and Accounts For Small Business**

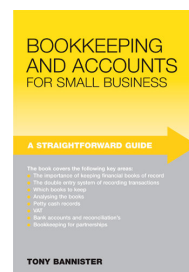
An ideal introduction to the processes underpinning the all important area of book-keeping and accounts for small business - either as sole traders or limited companies. With the aid of this invaluable guide, those in business should find the often daunting process of bookkeeping and preparation of accounts made that much easier. No prior knowledge is assumed.

**Revised Edition – Apr 2012**

**Tony Bannister**

**ISBN 9781847262663**

**£8.99**



**The Straightforward Business Plan**

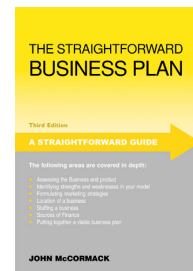
This book takes the reader through the Important steps necessary to formulate a business plan for use in a variety of Different situations, invaluable for small businesses, sole traders and voluntary groups.

**Revised Edition Aug 2007**

**John McCormack**

**ISBN 9781847160355**

**£8.99**





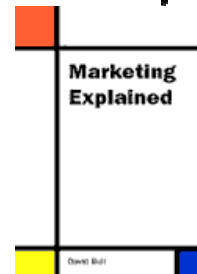
**Marketing Explained**

This book aims to introduce the fundamental principles of marketing to a range of potential readers, from students to business Marketing skills. And will prove to be an invaluable aid to developing an awareness of this area.

**David Bull**

**ISBN 1899924 31 0**

**£8.99**



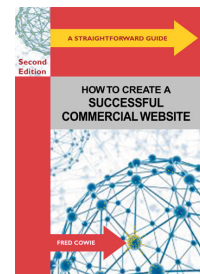
**How to Create a Successful Commercial Website**

A clear understanding of how to set-up your own website - the book covers everything you need to know when thinking of setting up your own website. It is written by a former teacher and professional analyst/programmer, and gives a valuable insight into the whole arena of commerce on the internet focussing on the specifics of web-neighbourhoods and current marketing tactics.

**Fred Cowie**

**ISBN 1847160964**

**£9.99**



**The Two Minute Message - Effective presentation under pressure**

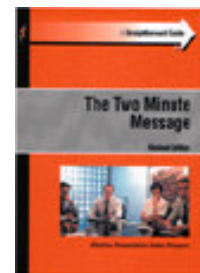
This book by Management Consultant William Freeman of Cambridge Associates, is a concise guide to effective presentation under pressure. The book is designed for all those people who work in an environment that places emphasis on the ability to deliver a clear concise message to key people within a short space of time and clearly communicate what it is they have to say. Ideal for those working in a busy and pressured environment.

**Revised Edition - June 2006**

**William Freeman**

**ISBN 9781903909881**

**£8.99**



**A Straightforward Guide to Health and Safety Law**

THE ESSENTIAL HANDBOOK FOR BUSINESSES LARGE AND SMALL

Health and Safety Law is the first book of its kind targeting business of all sizes. This book will prove invaluable as a complete handbook for existing and developing business and will guide managers in those businesses and assist them in ensuring that a comprehensive health and safety strategy is in place.

The following areas are covered in detail:

- Starting a business – what needs to be in place
- The enforcing authorities
- Employment status and health and safety
- Health and safety law
- Risk assessment
- Good management of health and safety
- When things go wrong.

Second Edition - Feb 2011

The author: Samantha Walker is a former health and safety inspector for the Health and Safety Executive (HSE). She has wide ranging experience of inspecting and enforcing health and safety across all sectors, both public and private. She now works as a consultant to several large utility companies.

**Samantha Walker**

**ISBN 9781847161871**

**£9.99**





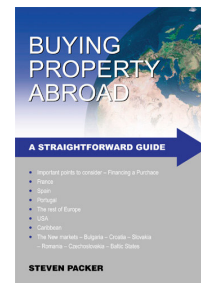
**A Straightforward Guide to Buying Property Abroad**

The Comprehensive Guide To Purchasing Property Overseas

This latest book from the Straightforward Guides Series, Guide to Buying Property Abroad, is a clear guide, aimed at individuals and property investors, and anyone who may wish to relocate to a particular country, to the processes involved in investing in property in overseas countries. The book will prove invaluable to all who are considering traveling abroad and investing in the property markets in Europe and beyond.

The following countries/areas are covered: -Buying in France - Spain - Portugal  
 · The rest of Europe \* The United States \* The Caribbean  
 · The new and emerging markets - Bulgaria - Croatia - Slovakia · Albania - Romania - Czechoslovakia - The Baltic States · South America - China - India - Asia general

**Steven Packer** **ISBN 1847160 68 9** **£9.99**

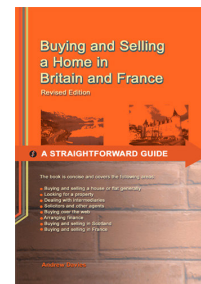


**A Straightforward Guide to Buying and Selling a Home in Britain and France**

This is a practical and informative guide to the process relating to buying and selling residential property in Britain and France. It is written by an expert in the field and covers all aspects in depth.

**Revised Edition – Jan 07**

**Andrew Davies** **ISBN 184716 010 7** **£8.99**

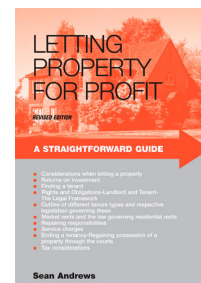


**A Straightforward Guide to Letting Property for Profit**

This book provides a sound introduction for the landlord or potential landlord when letting or considering letting a property for profit. The book deals with all aspects of property letting and management as it relates to the residential sector.

**Revised Edition – Jan 2008**

**Sean Andrews** **ISBN 97818471662151** **£9.99**

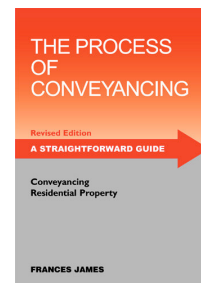


**A Straightforward Guide to the Process of Conveyancing.**

This book will enable the non legal person to be able to carry out their own conveyancing of a residential property without the use of a solicitor through each step leading up to the sale/acquisition of a home.

**Fifth Edition – Revised Jan 2012**

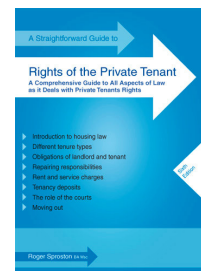
**Frances James** **ISBN 9781847162267** **£8.99**



**A Straightforward Guide to The Rights of the Private Tenant.**

This latest book in the Straightforward Guides Series, `A Straightforward Guide to your Rights as a Private Tenant, Revised Edition, is a thorough guide to the rights and obligations of the private tenant and builds on the successful third edition by updating legislation and introducing new areas of law to 2005, as it affects both landlord and tenant. The book is clear and concise and is intended for the layperson. However, it can also be used by the professional or the student. Revised Edition: Apr 2011 .

**Roger Sproston** **ISBN 9781847161987** **£9.99**





**A Straightforward Guide to Buying and Selling You Own Home**

A clear and concise guide to buying and selling a home. The book includes the initial steps when selling your home or looking for a new property. It offers advice on buying and selling a home and dealing with solicitors and estate agents and also deals with buying and selling in Scotland.

**Revised Edition – Feb 2011**

**Frances James                      ISBN 9781847161895                      £8.99**



**A Straightforward Guide to Leaseholders and Commonholders Rights**

This book deals with the law concerning Leaseholders and Commonholders and provides information concerning the nature of a lease and also the law governing Service Charge management.

**Revised Edition – Mar 2009**

**John Bryant                      ISBN 9781847161079                      £8.99**

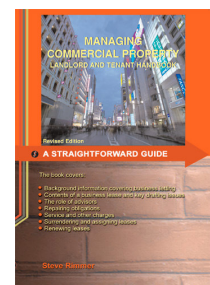


**A Straightforward Guide to Managing Commercial Property**

This book provides a wealth of practical information for those ideal for all in business. who have set up or are about to set up a business or for landlords of commercial property. The period of tenure of business premises and management generally, as well as areas such as maintenance, rent, service charges and renewal of leases are some of the issues covered in depth.

Revised Edition March 2010

**Steven Rimmer                      ISBN 9781847171536                      £9.99**



**A Straightforward Guide to Housing Rights**

This book is a comprehensive introduction to all areas of housing rights dealing with rights across all housing sectors and all tenure types. The book also covers advice centres and welfare benefit.

**Revised Edition – Feb 2011**

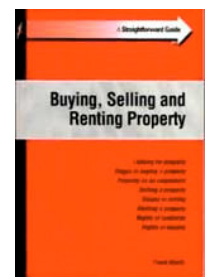
**Roger Sproston                      ISBN 9781847161864                      £9.99**



**A Straightforward Guide to Buying Selling and Renting Property**

Buying, Selling and Renting Property is a comprehensive guide to all aspects of the property market from investing for profit to the legalities involved either as a landlord or as a tenant.

**Frank Worth                      ISBN 1-903909-30-9                      £8.99**



**Property Titles**



**A Straightforward Guide to Self Defence**

This book is designed for both people who wish to take up self defence and also those who wish to be in a position to defend themselves in the event of an attack. Illustrated throughout with actual photographs the book is a must for all interested in this topic.



**David C Wright      ISBN 1899924 72 8      £8.99**

**A Straightforward Guide to Tiling for Beginners**

A Straightforward Guide to Tiling for Beginners is the essential handbook for beginners to tiling, both basic and more creative tiling. The book covers the following areas: Choice of tiles and design considerations, Tools to use, Preparation, Setting out, Fixing and cutting tiles, Difficult applications, floors, walls, etc.  
**Revised Edition –Jan 2007**



**Nicholas Maynard      ISBN 184716 007 7      £8.99**

**A Straightforward Guide to Living and Working Abroad**

This book, by author and journalist Jonathan Packer, is a concise guide to how to go about gaining employment and taking up residence in another country. The book tells the reader how to get started, how to sort out tax and other matters and provides sources of essential information relating to each country.



**Jonathan Packer      ISBN 1899924 78 7      £9.99**

**A Straightforward Guide to Caring for a Disabled Child**

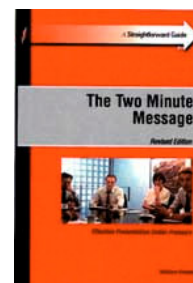
This book discusses the sensitive issues And practical problems surrounding Caring for disabled children. Invaluable advice is offered about support networks and counselling.



**Abigail Knight      ISBN 1847160 73 5      Third Edition      £8.99**

**The Two Minute Message - Effective Presentation Under Pressure**

This book by Management Consultant William Freeman of Cambridge Associates, is a concise guide to effective presentation under pressure. The book is designed for all those people who work in an environment that places. Emphasis on the ability to deliver a clear concise message to key people within a short space of time and clearly communicate what it is they have to say. Ideal for those working in a busy and pressured environment.  
**Revised Edition - July 2006**



**William Freeman      ISBN 1903909 88 0      £8.99**

**Miscellaneous Titles**

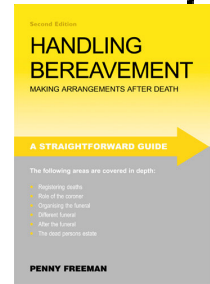


**Miscellaneous Titles**

**A Straightforward Guide to Handling Bereavement Arrangements**

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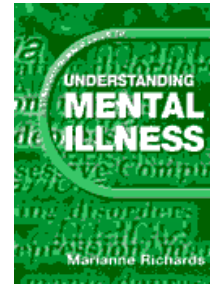


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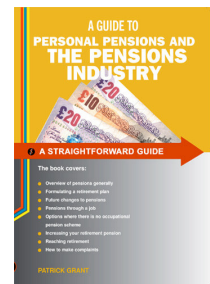


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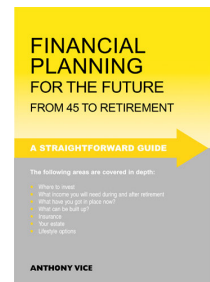
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This latest addition to Straightforward books is a thorough guide to all aspects of the complex area of retirement finance. This book will show how to strike a balance between savings and investments, how to make sure that sufficient cash is available and how tax efficient investments deliver profitably at the right time.

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The author is a former journalist, (1953-1970) - he has held a number of directorships for major UK companies and was a director of NM Rothschild (1972-91) He is the author of a number of books on financial planning.

**Revised Edition: Oct 2010**  
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**Personal Finance**



**A Straightforward Guide to Getting the best out of Your Retirement**

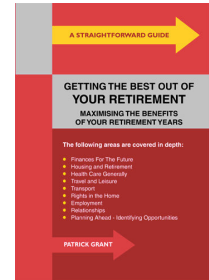
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A Straightforward Guide to getting the best out of Your Retirement is a companion volume to Planning Retirement Finances. This book concentrates specifically on housing, health and leisure opportunities following retirement.

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The Author: Patrick Grant is a financial journalist. He has written this book as a companion volume to Planning Retirement Finances. Revised Edition: Nov 2011

**Patrick Grant** ISBN 9781847162144 **£8.99**



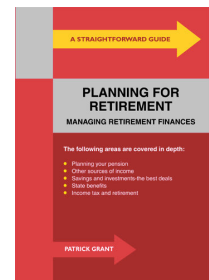
**A Straightforward Guide to Planning for Retirement**

PLANNING FOR RETIREMENT - MANAGING RETIREMENT FINANCES

A Straightforward Guide to Planning for Retirement, Managing Retirement Finances demonstrates clearly how those of retirement age and beyond can maximize their income and so enjoy their retirement. Whilst it has always been important to plan for retirement, it is now more crucial than ever, in the middle of a recession, to ensure that people understand the opportunities available to them. This book demonstrates clearly the growth areas and also the areas to avoid.

The Author: Patrick Grant is a financial Journalist. He also advises individuals and Corporate entities on investing assets for growth. This is his second book on financial planning. Revised Edition Nov 2011

**Patrick Grant** ISBN 9781847162137 **£8.99**



**A Straightforward Guide to Understanding and Controlling Inheritance Tax**  
FOR ALL WHO WISH TO SAVE ON DEATH DUTIES

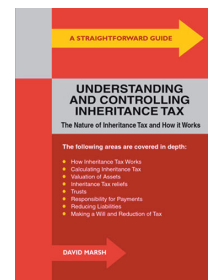
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- Calculating inheritance tax
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- Inheritance tax reliefs
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Publication: July 2009

**David Marsh** ISBN 9781847162120 **£9.99**



**Personal Finance**



**A Straightforward Guide to Savings and Investments**

MAINTAINING YOUR FINANCIAL HEALTH - LIVING WITH DEFLATION AND RECESSION - PROTECTING YOUR ASSETS

This book is ideal for all of those who need advice and guidance in the current economic climate concerning savings and investments and asset protection generally. This book is clear and concise and very much intended for the layman. It points out steps that can be taken to protect savings and capital values and is sensitively written by an expert in the field. The book is comprehensive covering all the main areas of investments in detail.

The book is a concise and practical guide and covers the following areas in detail:

- Living with deflation - are banks safe?
- Protecting pensions
- Mortgages
- Using the tax system
- Equity release
- Insurance

Revised Edition: Nov 2011

**Anthony Vice**

**ISBN 9781847162140**

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**A Straightforward Guide to Individual and Family Finance**

'A Straightforward Guide to Individual and Family Finance', is a thorough guide to all aspects of the complex area of individual and family finance. The book is clear and concise and is intended for the layperson or as a reference for the professional or student.

**Third Edition – Revised Oct 2011**

**Adrian Fellows**

**ISBN 9781847161819**

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