

For a new  
approach  
to content

**Talk to us**



Hh

A detailed photograph of a starling bird, showing its dark plumage with numerous white spots. It is perched on a light-colored wooden branch, looking towards the right. The background is a soft-focus yellow.

# Boost your content strategy

Let Harriman House help  
you tell your stories across a  
range of channels

## **BOOKS & EBOOKS**

- Purchase high quality titles
- Customisation options
- Commission your own new bespoke books
- Convert existing content
- Editorial
- Design & print
- Distribution

## **DIGITAL**

- Video
- Content-driven apps
- Expert articles & white papers

## **AUDIO**

- Audiobooks
- Podcasts

## **MULTI-PLATFORM**

- Online & print magazines
- Content creation and distribution

# Clients include

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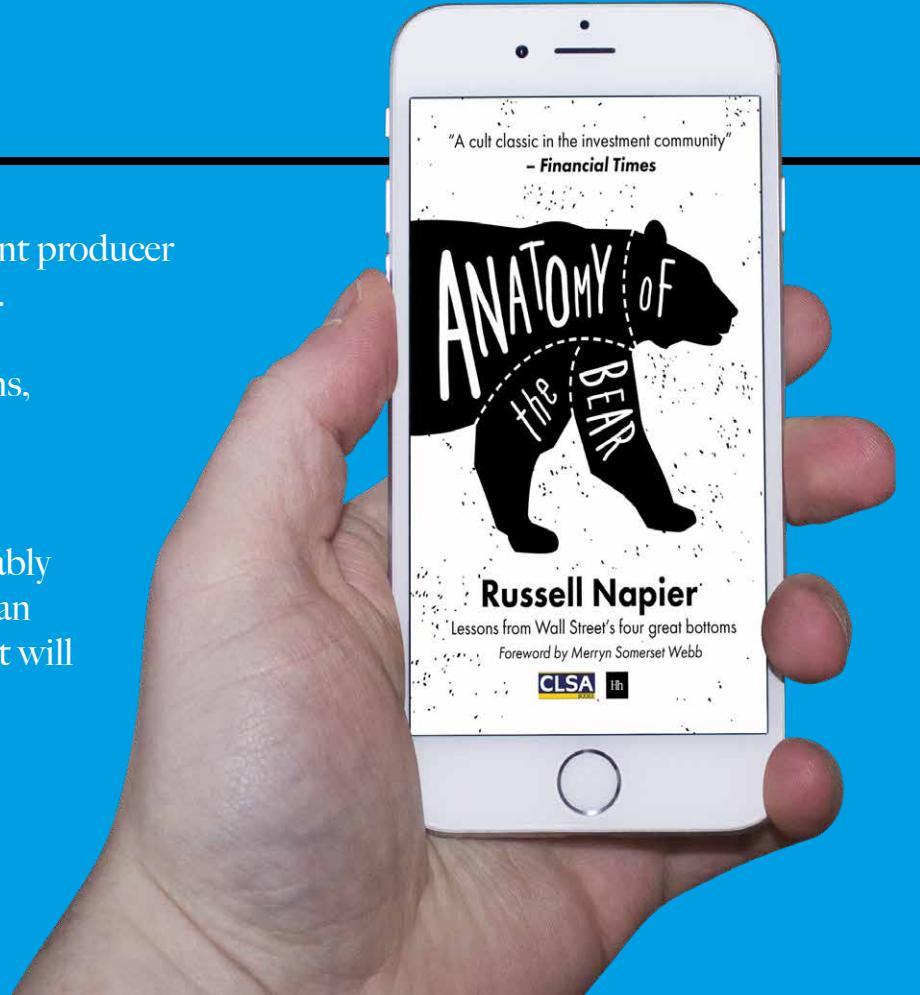
# What we do

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Harriman House is a leading content producer specialising in business and finance.

We deliver creative content solutions, so you don't have to.

If you're looking to enhance engagement, influence and measurably improve customer experience, we can deliver relevant, quality content that will give you the edge.

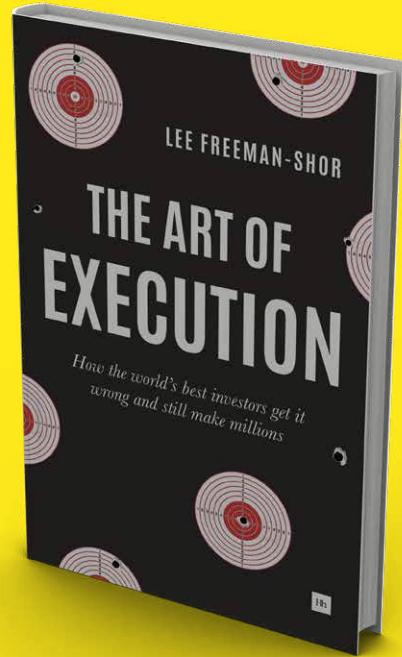


# Content solutions

**Discover how content from branded books, eBooks, online material and apps can take your business to a new audience.**

As a small dynamic company we offer unrivalled speed, flexibility and expertise in delivering exceptional products and services, including:

- Commissioning, editing and producing new products in print and digital form
- Creating branded and customised editions of our own titles
- Planning and developing online, mobile and video content solutions, apps and delivery platforms
- Supplying bulk quantities of our own or third-party books
- Distribution services via all major channels including all the key eBook platforms
- Storage and direct client fulfilment of print products
- Affiliate programmes and support with promotions



## **Benefits**

We pride ourselves in offering:

- Fast turnaround
- Competitive prices
- Highly professional products
- New channels to market
- Tailored products and services in any language
- Direct fulfilment service to our clients' customers

**“I really couldn't speak more highly of the team at Harriman House. From agreeing contractual terms, through the editorial and publishing process to ongoing promotion of the book, everyone we met at the firm was both a consummate professional and a genuine pleasure to work with. I would have no hesitation in recommending Harriman House to anybody considering publishing a business-related book.”**

Will Gold,  
Head of Investment Marketing,  
Merian Global Investors

# Books

## **Reinforce brand values through thought leadership and storytelling**

We produce a wide range of high-quality finance and business titles. These are all available at discounted rates to corporate clients, and we can also offer you branded and customised editions of these titles. In addition we can provide individual book fulfilment to your clients if required.

## **Bespoke publishing solutions**

We can commission and create bespoke print products for you. We can work with content you already have, source and create original content, make use of elements of our existing content, or a combination of all of these.



*“The team at Harriman House helped us realise the full potential of our work. They have all been so supportive (and patient). It’s been a real pleasure to feel part of the Harriman House family; they helped us reach places we could never have reached and restored my faith in the importance and power of a good publisher in these digital times.”*

Dave Coplin, formerly of Microsoft

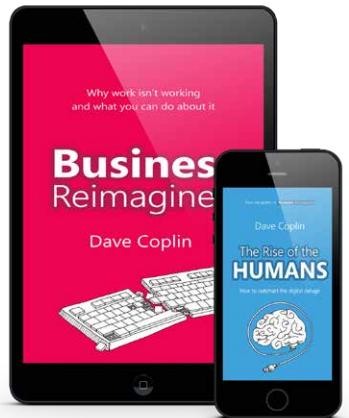
# Books: Case studies

## Microsoft

Microsoft were looking to release a series of short focused books written by their Chief Envisioning Officer, Dave Coplin, looking at the changing world of work. They wanted to create the books quickly and make each fully available in print and eBook format within 10 weeks.

**HH Solution:** HH provided a full publishing service, working with the author, Microsoft and their communications company on the concept, editorial, design, production, sales, marketing and distribution of the print and eBook editions of the books *Business Reimagined* and *The Rise of the Humans*.

**Results:** Both books have made real impact, achieving significant press coverage including the *BBC*, *FT*, *Evening Standard*, *Metro* and *Huffington Post*. Both achieved a good level of sales of the print book and downloads of the free eBook editions.



## Rentokil

Rentokil were looking to tell their story to celebrate their 90th anniversary.

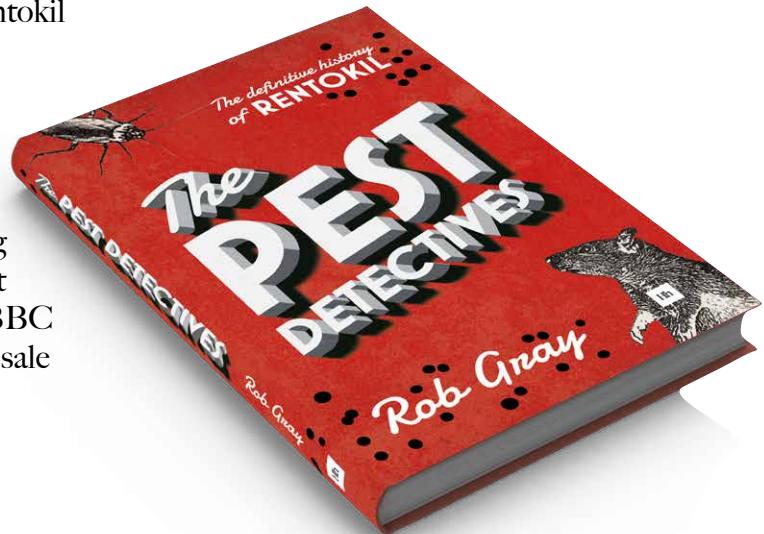
**HH Solution:** HH worked with Rentokil to create a beautiful, full-colour hardback that brings to life their corporate history.

We made use of our sales and distribution systems to make the book available to all the major book stores in both print and eBook format and worked with Rentokil on the press and marketing of the book.

**Results:** The book formed a key part of Rentokil's 90th birthday celebrations and was officially launched at the House of Commons. The book has been extremely well received and the marketing and promotional campaign has achieved significant coverage including a slot on the *Today Programme* (BBC Radio 4) following the launch event. £1 from every sale of the book goes to charity Malaria No More.

“It’s a real pleasure working with a publisher as switched-on as HH. The team was sensitive, precise, responsive and efficient throughout the copy editing stage. Moreover, a fine eye for detail and championing of high standards during the design and production process ensured the finished product looks wonderful.”

Rob Gray, author, *The Pest Detectives*



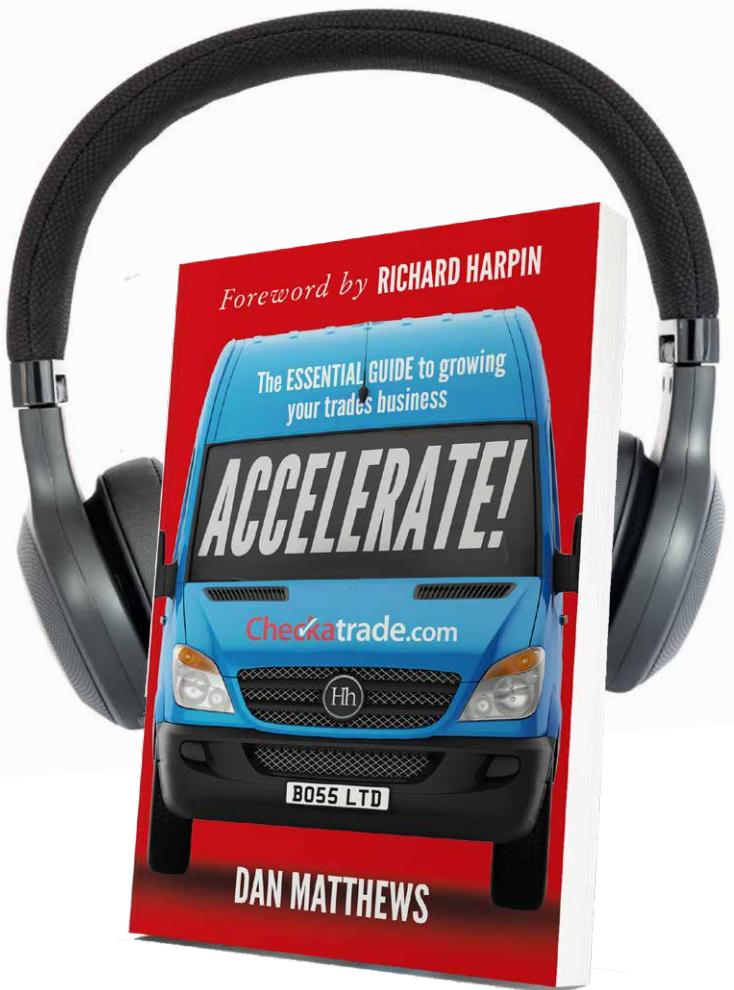
## Checkatrade

Checkatrade wanted a book that they could give to new members joining their platform to provide guidance on growing their trades business.

**HH Solution:** HH created an impactful and approachable full colour paperback. We commissioned Dan Matthews, a leading business journalist, as author and then worked closely with Dan and Checkatrade to develop the material for the book. Throughout there was a major focus on allowing existing Checkatrade members to tell their stories and share their expertise.

The book has been made available in print, eBook and audiobook format through all major sales channels.

**Results:** Checkatrade initially gave copies of the book to attendees of a major construction show and now give the book to new members signing up with them. They also use *Accelerate!* as an effective marketing tool.

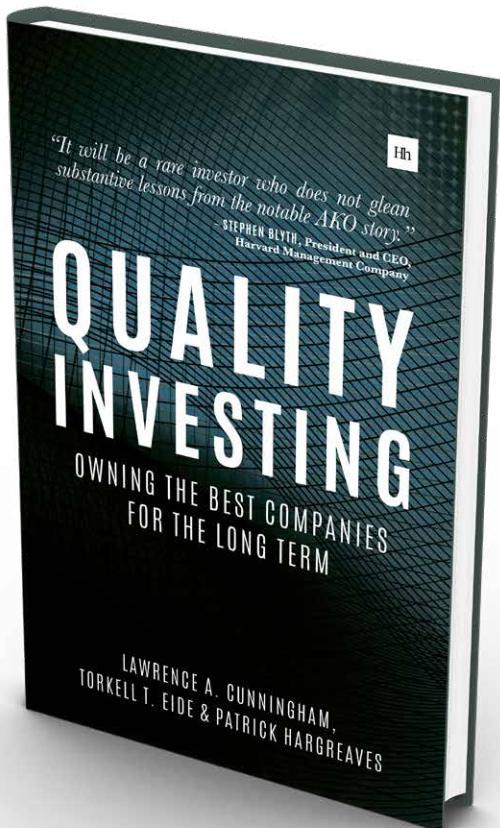


## AKO Capital

AKO Capital were looking to produce a high-quality book outlining their investment philosophy. The aim was to make the book available through all bookshop channels in both print and eBook format and also to use a certain number as a gift for their international client base. As such the book had to work for both audiences; as an insightful guide for the average investor and also an outline of their approach and a demonstration of their expertise for their clients.

**HH Solution:** HH, operating to a very tight deadline, helped to create a really accessible and insightful product, providing a full publishing service, and working with AKO on the editorial, design, production, sales, marketing and distribution of the print and eBook of *Quality Investing*.

**Results:** The book has received a positive response from readers, reviewers and AKO clients and has seen strong sales from launch. HH has also successfully sold foreign language rights to *Quality Investing* with editions published in Chinese, Spanish and Vietnamese.

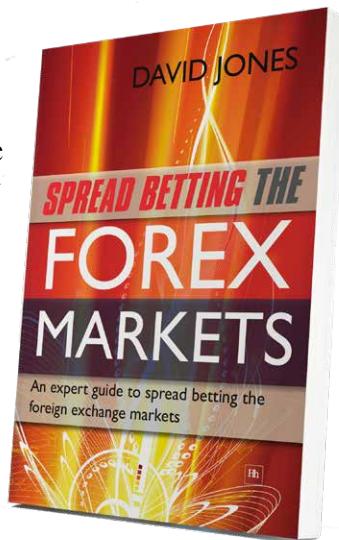


## IG Index

IG Index wanted to provide their clients with copies of the HH book authored by IG's Chief Market Strategist, David Jones.

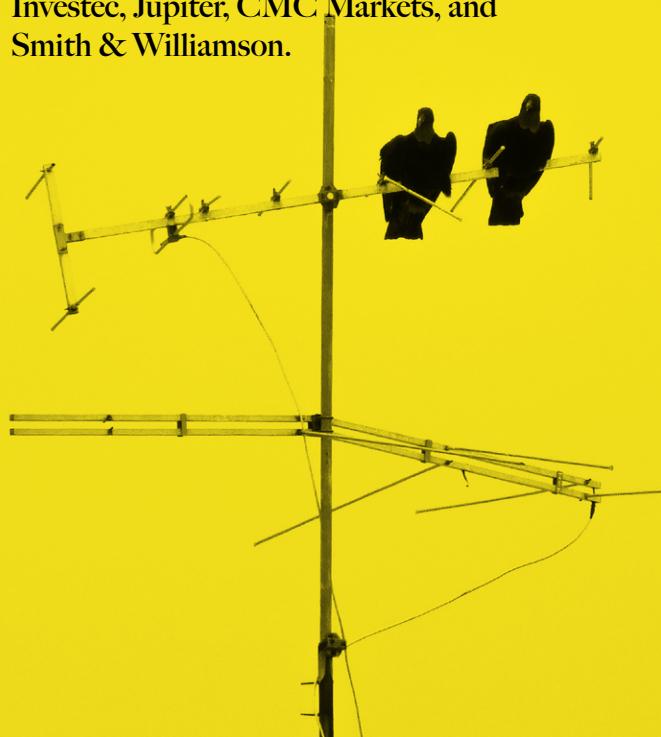
**HH Solution:** HH produced a customised version of the book *Spread Betting the Forex Markets*.

**Results:** Free copies of the book were promoted in emails to IG clients, and the offer proved to be extremely popular with thousands of requests for the book.



## Other clients include:

eToro, Fidelity, Hargreaves Lansdown, Saxo Bank, Interactive Investor, Investec, Jupiter, CMC Markets, and Smith & Williamson.



# eBooks

**Engage with clients using eBooks and really measure the effectiveness**

EBooks can be offered via direct download and also via the major eBook channels.

We have worked with a number of our clients to offer free eBooks to their customers as part of a promotion and this has proved to be very popular. eBooks offer considerable flexibility in terms of branding, customisation and the addition of bespoke content plus they have cost savings over printed books.

We can tailor and tweak existing material or create something totally bespoke from scratch. Offering content through the major eBook channels is becoming a very effective marketing strategy and can put your brand in front of a whole new audience.





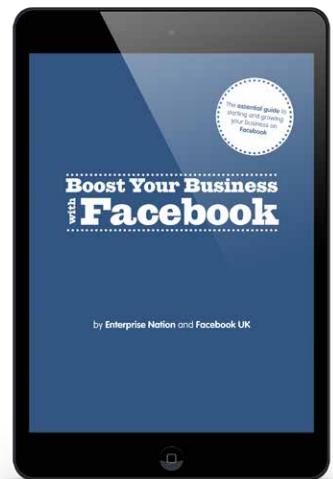
# eBooks: Case studies

## FaceBook UK

FaceBook wanted to produce a short eBook aimed at small business owners in the UK, providing them with information on the opportunities available to them in using FaceBook to market and promote their business. This eBook was offered as part of a wider campaign promoting FaceBook to SMEs.

**HH Solution:** Working in partnership with Enterprise Nation and closely with FaceBook we created the content of the guide and published the book in eBook and PDF format. The eBook was made available via USB sticks and also via a download system on the Enterprise Nation website.

**Results:** The eBook offer was very popular, achieving thousands of downloads over the campaign period.



## Department for Business, Energy & Industrial Strategy

Lord Young, at the time the Prime Minister's Advisor on Enterprise for what was The Department for Business, Innovation & Skills (BIS) was commissioned to produce a number of reports. The reports needed to be produced in print, PDF and eBook format for distribution direct from BIS and via the major eBook platforms.

**HH Solution:** Working in partnership with Enterprise Nation we edited, designed and produced the reports. We created all the relevant final eBook files including fully accessible PDF files and made these available within the short time frames specified.

**Results:** The three reports *Make Business Your Business*, *Growing Your Business* and *Enterprise for All* were all very well received and gained a high volume of downloads via the various eBook platforms.



## Aberdeen Standard

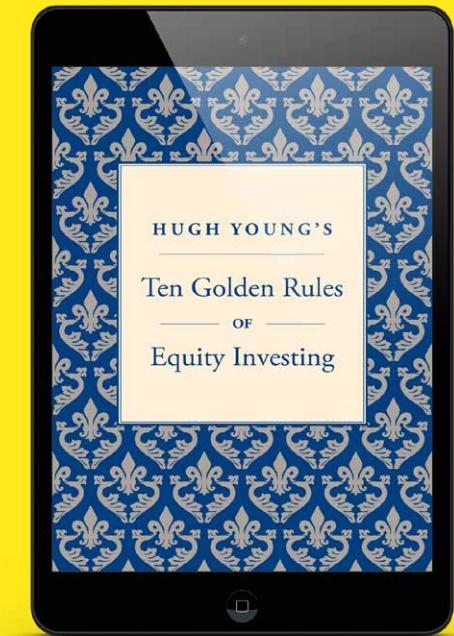
Aberdeen wanted to maximise the reach of the content created by one of their leading fund managers, Hugh Young, which had initially been contributed as a chapter to the HH title *Professional Investor Rules*.

**HH Solution:** HH created a bespoke short eBook based on this content –*Ten Golden Rules of Equity Investing* – and made it freely available via all the eBook channels.

**Results:** Since its release the eBook has been downloaded thousands of times in both the UK and US, with regular download figures of over 1,000 per month. Following the success of this Harriman worked with Aberdeen to release a second eBook – *Cautionary Tales for the Modern Investor* – which has also proved to be extremely popular and now both of these eBooks have formed the basis of a series of animated videos.

## Other clients include:

Accendo Markets, Alibaba, Amati Global Investors, eToro, IG and The Motley Fool.



# Digital

## **Create compelling online content**

Video is becoming the content weapon of choice.

We can help you with a brief, map out your storyboard, create your script, film and edit.

We also manage the development and provision of the delivery platform.

We have successfully designed and launched apps for clients, including: quizzes designed to allow exhibitors to engage with delegates and capture customer data, plus information-based and educational apps.



# Digital: Case studies

## The Share Centre

The Share Centre were looking to create a series of topical educational investment articles to include on their website.

**HH Solution:** Working closely with The Share Centre we commissioned, edited and supplied a series of articles. These included: *Why do companies conduct IPOs?*, *The Top Ten things you should know about IPOs* and *Timetable for an IPO*.

**Results:** HH delivered a series of discovery and engagement articles. The Share Centre campaign successfully achieved its strategic goals in terms of conversion.

**“Harriman House provided us with a series of articles on IPOs. These content pieces proved very popular and enabled us to rank well organically sending an uplift in traffic to our site and enabling more conversions during share offer periods. We are now looking at developing this content further with Harriman in order to maximise this opportunity.”**

Ruth Jeffery, The Share Centre



## Alibaba

Alibaba wanted a fun quiz app to take to trade shows and attract delegates to their stand.

**HH Solution:** Working with Enterprise Nation we created a multiple-choice quiz that tested delegates' knowledge of international business facts. We created the app itself and produced the quiz content.

**Results:** Alibaba took the app to a number of trade shows and saw a very positive reaction and strong engagement with the app from delegates.

## IG Index

IG wanted something to help them engage with delegates at events.

**HH Solution:** We proposed the creation of a quiz app, which we then designed, built and branded whilst working with the marketing team to develop the content for the multiple-choice questions.

**Results:** The app proved to be very popular at the events with a large volume of entrants.



## InterTrader

InterTrader were looking to offer a fully featured online education offering to their clients.

**HH Solution:** We developed an education platform using video content and multiple-choice assessment quizzes. *The Training Academy* offers structured learning courses where users view videos and take assessment tests to progress to the next level of content.

As well as developing the platform we commissioned top financial trainers to create the course materials and worked with a video team to create the content. Our editorial team then worked with the trainers to create the quiz content.

**Results:** *The Training Academy* proved to be a highly engaging and intuitive addition to the InterTrader digital offering with a significant number of their clients accessing the content. We are now in the process of creating a mobile app version with updated animated video content.

## Other clients include:

Selflight (now part of Interactive Investor), Halifax Sharedealing, Schwab, Hargreaves Lansdown.



# Multi-platform publishing

## Digital and print publishing combined for maximum reach and impact

We can work with you to create products combining the best of print and digital.

With instant up-to-date content offering immediate interaction with readers online plus the print element for that indefinable feeling of quality that a tangible product can deliver.



## Case Study

### The Property Chronicle

Lyndon Publishing were looking to produce a quality engagement tool that delivered a unique perspective on property, alternative assets, investments and more.

Working with leading investors, analysts, academics and industry experts, HH created, launched and developed *The Property Chronicle* which digitally delivered a considered, and occasionally irreverent, view on the real estate investment world.

The aim was to launch an online and print magazine including a compelling mix of articles and encourage individuals to subscribe to a free opt-in weekly email newsletter. We commissioned experts to write thought provoking content, on a regular basis which we featured on the *The Property Chronicle* website and then in the printed quarterly edition.

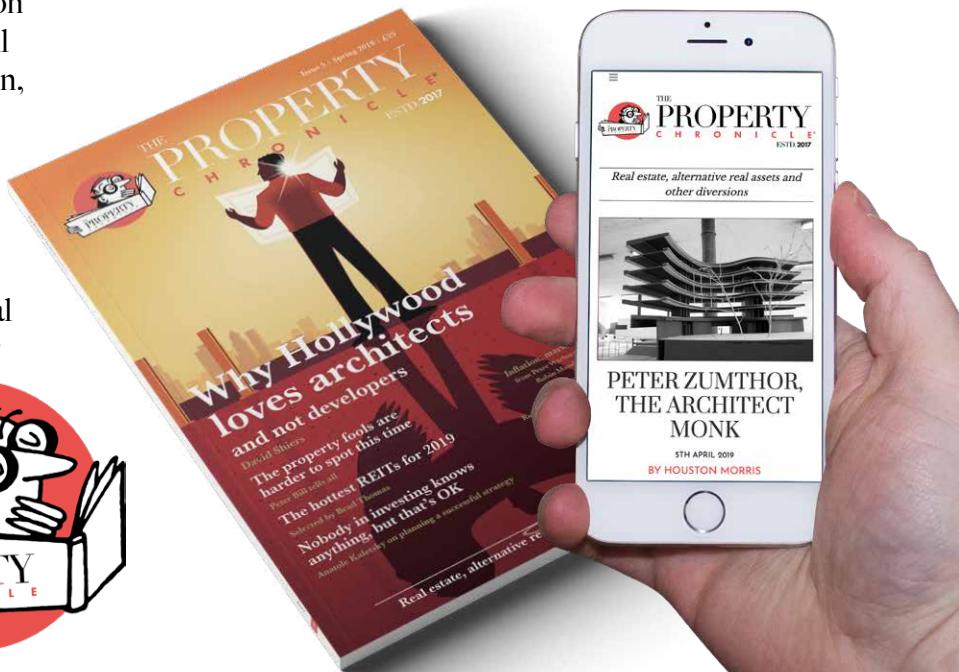
We mapped out how *The Property Chronicle* could be used by corporate partners, not only as a way to build their brand and thought leadership platform, but to also provide them with timely ready-made content which could be shared with their clients and employees.

**HH Solution:** Harriman provided Lyndon with a full publishing service, including all aspects of the editorial, design, production, sales, marketing and distribution of *The Property Chronicle* in both print and digital formats. In under a year, we launched the online magazine, weekly newsletter and quarterly print magazine. Beyond the publishing service, HH were instrumental in identifying and managing a full partner engagement strategy as well as handling all day-to-day contributor and reader enquiries.



## Stats:

- Online edition - [www.propertychronicle.com](http://www.propertychronicle.com)  
50,000+ unique users & 130,000 page views
- Weekly email edition: 6,500 subscribers
- Quarterly print edition - readership: 10,000+ senior, influential buy side figures



# Your content support service

**Save time and hassle.**

**Together we can get you better results.**

Work with us to boost your content strategy. Not only do we craft cracking copy and take you to new channels, but we offer a distribution services for self-published authors looking to reach the High Street.

We can also help clients with any print requirements, sourcing top-quality print suppliers and managing the production process for the creation of products including flyers, brochures, catalogues, merchandising and display banners.



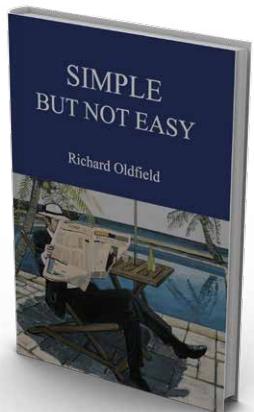
# Case studies

## Oldfield Partners

Oldfield Partners self-published *Simple But Not Easy* by Richard Oldfield and wanted to extend the reach of the book and make it readily available in bookstores.

**HH Solution:** We added the book to our selection of third-party titles, marketed it and made it available through all of our sales channels, selling the book to all the main online and offline stores and to independent bookshops via the wholesalers. We also created and released an eBook version of the book and made it available via all of the relevant channels.

**Results:** There was a significant increase in profile of the book and an increased volume of sales.



## ARUP

ARUP wanted to make their books *50 Design Questions Answered: The Arup Design Book* and follow-up title *50 City Stories Explored* available through bookshops, in the UK and internationally.

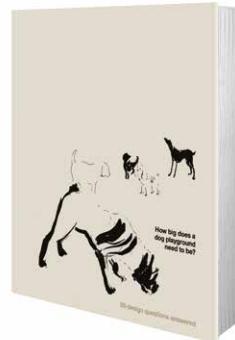
**HH Solution:** Working closely with communications agency Wardour we identified relevant design and architecture specialist bookstores in the UK and overseas and marketed and promoted the books to those stores as well as the major chains, high street bookshops and online stores.

We then handled all aspects of storage and distribution for the book once published. We also managed specific online offers and promotions via our own website ecommerce operation.

**Results:** The books were positively received and stocked by many of the targeted stores and have performed well since launch.

### Other clients include:

The Technical Analyst and Caspian Media.



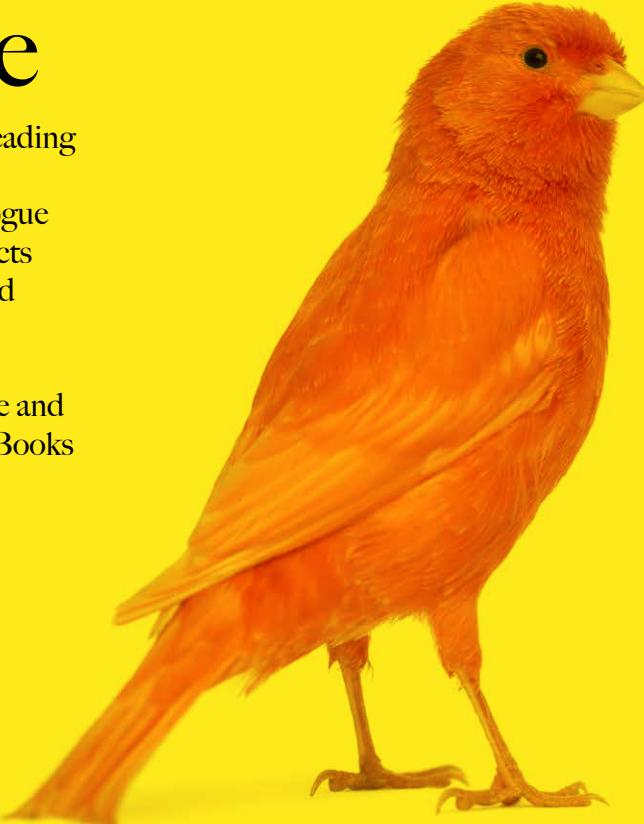
# Harriman House

Founded in 1994, Harriman House is one of the UK's leading independent publishers of financial and business books, eBooks, apps and websites. We have an extensive catalogue of titles and produce high-quality, highly-focused products by working with leading authors, journalists, experts and institutions.

Our print titles are available through all the major online and offline retailers in the UK and internationally and our eBooks are available on all the leading eBook platforms.

You can see the full range of our titles at:

**[harriman-house.com](http://harriman-house.com)**



# Talk to us

For more information on any of our content solutions or services please do get in touch. We would be delighted to put together a proposal for your specific project requirements or provide guidance on your overall content strategy.

## Contact details

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