

For a unique
approach
to content
Talk to us



Harriman
House



Boost your content strategy

Let Harriman House tell your stories across a range of channels

BOOKS & EBOOKS

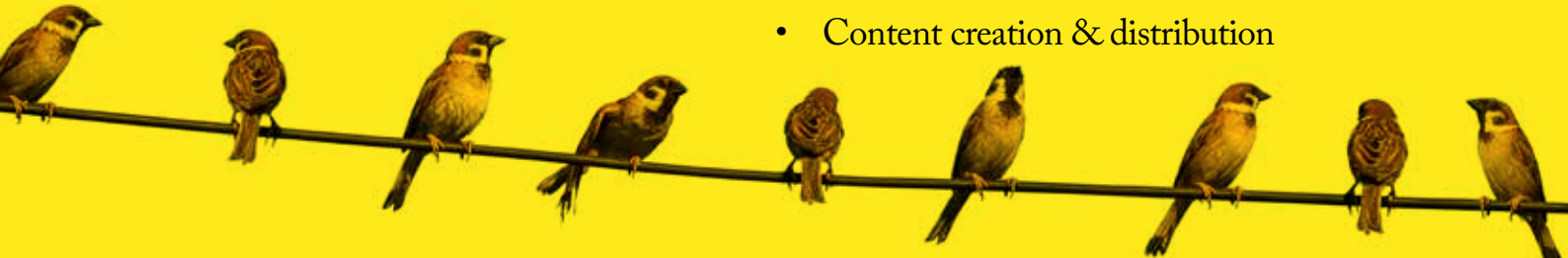
- Purchase high quality books
- Various customisation options
- Commission your own books
- Convert existing content
- Editorial, design, print
& distribution solutions

DIGITAL & AUDIO

- Video
- Content-driven apps
- Audiobooks
- Podcasts

MULTI-PLATFORM

- Online & print magazines
- Content creation & distribution

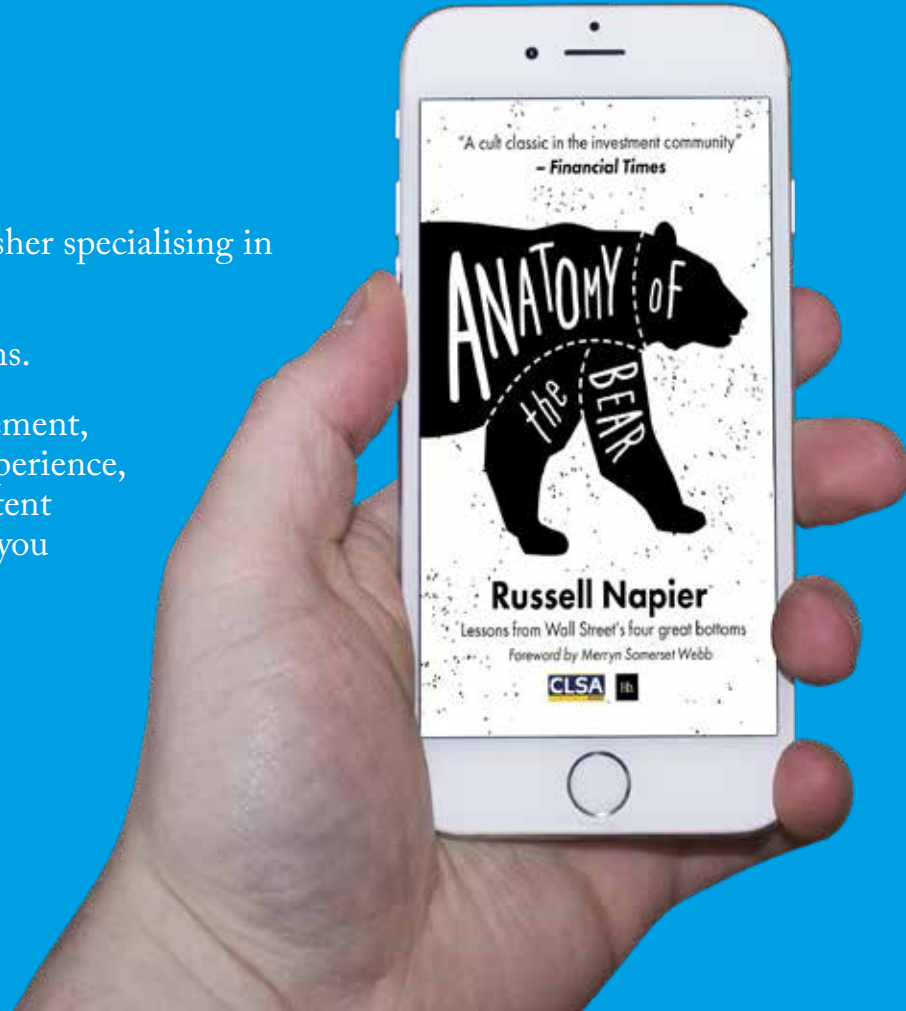


What we do

Harriman House is a leading publisher specialising in business and finance.

We deliver creative content solutions.

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

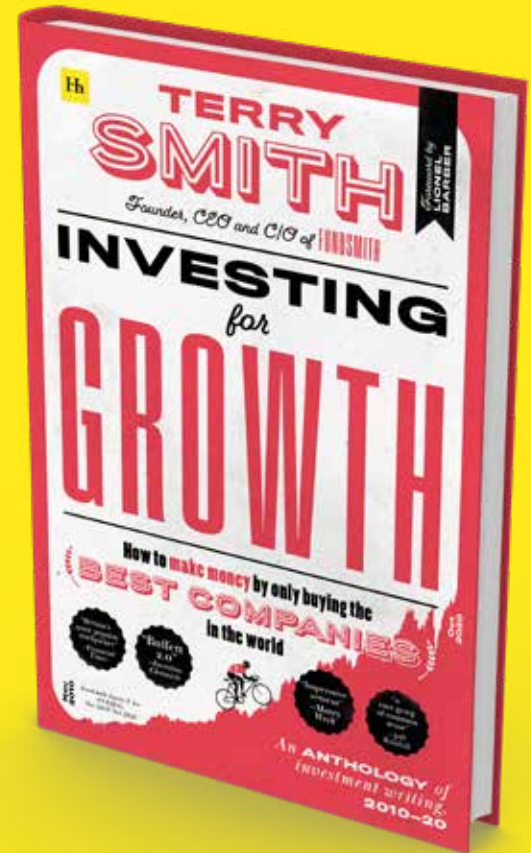


Content solutions

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 promotion



Books

Reinforce brand values through thought leadership

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 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.

Partnership products

We produce a range of publications where we partner with corporate clients who benefit from association with a high quality product and access to new channels and audiences.

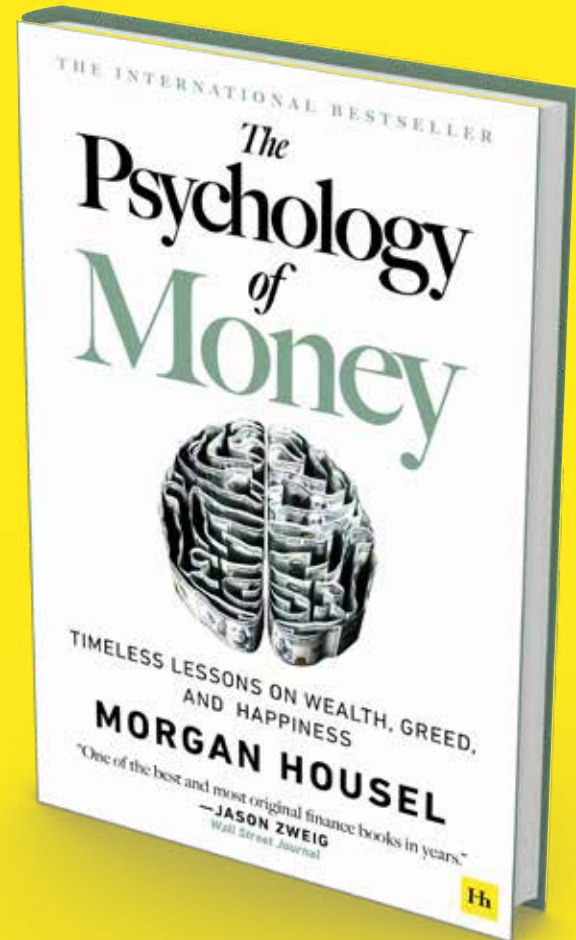


The Psychology of Money

The Psychology of Money by Morgan Housel has been a phenomenal book for HH. It has achieved international sales of over **over 2.2 million copies**. It is also available in more than **50 different languages**.

Author, Morgan Housel is a partner at The Collaborative Fund and a former columnist at *The Motley Fool* and *The Wall Street Journal*. He is a two-time winner of the Best in Business Award from the Society of American Business Editors and Writers, winner of the *New York Times* Sidney Award, and a two-time finalist for the Gerald Loeb Award for Distinguished Business and Financial Journalism.

There has been significant demand from our corporate clients for this book with multiple firms purchasing copies in bulk for their own clients and some, including Davis Advisors, purchasing fully bespoke, branded editions.



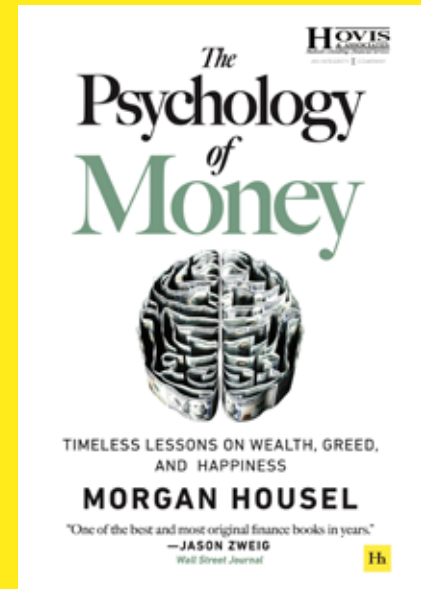
Hovis & Associates

Hovis & Associates approached us looking for a bespoke, branded version of *The Psychology of Money* to send to their clients.

We created a unique version of the hardback edition which included a branded cover and a unique foreword. We also handled the despatch which was a mix of direct to consumer and a bulk to the office. The package for individuals included a personal insert. The campaign was very well received and Hovis were delighted with the results.

“Working with Harriman House has been a real pleasure. Harriet [at HH] was very thorough and attentive. She always got back to me in a timely manner and was very professional. We customized the cover and wrote the forward of the book we purchased for our clients, and it looked better than we could have imagined. The process was seamless! Many of our customers have already started reading their book and have commented on how nice it is. I would definitely work with Harriman House in the future.”

- Heather L. Hovis, Consultant



eToro

eToro is one of the world's leading social trading networks, with millions of registered users and an array of innovative trading and investment tools. To help eToro to engage with new customers, HH collaborated with them on a number of bespoke content solutions and coordinated extensive mailing campaigns as part of these projects.

HH Solution: HH suggested relevant titles and worked with eToro to select and then customise two different books to tailor them for eToro's use. HH worked with eToro to deliver bespoke versions of the books. Each featured a bespoke cover design, and updated text including a foreword and/or guest chapter. HH also arranged individual fulfilment to eToro's clients

Results: Both books were very well received by eToro clients. For two consecutive years, eToro has created a customised book with HH. This has been used as a value-add incentive for clients to boost engagement.

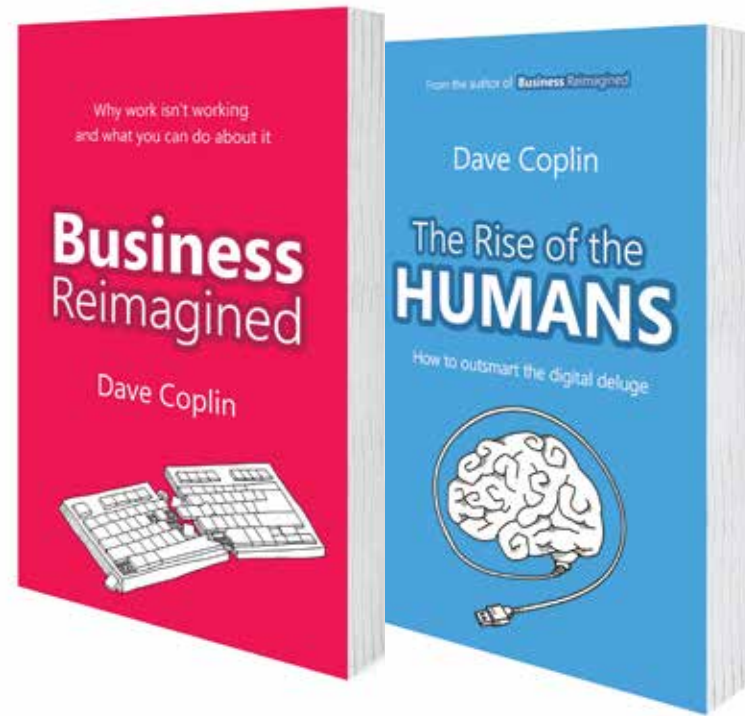


Microsoft

Microsoft wanted to release a number of short 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 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 made a real impact, achieving significant press coverage including the *BBC*, *FT*, *Evening Standard*, *Metro* and *Huffington Post*. Both achieved good sales in print and free downloads of the eBooks. The content from the first book was also used as a framework for a video with RSA Animate: Re-imagining Work (with 975K+ views on YouTube)



Rentokil

Rentokil wanted to tell their story to celebrate their 90th anniversary.

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

The book was made available to all major book stores in both print and eBook format.

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



Checkatrade

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

HH Solution: HH created a practical 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 content. Throughout, there was a focus on existing Checkatrade members telling their stories and sharing their expertise.

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

Results: Checkatrade now give the book to new members signing up with them and use *Accelerate!* as a marketing tool.

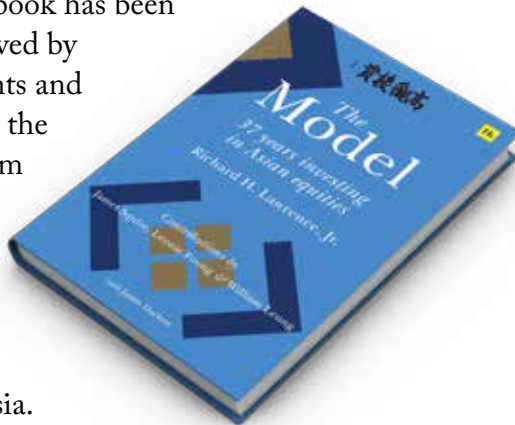


Overlook Investments

Richard Lawrence, founder of Overlook Investments wanted to produce a book *The Model* as a celebration of three decades of success in investing in Asia.

HH Solution: HH provided a publishing service, helping to create a high quality book, working with Overlook on the editorial, design, production and distribution to their international clients.

Results: The book has been very well received by Overlook clients and has helped tell the story of the firm and cement their reputation as hugely successful investors in Asia.



The Carson Group

The Carson Group wanted to produce a new edition of their book *Proven in the Trenches* that they had previously self-published. They were looking for a professional publishing partner to help them achieve more with the book.

HH Solution: HH worked closely with The Carson Group, providing a full publishing service including editorial work, design, production, sales, marketing and distribution of *Proven in the Trenches*.

Results: The high quality book was made available through all key sales channels and has been used as an effective marketing tool by The Carson Group.

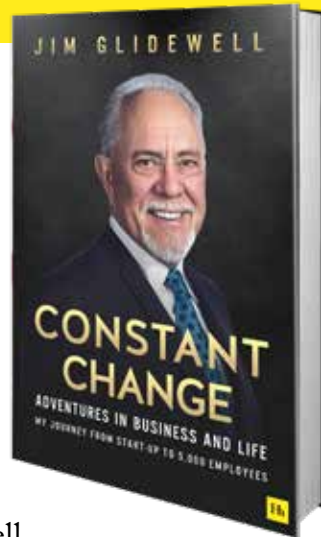


Glidewell Dental

President and CEO
Jim Glidewell
wanted to release
a business
autobiography to
tell the story of
his company.

HH Solution: HH
worked with the Glidewell
team to create an accessible and
entertaining book that lets readers get to know
the man behind this hugely successful company.

Results: *Constant Change* delivers an enjoyable,
true American rags-to-riches story. The book
has proved to be popular and has become a very
successful marketing tool for Glidewell Dental
with the company sending out numerous copies
to their clients.

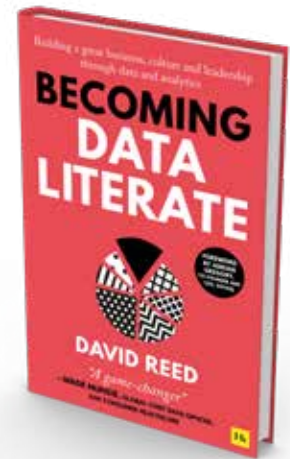


DataIQ

DataIQ were looking for help to create a high
quality book to showcase their evidence-based
framework and increase brand awareness.

HH Solution: HH worked with DataIQ to
deliver a professional book entitled *Becoming
Data Literate*. The book was
produced to a tight time
with a fast turnaround to
ensure it was available for
a marketing event. Now
published, it is available
in print and digital
formats.

Results: *Becoming Data
Literate* shows readers how to
build a great business, culture
and leadership through data
and analytics. The book has been
well received and helped to spread the word
about DataIQ's approach.

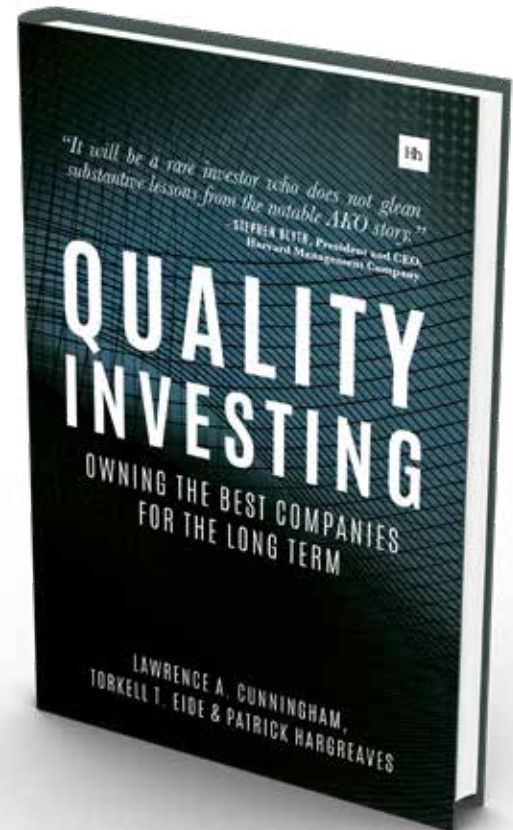


AKO Capital

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

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

Results: The book has received a very positive response from readers, reviewers and AKO clients and saw strong sales from launch. As well as the ongoing sales of the main edition of the book HH has also successfully sold foreign language rights to *Quality Investing* with editions published in Chinese, Spanish and Vietnamese.



The Investment Trusts Handbook

It is “*truly the definitive guide to the sector*”, says Master Investor.

The Investment Trusts Handbook is an editorially independent publication, available through bookshops and extensively online as a free ebook. Now in the fifth year, this popular annual handbook is aimed at anyone interested in investment trusts – often referred to as the City’s best-kept secret. It is expertly edited by well-known author and professional investor Jonathan Davis.

HH Solution: Every year, HH works with Jonathan Davis to research, develop and produce high quality content. Whilst Jonathan leads the content, the HH team successfully secures and retains relationships with corporate partners.

Results: The Handbook has developed a strong following **with more than 35,000 copies having been sold or downloaded since it was first launched.**

We partner with a number of organisations including, in the latest edition; abrdn, Allianz Global Investors, Baillie Gifford, Fidelity International, J.P. Morgan Asset Management and Polar Capital. They share our interest in spreading awareness of investment trusts as a productive option for self-directed investors and financial advisers. Partner terms vary depending on the level of partnership but include a company logo to appear on the book, a full colour advert, company page, an interview featured in the book plus an extensive marketing and PR campaign planned and executed by HH.



ebooks

Engage with clients using ebooks and really measure the effectiveness

Ebooks can be offered via direct download and 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 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 a very effective marketing strategy and can put your brand in front of a whole new audience.



Facebook UK

Facebook wanted to produce a short ebook aimed at small business owners in the UK, giving them information on the opportunities available to them to use 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 HH produced the content of the guide and published the book in ebook and PDF format.

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



Department for Business, Energy & Industrial Strategy

The Prime Minister's Advisor on Enterprise was commissioned to produce a number of reports. The reports needed to be produced in print, PDF and ebook format for distribution direct from the department and via the major ebook platforms.

HH Solution: Working in partnership with Enterprise Nation HH edited, designed and produced the reports. We created 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* gained a high volume of downloads via the various ebook platforms.

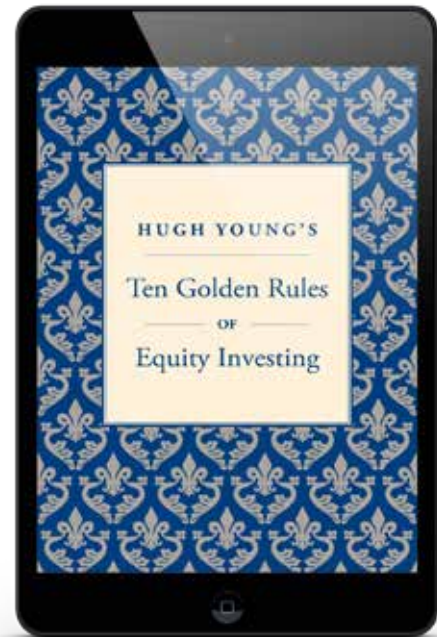


Aberdeen Standard (now abrdn)

abrdn 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 download figures of over 1,000 per month. Following the success of this HH worked with abrdn 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.



Digital

Create compelling online content

Whether you are looking for articles, video or content-driven apps we can help.

We can help you source writers for online articles or help with video creation - working with you to produce a brief, map out your storyboard, create your script, film and edit.

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.



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 HH 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 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 wanted 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* offered structured learning courses where users watched videos and then took 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 addition to the InterTrader digital offering with a significant number of their clients accessing the content.



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



The Property Chronicle

Lyndon Publishing wanted to launch a new quality publication that offered 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*.

The concept was to have an online and print magazine, encouraging readers to sign up to a free weekly email newsletter and subscribe to the print magazine. Regular content was featured on the website and in the printed quarterly magazine.

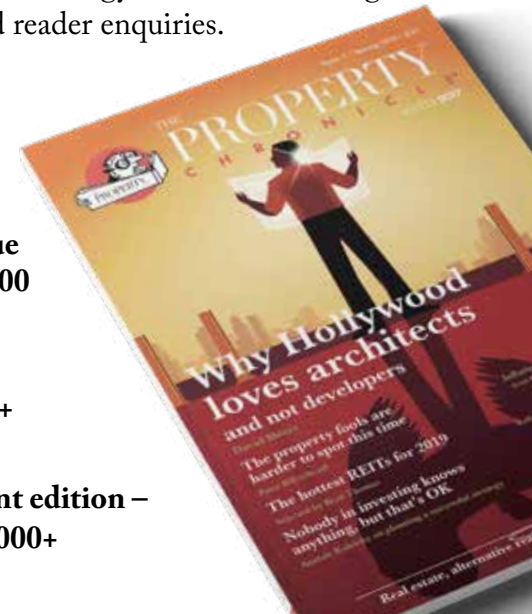
We mapped out how *The Property Chronicle* could be used by the corporate partners, not only as a way to build their brand and thought leadership platform, but to also provide them with relevant content which could be shared with their clients and employees.



HH Solution: HH provided Lyndon with a full cross platform publishing service, including all aspects of the development, 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. HH were also instrumental in identifying and managing a full partner engagement strategy as well as handling all contributor and reader enquiries.

Results:

- **Online edition:**
50,000+ unique users & 130,000 page views
- **Weekly email edition:** 6,500+ subscribers
- **Quarterly print edition – readership:** 2,000+



Harriman House

Founded in 1994, Harriman House is one of the UK's leading independent publishers of financial and business books. 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 and audiobooks are available on all the leading ebook and audio platforms.

You can see the full range of our titles at:

harriman.house



Our corporate partners include:

- abrdn
- Advisor Circle
- Accendo Markets
- Ako Capital
- Allianz Global Investors
- Alibaba.com
- Amati Global Investors
- ARUP
- Axiom Alternative Investments
- Baillie Gifford
- Baird
- BAM
- Bay Capital
- Bayer
- Bellevue Asset Management
- Bleakley
- Bristol Creative Industries
- Carter Asset Man
- Checktrade
- Citi
- CLSA
- Conti Capital
- Corda Management
- Creston Capital
- Davis Advisors
- Davy
- Dennis - Money Week
- eToro
- Facebook (now Meta)
- Fidelity International
- Finanz und Wirtschaft
- Foster Group
- FT Portfolios
- Future Asset
- Gobundance
- Grierson Dickens
- Hargreaves Lansdown
- Harwood Financial Group
- Hermes Fund Managers
- Highline Wealth Partners
- Hill Investment
- Huckleberry Capital Management
- ibex investors
- Iconnections
- IG
- Interactive Investor
- Investec
- J.P. Morgan Asset Management
- Jupiter Asset Management
- Kantar
- Kaufman Rossin Wealth
- Kinetic
- Lazetta & Associate
- Life Planning Partners
- LOCorrFunds
- London Investor Show
- Lucky Generals

Partners continued:

- Mammoth
- Marketing In Partnership
- Marquette Associates
- Mauldin Economics
- Melamed Associates
- Merrill Lynch Wealth Management
- Microsoft
- Mirus Planning
- Moneyweek
- Murphy Hall Group
- NAPFA - NEMA
- Navigate
- Nep Wealth
- Newton Advisory
- NGPF
- Oldfield Partners
- Olson Consulting LLC
- One Minute to Midnight
- PFP Financial
- PGIM India Mutual Fund
- Pierce Capital Management
- Plinth Consultancy Limited
- Plus 500
- Polar Capital
- PR Academy
- Public
- RBC
- Rentokil
- RFG Advisory
- Savant Wealth
- Schneider Downs Wealth Management
- Softbank Investment Advisors
- Southgate FS
- Spoken
- Standard Life International
- Saxo Bank
- Scottish Widows
- Seilern Investment
- Shenkman Capital
- Smith & Williamson
- Stand Together
- Statheros Financial
- TBWA Health
- The FZ Group
- The Kelly Group
- The Motley Fool
- The Pension Store
- The Property Chronicle
- The Share Centre
- The Talent Business
- Wealth Matters
- Wetherby Asset Management
- Windward Private Wealth Management

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.

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