

BUSINESS & MANAGEMENT JUL 2020 - DEC 2021


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Publishing

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Career Development



Coaching and Mentoring

Theory and Practice

Fourth Edition

Bob Garvey and Paul Stokes

Drawing on extensive research and the authors' own experiences as coaches and mentors, the book offers a critical perspective on the theory and practice of coaching and mentoring.

Nov-21 | 440 Pages | SAGE Publications Ltd

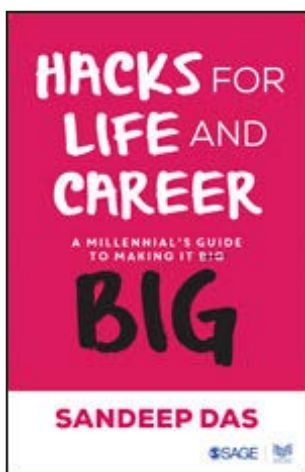
Paperback (9781529740769) | £32.99



Hardcover (9781529740776) | £90.00



online
resources



Hacks for Life and Career

A Millennial's Guide to Making it Big

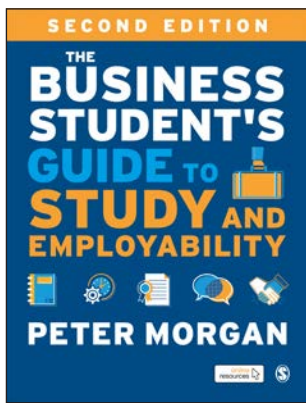
Sandeep Das

Being a millennial is not easy. While the average millennial struggles with low remuneration and motivation, there are others who become Instagram influencers and earn oodles of money and fame. This book aims to provide life hacks that can help millennials face the world professionally and personally. It discusses various topics along the lines of entrepreneurship, self-help, technological disruption and financial literacy. In this holistic guide for today's millennials, the author breaks down various day-to-day business concepts such as pricing, inflation, GDP and so on. The book also provides a glimpse of industries—FMCG, consulting, e-commerce, banking—to help readers understand the culture and demands of these industries. The book tries to speak to all kinds of millennials, be it the ones starting their slash careers or those beginning a new entrepreneurial venture. Hacks for Life and Career includes tips on managing difficult bosses and colleagues along with life hacks to upsell oneself in a corporate career. It also provides career-related assistance like creating an impactful resume and acing various rounds of job selection. The book answers the often-asked question of whether to pursue an Indian degree or an international degree. And finally, the secret sauce that will help them land that job with a nine-digit salary. The book will appeal to millennials who are trying to make a career in corporate India.

Nov-20 | SAGE Publications Pvt. Ltd

Paperback (9789353885519) | £16.00





The Business Student's Guide to Study and Employability

Second Edition

Peter Morgan

Written in response to the pressures on universities to produce highly skilled and work-ready graduates and intended to map across a three-year business course, this book covers essential skills, from study, presentation and leadership to practical advice on securing that all-important job after university. A number of hands-on learning aids feature throughout, including: Skills self-assessment tables, 'For You to Do', Integration and Application, Interview questions. This second edition has been thoroughly updated, and is complemented by a companion website featuring a range of tools and resources for lecturers and students, including an Instructor's Manual and PowerPoint slides, answers and guidance on skills assessment tasks, templates and examples to download as well as additional online chapters on topics such as testing, assessment and alternative options for graduates. Suitable for all students taking a business degree.

Nov-20 | 464 Pages | SAGE Publications Ltd

Paperback (9781526493378) | £36.99



Hardcover (9781526493385) | £110.00



Change Management



Managing Change, Creativity and Innovation

Fourth Edition

Patrick Dawson and Constantine Andriopoulos

This bestselling text brings a fresh and unique approach to managing organizational change, taking the view that change, creativity and innovation are interconnected. It offers a strong theoretical understanding of change, creativity and innovation along with practical guidance and ideas for organizational change and development.

May-21 | 656 Pages | SAGE Publications Ltd

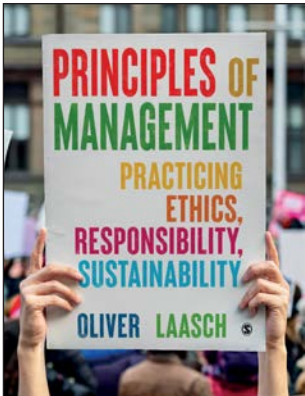
Paperback (9781529734959) | £47.99



Hardcover (9781529734966) | £130.00



Corporate Social Responsibility



Principles of Management

Practicing Ethics, Sustainability, Responsibility

Second Edition

Oliver Laasch

Now, more than ever, there is widespread understanding that business and management must move with the times and act responsibly in the world giving full consideration to people and planet, not just profit. Principles of Management: Practicing Ethics, Sustainability, Responsibility is the first official textbook of the United Nations global initiative network, Principles for Responsible Management Education (PRME). Now fully revised and updated with three brand new chapters on communicating, innovating and leading, this accessible and engaging textbook provides an introduction to management while empowering you to think ethically and sustainably in order to become a responsible manager. It also includes essential workplace skills for the 21st century and coverage of the various management occupations that you will go on to fill after your studies. Exclusive interviews with management pioneers and professionals help bring theories and concepts to life throughout the text as do the all new case studies which include Lego, Patagonia and Greta Thunberg. Worksheets and exercises additionally make for an active learning experience alongside multiple choice questions and a flip glossary for study revision in the supporting online resources. It includes coverage of the UN's Sustainable Development Goals (SDGs) which are central to business education and practice today. The textbook can be used for introductory management courses as well as courses that cover business ethics, business and society, corporate social responsibility (CSR), sustainability and responsible management.

Mar-21 | 700 Pages | SAGE Publications Ltd

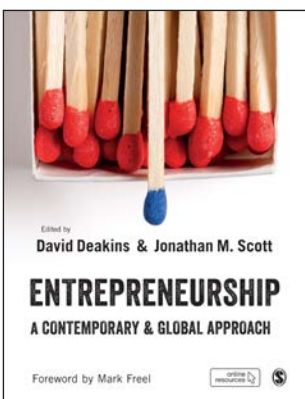
Paperback (9781529732054) | £49.99



Hardcover (9781529732061) | £130.00



Entrepreneurship



Entrepreneurship

A Contemporary & Global Approach

David Deakins and Jonathan M. Scott

Written by a team of leading international scholars, this new book treats entrepreneurship as an ever-evolving social phenomenon, and explores the recent trends that impact it, such as: digitisation; disruptive technologies; the rise of the 'gig' economy and; the growing importance of community-based and social entrepreneurship. Including a mixture of case studies, examples, consideration of policy issues and exercises, this text provides practical perspectives of Entrepreneurship in support of key theory, while discussion questions, suggested reading and assignments help situate and test understanding.

Oct-20 | 296 Pages | SAGE Publications Ltd

Paperback (9781526461155) | £47.99



Hardcover (9781526461148) | £130.00





Marketing for Entrepreneurs

Concepts and Applications for New Ventures

Third Edition

Frederick G. Crane

Using the latest research and information on entrepreneurial marketing, *Marketing for Entrepreneurs 3e* provides students with practical insights, strategies, and tips on how to apply marketing concepts to increase the chances of new venture success. Business expert and influential author Frederick G. Crane focuses on how to use marketing to find, evaluate, and exploit the right venture opportunity. He walks students through the various phases and steps of the marketing process, highlighting what is unique and most effective for entrepreneurial pursuits. Written for existing entrepreneurs and potential entrepreneurs alike, the book covers everything you need to know about pricing, distribution, social media, consumer behavior, and promoting new products and services.

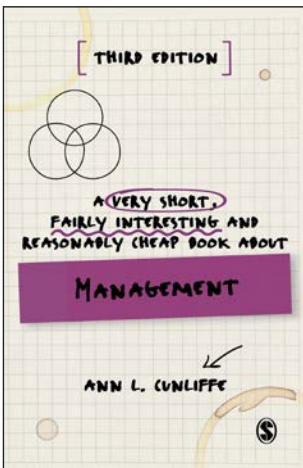
Nov-21 | 272 Pages | SAGE Publications, Inc

Paperback (9781483391342) | £44.99



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General Management



A Very Short, Fairly Interesting and Reasonably Cheap Book about Management

Third Edition

Ann L. Cunliffe

Very Short, Fairly Interesting & Cheap Books

Conceived by Chris Grey, SAGE's 'A Very Short, Fairly Interesting and Reasonably Cheap' series shies away from the sterility of conventional textbooks, offering students an informal and accessible overview of the field which challenges the traditional literature. A bestseller from the series, this new edition of *A Very Short, Fairly Interesting and Reasonably Cheap Book about Management* by internationally renowned academic Ann L. Cunliffe has been updated to reflect current research. With inclusion of more international examples and coverage of ethical management, new ways of working and recent successes and failures in leadership in relation to the Covid pandemic, this book will stretch, surprise and reward business and management students at undergraduate, postgraduate and MBA levels.

Mar-21 | 224 Pages | SAGE Publications Ltd

Paperback (9781529710069) | £15.99

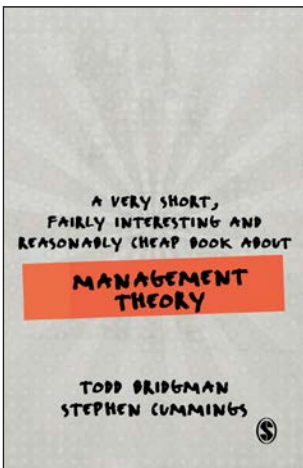


9 781529 710069

Hardcover (9781529710076) | £50.00



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A Very Short, Fairly Interesting and Reasonably Cheap Book about Management Theory

Todd Bridgman and Stephen Cummings

Very Short, Fairly Interesting & Cheap Books

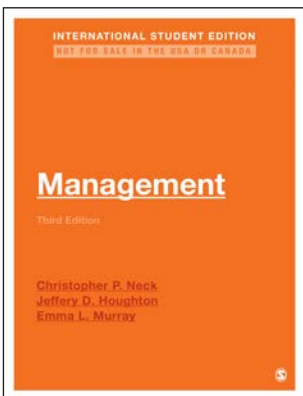
Conceived by Chris Grey, the Very Short, Fairly Interesting and Reasonably Cheap series offers an antidote to conventional textbooks. Each book takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way. In Management Theory, Todd Bridgman and Stephen Cummings uncover enduring myths about famous theorists, from Adam Smith and Max Weber to Frederick Taylor, Mary Parker Follett, Abraham Maslow and Kurt Lewin. By exploring how these myths became cast as the foundations of management, this accessible and engaging book generates new ways of thinking about what management could be today and in the future.

Nov-20 | 160 Pages | SAGE Publications Ltd

Paperback (9781526495136) | £15.99



Hardcover (9781526495143) | £50.00



Management - International Student Edition

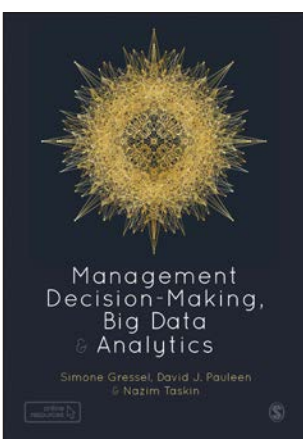
Third Edition

Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray

This third edition helps the reader understand the essential role managers play in optimizing organizational performance.

Mar-21 | SAGE Publications, Inc

Paperback (9781071841006) | £95.99



Management Decision-Making, Big Data and Analytics

Simone Gressel, David J. Pauleen and Nazim Taskin

Accessible and concise, this exciting new textbook examines data analytics from a managerial and organizational perspective and looks at how they can help managers become more effective decision-makers. The book successfully combines theory with practical application, featuring case studies, examples and a 'critical incidents' feature that make these topics engaging and relevant for students of business and management. The book features chapters on cutting-edge topics, including: Big data, Analytics, Managing emerging technologies and decision-making, Managing the ethics, security, privacy and legal aspects of data-driven decision-making. The book is accompanied by an Instructor's Manual, PowerPoint slides and access to journal articles. Suitable for management students studying business analytics and decision-making at undergraduate, postgraduate and MBA levels.

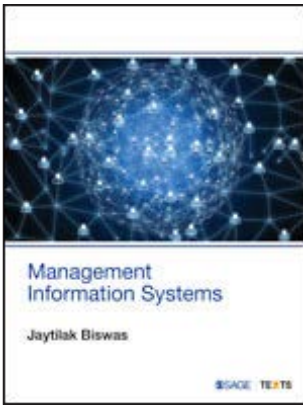
Oct-20 | 336 Pages | SAGE Publications Ltd

Paperback (9781526492005) | £34.99



Hardcover (9781526492012) | £100.00





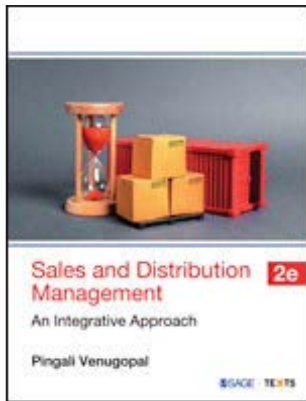
Management Information Systems

Jaytilak Biswas

Covers the latest techniques of information systems analysis, design and development used for managerial decision-making and achieving strategic corporate objectives. This book cogently deals with variety of topics such as decision support, expert systems, database management systems, systems analysis and design, data mining and warehousing, computer-based information systems, Big Data analytics, cloud computing and Internet of things. The illustrative examples and case studies presented in the book are contextually relevant for Indian students and the approach will appeal to readers from different backgrounds. The book will prove to be a valuable companion for students of MBA and BBA as well as BCA, MCA, BE and B Tech courses. Key Features: - Twelve specially curated case studies from real-life organizations and numerous illustrative examples to explain each of the chapters. - Chapter-end exercises to test the reader's understanding of the topics and application skills. - Robust companion website including teaching slides and manual, additional case studies, test bank, answers to chapter-end exercises and much more. - Covers the latest developments in Big Data analytics adopting Hadoop and its ecosystems and NoSQL databases with real-life examples.

Sep-20 | 648 Pages | SAGE Publications Pvt. Ltd

Paperback (9789353883416) | £30.00



Sales and Distribution Management

An Integrative Approach

Second Edition (Revised Edition)

Pingali Venugopal

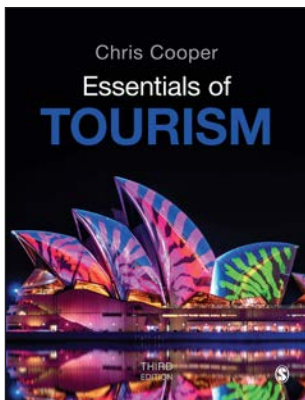
With a focus on integrating marketing and selling, this textbook provides a long-term orientation to sales and distribution management. The book covers key components of the subject with a practical perspective into the role of marketing, B2B selling, retail environment, channel decisions and management, sales force management and supply chain management. Sales and Distribution Management will guide readers to build frameworks for planning and implementing decisions of sales and distribution, which are synchronized to short-term and long-term selling orientation and are aligned with marketing decisions. The second edition of this bestselling title will be of immense value to students of management and professionals in the field. Key Features: - Focus on the core distinction between selling and marketing roles, and how to synchronize selling efforts with marketing goals - Detailed description of the process of selling for B2B consumables and how companies can promote quality in B2B markets - Textual content substantiated with appropriate examples and cases for classroom teaching and learning - Activities and application-based practice questions in each chapter for self-assessment

Nov-20 | SAGE Publications Pvt. Ltd

Paperback (9789353884864) | £30.00



Hospitality, Travel & Tourism Management



Essentials of Tourism

Third Edition

Chris Cooper

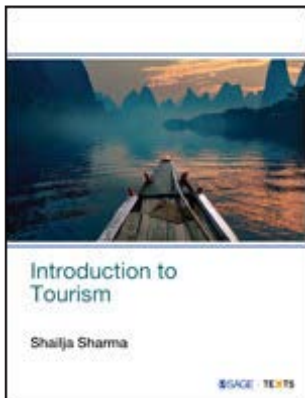
Will robots take over serving us in hotels? Will flight shaming prevent us travelling in the future? How has the rise of social media impacted upon tourism marketing? – and what has been the impact of airbnb on tourism cities? For answers to these and many other contemporary tourism questions, simply turn to the third edition of *Essentials of Tourism* by Chris Cooper. From artificial intelligence, robotics and digital marketing to assessing the impact of events, every tourism student will find this book essential reading for not only grasping the key issues but applying them to real problems faced by professionals in the tourism industry. The book includes many new case studies from every continent around the world including cases to give you a truly global approach to how tourism theory can be applied in an international context. This is combined with a lively and accessible writing style which will support and guide you through how tourism has been affected and will continue to be shaped by technology, changing government policy and sustainability concerns. Key features of the new edition: - 'Focus on Technology' and 'Focus on Employment' boxes included in every chapter. - Three current case studies included in each chapter to bring context to the reader. - Classic papers - introduces students to relevant academic research and refers to the selected paper throughout the chapter.

Oct-20 | 472 Pages | SAGE Publications Ltd

Paperback (9781526494474) | £41.99



Hardcover (9781526494481) | £130.00



Introduction to Tourism

Shailja Sharma

Using situational case studies, vignettes on world-class destinations and wide-ranging examples, this book aims to create awareness and understanding on the functioning of the tourism industry. A stepping stone for everyone aspiring to make a career in the tourism and hospitality industry, this textbook builds a strong groundwork of basic concepts and explains theories and their applications in real-life situations. Using situational case studies, vignettes on world-class destinations and wide-ranging examples, *Introduction to Tourism* aims to create awareness and understanding among the readers on the functioning of the tourism industry. It offers insights into how countries devise their tourism marketing strategies and how to deal with situations while working with tourists and travellers. Each section of the book has been thematically designed and mapped with the curriculum of major universities for distinct learning outcomes. This book is meant to be a compact and constant companion for all students undergoing any kind of training in the tourism and hospitality industry to enhance their professional skills.

Jan-21 | SAGE Publications Pvt. Ltd

Paperback (9789353885106) | £30.00





Managing Events

Real Challenges, Real Outcomes

Liz Quick

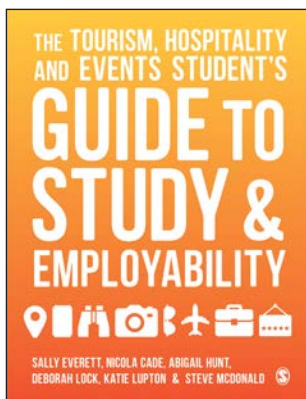
Combining the practical and academic aspects of event management this text presents an industry perspective, with real-life event examples and contemporary and relevant case studies. It provides lecturers with a useful platform to integrate key event topics into the learning environment. The book discusses the management process throughout the 'event cycle', from the pre-event planning stage; on-site delivery to the post event stage. The book is divided into 4 distinct phases, which are: The Event cycle; Before the event; Throughout the event and Beyond the event. Within each of these 4 sections, there are 2 or 3 separate chapters, each with their own objectives. The book discusses practical and operational elements, such as project management, marketing, sponsorship deals and risk assessment, that need to be put in place both before and during the event. The final section: Beyond the event, examines current and future event trends and issues, and discusses the various career paths that exist and the skills and qualifications required to gain employment and start a successful career in events. Each chapter profiles someone currently working within the events industry, and presents a scenario of a real event challenge they have faced in their work role, relevant to the chapter. Further viewpoints from a second event practitioner and academic are included, before the final outcome is presented, showing us in each case, how real life situations develop and are resolved in practice within the events industry. The feature Event Ethics explores a topical issue that should encourage lively discussion and the Did you know? section reveals an interesting and chapter-specific event fact. At the end of every chapter students can revise and extend their event knowledge with the list of Chapter Summary Questions, which help consolidate the learning outcomes. Additionally the Key Terms section explains any terminology used within the chapter. Each chapter concludes with a section called For the Classroom, featuring discussion points and activities based around the chapter content, as well as reference sources and suggested reading. Some of the forms and inserts used to contextualise the learning, will appear as weblinks for the students to download and use throughout.

Aug-20 | 480 Pages | SAGE Publications Ltd

Paperback (9781473948099) | £39.99



Hardcover (9781473948082) | £120.00



The Tourism, Hospitality and Events Student's Guide to Study and Employability

Sally Everett, Nicola Cade, Abigail Hunt, Deborah Lock, Katie Lupton and Steve McDonald

This essential companion will guide you on your journey throughout your studies in tourism, hospitality and events management, from starting your university or college programme, to developing the essential skills needed for successful study and employment, to ensuring you perform well in assessments, through to applying for and securing a graduate level job and entering the workplace. Highly practical and accessible, chapters include: - Think points to encourage you to pause and reflect on what the topic means for you - Reflection exercises to help you evaluate your own skills, attributes and strengths/weaknesses Industry insights to offer you a unique view into the industry you'll be working in - Employer insights to provide you with real-world case examples from employers - Student insights to show you different perspectives experienced by your peers. Written by experts in the field, this friendly guide will provide you with everything you need to succeed and support you along every step of the way through your studies and into industry!

Nov-20 | 592 Pages | SAGE Publications Ltd

Paperback (9781526436467) | £31.99



Hardcover (9781526436450) | £90.00



Human Resource Management

**Aesthetic Labour**

Chris Warhurst and Dennis Nickson

This accessible and exciting new text looks at the implications of aesthetic labour for work and employment by contextualizing debates and offering a critical approach. The origins of aesthetic labour are explored, as well as the relevant theories from business and management, and sociology. Coverage includes key topics such as: corporate strategy; recruitment and selection practices; and discrimination.

Jul-20 | 216 Pages | SAGE Publications Ltd

Paperback (9781847870858) | £32.99



Hardcover (9781847870841) | £90.00

**Contemporary Human Resource Management**

Text and Cases

Sixth Edition

Edited by Adrian John Wilkinson and Tony Dundon

Written by experts in the field, this well-established book provides a critical and academically rigorous exploration of the key functions, practices and issues in HRM today. The first part of Contemporary Human Resource Management covers fundamental HRM practices while the second half examines contemporary themes and issues such as work-place bullying, flexibility and emotion at work. Each chapter contains two thought-provoking case studies, encouraging readers to identify, examine and apply key concepts to real-world examples.

May-21 | 704 Pages | SAGE Publications Ltd

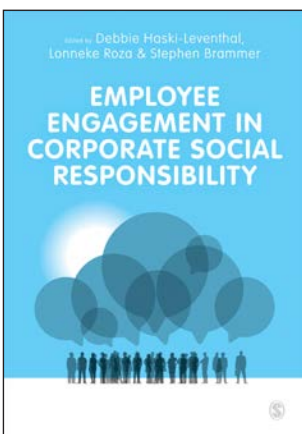
Paperback (9781529758276) | £49.99



Hardcover (9781529758269) | £130.00



online resources

**Employee Engagement in Corporate Social Responsibility**

Debbie Haski-Leventhal, Lonneke Roza and Stephen Brammer

This book offers a remarkable collection of chapters, written by the leading scholars in CSR and employee engagement. Using the existing literature, new empirical studies, case studies and thought-provoking insights, this collection of authors discuss why and how to engage employees in CSR and through CSR. Employee engagement in Corporate Social Responsibility focuses on engaging employees in socially responsible initiatives with three major parts of the book: the antecedents that lead to employee engagement in CSR; the processes and opportunities to involve employees; and the impact of the above on employees, the company, non-profit organisations and society. This book contributes to both research and managerial practice by presenting cutting edge knowledge from leading CSR scholars and practitioners.

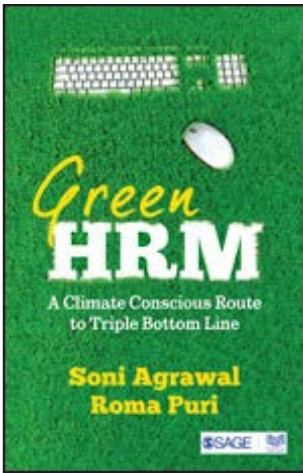
Sep-20 | 216 Pages | SAGE Publications Ltd

Paperback (9781526496508) | £29.99



Hardcover (9781526496515) | £85.00





Green HRM

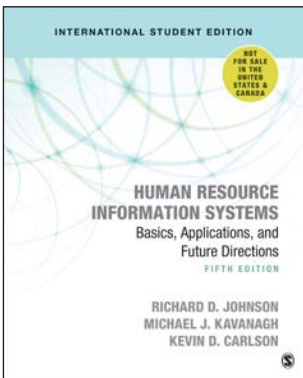
A Climate Conscious Route to Triple Bottom Line

Soni Agrawal and Roma Puri

Environment management and sustainability have become hackneyed terms in management parlance, but they are surprisingly underrated in their practical applications. Do organizations see sustainability as a solo initiative of a department to fulfil the statutory requirements or is it an investment towards the well-being of people, planet and profitability? If so, then how important is the contribution of HR towards the greening of an organization? The book is an industrious guide on Green HR and sustainability practices towards fulfilling the three-pronged goals of triple bottom line. Through the success stories of employees as change agents, it showcases how Green HRM can mesh sustainability with strategy by linking organizational factors such as vision and mission, leadership, organizational culture and employees' pro-environmental attitude with the organization's profit goals. The book presents a compelling picture of an ideal green workplace and how HRM can influence pro-environmental behaviour in the organization and society.

Jan-21 | SAGE Publications Pvt. Ltd

Paperback (9789353886233) | £16.00



Human Resource Information Systems - International Student Edition

Basics, Applications, and Future Directions

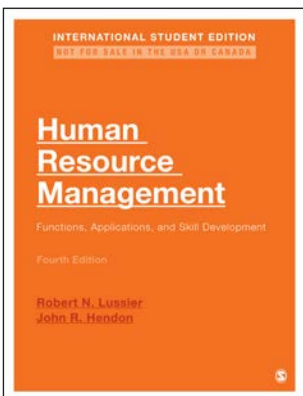
Fifth Edition

Edited by Richard D. Johnson, Michael J. Kavanagh and Kevin Dean Carlson

Providing a thorough introduction to the field of Human Resource Information Systems (HRIS), this one-of-a-kind book shows how organizations can leverage HRIS to make better people decisions and manage talent more effectively.

Nov-20 | SAGE Publications, Inc

Paperback (9781071808443) | £64.00



Human Resource Management - International Student Edition

Functions, Applications, and Skill Development

Fourth Edition

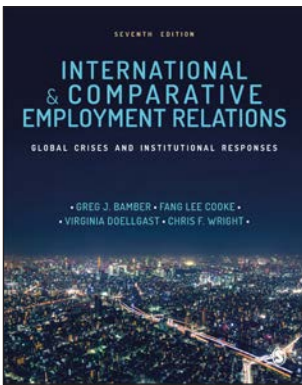
Robert N. Lussier and John R. Hendon

Bestselling authors Robert N. Lussier and John R. Hendon explore the important strategic function HR plays in today's organization, helping the reader develop the skills they need to recruit, select, train, and development talent.

Mar-21 | SAGE Publications, Inc

Paperback (9781071840955) | £95.99





International and Comparative Employment Relations

Global Crises and Institutional Responses

Seventh Edition

Edited by Greg J. Bamber, Fang Lee Cooke, Virginia Doellgast and Chris F. Wright

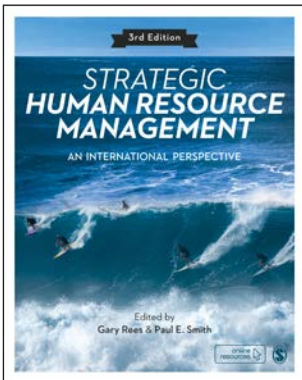
Established as the standard reference for a worldwide readership of students, scholars and practitioners in international agencies, governments, companies and unions, this text offers a systematic overview of international employment relations. Chapters cover the UK, USA, Canada, Australia, Italy, France, Germany, Denmark, Japan, South Korea, China, India and South Africa. Experts examine the context of employment relations in each country: economic, historical, legal, social and political. They consider the roles of the major players and outline the various processes of employment relations, including collective bargaining and arbitration, consultation and employee involvement. The seventh edition has been thoroughly updated with new examples, cases and discussion questions to engage students and encourage critical thinking. A revamped set of online resources includes PowerPoint slides for lecturers to use in their teaching, as well as web links and video content aimed at enhancing learning.

Mar-21 | 424 Pages | SAGE Publications Ltd

Paperback (9781526499653) | £46.99



Hardcover (9781526499660) | £130.00



Strategic Human Resource Management

An International Perspective

Third Edition

Edited by Gary Rees and Paul Smith

Whether you are studying at undergraduate or postgraduate level, our stellar team of expert authors will guide you through the key topics of human resource management from strategic and international perspectives. Starting with the fundamentals of each topic and progressing through to critical evaluation, the 3rd edition includes: - Even more international case studies from across Europe, Asia, Australia and the Middle East – which bring the theory and academic underpinning to life - A wide range of Reflective Activities that encourage you to consider the real-world implications of what you have learnt - An updated companion website featuring a wealth of resources for lecturers and students, including an Instructor's Manual, PowerPoint slides, a Testbank, access to SAGE Journals and SAGE Business Cases. Visit study.sagepub.com/rees3e to access online resources

Feb-21 | 607 Pages | SAGE Publications Ltd

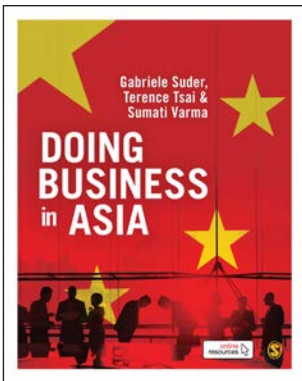
Paperback (9781529740783) | £39.99



Hardcover (9781529740790) | £120.00



International Business & Management



Doing Business in Asia

Gabriele Suder, Terence Tsai and Sumati Varma

From the author of *Doing Business in Europe* (SAGE, 2018), Gabriele Suder has teamed up with Sumati Varma based in India, and Terence Tsai from China to bring this comprehensive solution for Asian business teaching and learning. The book offers a highly productive mix of international business and marketing theory, and is packed with pedagogical tools to engage and develop understanding, including two full-length corporate case studies per chapter. This is a unique volume covering the most relevant topics of Asia-focused business and management practice spanning from cross-cultural management to supply chain resilience to market entry and expansion strategy, and much more. Specifically designed to meet the needs of Postgraduate, MBA and those taking part in Executive Education programmes, this exciting learning experience will prepare Asia's leaders of the future.

Oct-20 | 312 Pages | SAGE Publications Ltd

Paperback (9781526494498) | £46.99



Hardcover (9781526494504) | £130.00



Doing Business in Emerging Markets

Third Edition

S Tamer Cavusgil, Pervez N Ghauri and Leigh Anne Liu

Written by leading scholars, this new third edition provides readers with a comprehensive and authoritative examination of emerging markets across the globe. Fully updated in light of the COVID-19 pandemic and other recent macro drivers, the authors present analytical frameworks, tools and best practice insights to help readers develop a critical understanding of the growth economies presented within the book, alongside their common characteristics, evolution, and significance in the global economy. Making use of original cases encompassing countries including Brazil, China, Russia, Thailand, Turkey and Uzbekistan, the authors explore the unique challenges and opportunities for emerging markets throughout the world today, including the rising middle class, partnering, and negotiation techniques. This text is essential reading for international business students, researchers and practitioners focused on business in emerging markets.

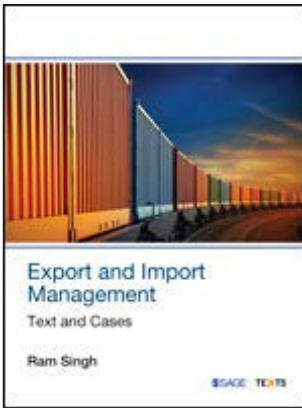
Apr-21 | 352 Pages | SAGE Publications Ltd

Paperback (9781526494559) | £47.99



Hardcover (9781526494566) | £130.00





Export and Import Management

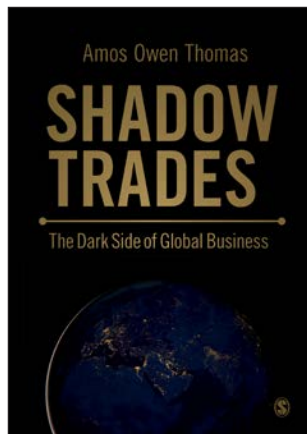
Text and Cases

Ram Singh

Comprehensively encapsulates the vital elements of Exim functions and helps understand the Exim operations in the current global trading regime. This book provides an insight on how to effectively manage the export–import process, covering important functions of procedural formalities, documentation, custom clearance, regulatory compliance with various authorities involved, and safe and systematic realization of payments from abroad. Export and Import Management: Text and Cases will help readers to understand and analyse the risks involved, such as transport risks and credit and exchange rate fluctuation risks, at various stages of trade operations. Conceptualized and mapped to meet the curriculum requirements of all prominent universities in India, this book supplements the core theoretical foundations with demonstrative caselets, discussion questions, critical thinking questions, figures, tables and up-to-date coverage of Exim regulations. Besides being a staple read for students of Exim courses, it will be a useful companion for practising managers in the field. Key Features: - In-depth coverage of all elements of Exim operations - Coverage of up-to-date Exim rules, regulations and business practices - Over 40 industry-oriented caselets from India and the rest of the world to aid classroom teaching - Detailed references to best trade practices and models

Dec-20 | SAGE Publications Pvt. Ltd

Paperback (9789353884833) | £30.00



Shadow Trades

The Dark Side of Global Business

Amos Owen Thomas

Alongside burgeoning global business, which asserts its legality, ethics and social responsibility, there exists a dark side of shadow trades manifesting various shades of legitimacy. Not only do the latter's corrupt practices, dubious supply chains and other illicit operations run in tandem with global business, these borderless trades intersect with economic structures and contribute to systems adopted by corporations, endorsed by neoliberal capitalism, that are often condoned by governments and unwittingly sustained by consumers. In a very real sense, all of us may be implicated in shadow trades through our work, consumption and citizenship. Even before we can begin to confront and constrain shadow trades, their business models first need to be identified and analysed in all their networked complexity, interconnectivity with global business and embeddedness within the world economy. Numerous hard questions need to be raised around enabling circumstances and responsibilities of stakeholders, as well as the winners and losers resulting from business globalisation and socio-economic inequities within and between countries. Providing background, evidence and analysis on select exemplars of shadow trades, this book provides graduate students of business, plus scholars in the social sciences, together with practitioners and policymakers, consumer groups and civil society, with an indispensable resource for critical engagement. Only through knowledge gained by research and advocacy for transparency can we begin to shed light on this dark side of global business, enabling all of us to grapple with activism against and collaborative action towards undermining all shadow trades.

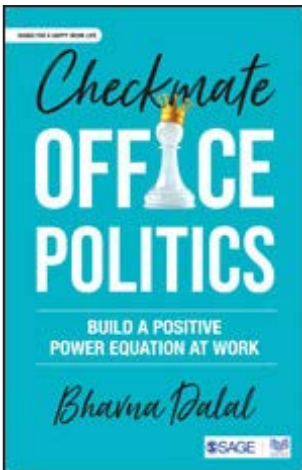
Dec-20 | 296 Pages | SAGE Publications Ltd

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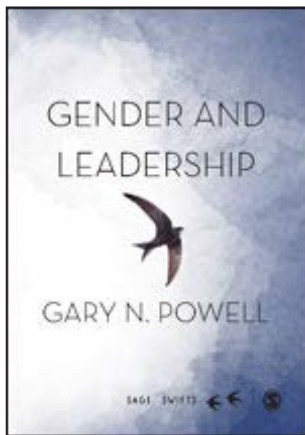
Checkmate Office Politics

Bhavna Dalal

Office politics—the phrase usually invokes negative images, such as blaming, backstabbing, favouritism, resentment and jealousy. Like it or loathe it, professional success is not merely dependent on merit; being able to read people and their motives is what keeps one ahead. A large part of success in the corporate journey is defined by progress and getting the credit for it; some people excel at it, while others do not. How can you then navigate the corporate corridors without playing dirty? Checkmate Office Politics confronts workplace dynamics head-on and explains the factors that influence it. Drawing on her unparalleled experience as an international facilitator and executive coach, Bhavna Dalal invites you to understand the political machinery by offering extensive, simple, practical advice to help navigate workplace politics effectively and grow in your career without compromising your ideals.

Sep-20 | 264 Pages | SAGE Publications Pvt. Ltd

Paperback (9789353884925) | £16.00



Gender and Leadership

Gary N. Powell

SAGE Swifts

An exciting new book exploring why we have not seen the enduring changes that were once optimistically anticipated. Each chapter tackles an important question around gender and leadership, such as 'Why do leader stereotypes emphasize masculinity?', 'Why are there so few women in top management positions?' and 'Why do (some) men in top management feel free to sexually harass women?'. Leading international scholar in the field, Gary N. Powell explores cutting-edge topics including; the appropriate role of masculinity in leadership, the ever-so-small numbers of female CEOs, and sexual harassment by men in power such as Harvey Weinstein and the resulting #MeToo movement. With suggestions of practical steps that would work toward achieving a workplace in which all employees can reach their leadership potential regardless of their gender, Gender and Leadership is an important read for students and faculty members alike across the social sciences and humanities.

Aug-20 | 120 Pages | SAGE Publications Ltd

Hardcover (9781529709117) | £45.00



Get Your Next Promotion

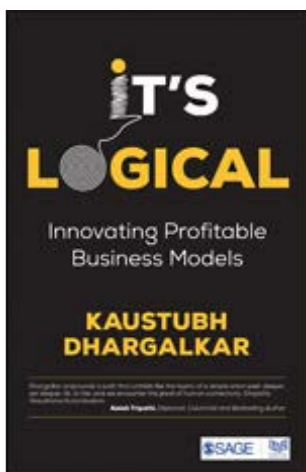
Manbir Kaur

Seeking your next promotion but not quite there yet? Rising up in your career shouldn't be left to chance. Get Your Next Promotion makes you understand why some people get promoted while some get stuck. There are a few things that stop professionals from growing beyond mid-level management. Here is a chance to understand the problems and the challenges that you may have been facing and why your current efforts may no longer lead you to your next promotion. Each person must find their own path up to the mountain peak, yet to complete the feat successfully, they still need the same universal strengths, skills and tools. One may favour certain strengths or tools over the others but missing on some may lead to failure. Similarly, while there cannot be a single formula for progressing up the career path, this book reveals the universal abilities that all must possess to become great leaders through ten intriguing stories. Each story focuses on a specific facet of your next promotion while tracing the career of a leader who used it effectively. The book helps you understand what you need to do, why you need to do it and how you can do it. And well, if you have not started already, you may be getting late! So grab your copy and get ready for your next promotion!

Aug-20 | 280 Pages | SAGE Publications Pvt. Ltd

Paperback (9789353884772) | £16.00





It's Logical

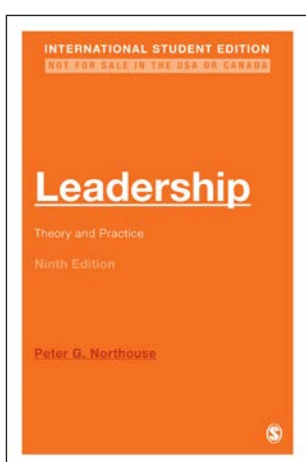
Innovating Profitable Business Models

Kaustubh Dhargalkar

EXPLORE THE LOGIC, NOT MAGIC, BEHIND INNOVATION! It is a common belief that innovation and creativity lie within the purview of genius. After reading this book you will be convinced that with a relentless focus on the user, anyone can be innovative. The book is a compilation of cases/examples from the entrepreneurial and consulting experience of the protagonist, DK. DK is a unique individual who explores and interprets the world around him through his own lenses. The stories in this book are real life stories of what happened in some situations while in some others the client did not have the risk appetite for disruption and therefore didn't go with the solution provided. These stories will reveal how business model innovation can be logically achieved with the right focus and commitment to finding solutions to business problems.

Jul-20 | 256 Pages | SAGE Publications Pvt. Ltd

Paperback (9789353884017) | £16.00



Leadership - International Student Edition

Theory and Practice

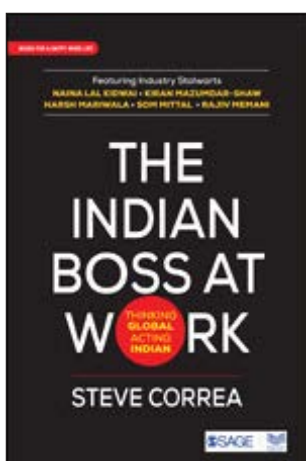
Ninth Edition

Peter G. Northouse

Successfully combining an academically robust account of the major theories and models of leadership, this text uses a consistent format for each chapter so students can compare the various theories.

Apr-21 | SAGE Publications, Inc

Paperback (9781071840917) | £64.99



The Indian Boss at Work

Thinking Global Acting Indian

Steve Correa

Journey into the kaleidoscope of Indian business and explore the 'context and forces' and worldview of Indian leaders. Unravel secrets to building successful companies based on generational learnings, attitudes and capabilities. Read through the narratives of top Indian bosses where they reflect on their 'Indian-ness' that helped them transform into global leaders. From Harsh Mariwala to Som Mittal to women leaders such as Naina Lal Kidwai and Kiran Mazumdar-Shaw, there are many distinguished names in this book that add to the Indian leadership fold.

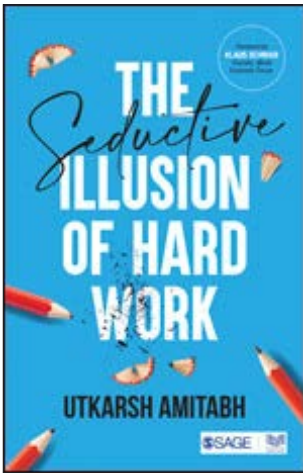
Sep-20 | 344 Pages | SAGE Publications Pvt. Ltd

Paperback (9789353884680) | £23.00



Hardcover (9789353884659) | £26.00





The Seductive Illusion of Hard Work

Utkarsh Amitabh

People take great pride in flaunting their punishing work routines. The Seductive Illusion of Hard Work establishes that hard work is necessary but insufficient for success. In fact, misdirected hard work is way worse than no work at all. This book includes various real-life examples from the corporate world that has constantly exaggerated the role of hard work and underplayed the critical role of choices and mentorship in creating conditions for success. The young workforce is experiencing burnout and it is suspected that the romantic proclamations and obsession about hard work has lots to do with it. This book discusses all these issues and finally offers a solution-oriented approach to the myth about succeeding in work life.

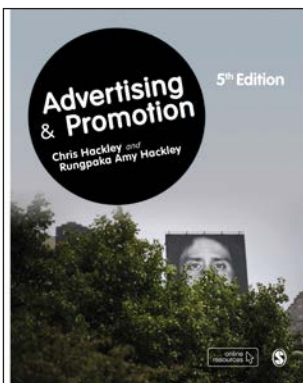
Sep-20 | 312 Pages | SAGE Publications Pvt. Ltd

Paperback (9789353885250) | £16.00



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Marketing



Advertising and Promotion

Fifth Edition

Chris Hackley and Rungpaka Amy Hackley

Now in its fifth edition, this popular textbook continues to provide students with a comprehensive insight into the world of advertising and promotional communications. Unique in its approach, the authors situate the key concepts of marketing communications from the perspective of advertising agencies and provide insight into what a career within an ad agency might be like. Their critical approach grounded in up-to-date research allows the reader to develop an interdisciplinary understanding of marketing and advertising, including business, socio-cultural, media studies and consumer culture theory perspectives. Along with striking full colour visual advertisements and illustrations, new examples and case studies, this fifth edition has been fully updated to include: Two brand new chapters on Social Media Advertising and Digital Advertising Commentary on how the COVID-19 pandemic has and will impact advertising The evolving role of advertising agencies in the post digital era Emerging forms of advertising and promotion, including the role of influencers

Feb-21 | 424 Pages | SAGE Publications Ltd

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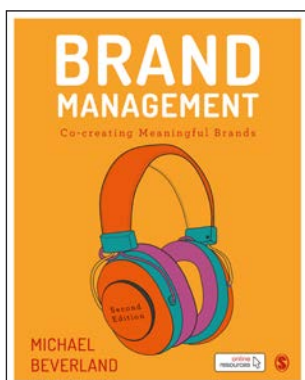
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Hardcover (9781529718515) | £130.00



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Brand Management

Co-creating Meaningful Brands

Second Edition

Michael Beverland

Presenting the basics of brand management, the book provides both a theoretical and practical guide to brands, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. In a world in which social media and inclusive digital platforms have increased customer engagement, the role of brands and branding has changed. The line between the producer and the consumer has become blurred; consumers are no longer the recipients of brand identity, but the co-creators, playing a significant role in shaping new products and systems. Case studies include the Canterbury Crusaders, KVD Beauty, Kodak, Yamaha, Ottobock and Holland's rebrand as The Netherlands. Online resources for instructors and students: study.sagepub.com/beverland2e

Feb-21 | 488 Pages | SAGE Publications Ltd

Paperback (9781529720129) | £44.99



Hardcover (9781529720136) | £130.00



Global Marketing and Advertising

Understanding Cultural Paradoxes

Sixth Edition

Marieke de Mooij

Packed with cultural, company, and country examples that help explain the paradoxes international marketers are likely to encounter, *Global Marketing and Advertising, Fourth Edition*, offers a mix of theory and practical applications as it covers globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications. Author Marieke de Mooij includes new topics and updated information and findings from recent studies and helps readers apply global marketing concepts to the management of global branding and marketing communications.

Nov-21 | SAGE Publications Ltd

Paperback (9781529732504) | £53.99



Hardcover (9781529732498) | £130.00



Marketing

An Introduction

Fifth Edition

Rosalind Masterson, Nichola Phillips and David Pickton

This easy to use resource opens windows to the world of marketing through cases that are vibrant and engaged, links that allow students to explore topics in more detail and content to encourage relating theory to practice. Recognizing the importance of ongoing technological and social developments and the increasing connectedness of consumers that has profound implications for the way marketing operates and students learn, the 5th edition demystifies key technologies and terminology, demonstrating where and how emerging digital marketing techniques and tools fit in to contemporary marketing planning and practice.

Jan-21 | 552 Pages | SAGE Publications Ltd

Paperback (9781526494573) | £46.99



Hardcover (9781526494580) | £130.00





Social Media Marketing

Theories and Applications

Third Edition

Stephan Dahl

Providing a uniquely scholarly approach towards the subject, Social Media Marketing continues to draw on current trends and research to deliver a critical evaluation of social media marketing in relation to marketing theory and business and social science scholarship alongside industry perspectives. Now in its third edition, this popular text has been updated to include technological advances in practice such as AI and virtual marketing, alongside a brand-new chapter on the rise of influencer culture and marketing. Examples and case studies throughout also help students to contextualise the text through popular brands and platforms such as Instagram, Dunkin Donuts, Amazon and also political marketing for social movements such as Extinction Rebellion. This text is essential reading for all marketing students, researchers and practitioners today.

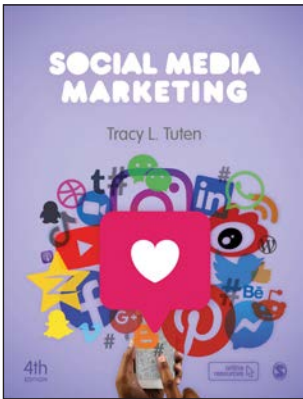
Apr-21 | 360 Pages | SAGE Publications Ltd



Paperback (9781529720822) | £39.99



Hardcover (9781529720815) | £120.00



Social Media Marketing

Fourth Edition

Tracy L. Tuten

Winner of the TAA 2017 Textbook Excellence Award. The market leading and award winning text on social media marketing has been fully updated for this fourth edition. With a balance of essential theory and practical application, the text has been thoroughly revised to reflect the latest developments in social media marketing research and practice. 11 new case studies have been added to the 'Case Zone', including TikTok, LEGO, Nespresso and Puma. A student-engaging case study now runs throughout the entire textbook looking at the US based company Kombucha 221 BC to help develop understanding of each chapter. The book is complemented by a companion website that offers valuable additional resources for both instructors and students, including author videos discussing key social media marketing ideas and concepts, author-selected YouTube video playlists, additional case studies, further weblinks, PowerPoint slides and Testbank. A must-have text for those studying social media marketing.

Nov-20 | 488 Pages | SAGE Publications Ltd



Paperback (9781529731989) | £52.99



Hardcover (9781529731996) | £130.00





Sustainable Marketing

A Holistic Approach

Second Edition

Mark Peterson

Drawing on the premise that holistic marketing strategies allow firms to assess risks and identify opportunities, this unique text makes use of current research and industry examples to help readers recognize effective sustainability practices that benefit the company, stakeholders and society. Grounded in an issues-based approach and exploring the interplay between marketing and society, the author encourages readers to critically engage with the changing nature of markets and how companies must engage with sustainability guidelines and environmental concerns while still remaining profitable in today's global market. Using a range of examples including Costco, Juul, Facebook, Patagonia and Bitcoin, the author highlights the importance of social issues facing businesses today such as poverty alleviation, the drive towards more 'green' living, corporate social responsibility within firms and political pressures such as emissions guidelines and reducing the global carbon footprint. The Mavericks Who Made It feature also highlights key entrepreneurs throughout history, their key successes and their impact on sustainable marketing.

May-21 | 480 Pages | SAGE Publications Ltd

Paperback (9781526494634) | £44.99



Hardcover (9781526494641) | £130.00



The New Marketing

How to Win in the Digital Age

Cheryl Burgess and Mark Burgess

In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of *The Social Employee*, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. *The New Marketing*, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

Aug-20 | 288 Pages | SAGE Publications Ltd

Paperback (9781526490100) | £29.99



Hardcover (9781526490117) | £85.00



Operations Management



Project Management

A Value Creation Approach

Stewart R. Clegg, Torgeir Skyttermoen and Anne Live Vaagaasar

Project management is an essential life and workplace skill that everyone must develop. Following the popular style and format of other textbooks by Stewart Clegg, this brand new co-authored textbook on project management provides a much needed European perspective to the subject. Drawing on the latest research and practice, the authors guide students on an active learning journey through the project lifespan, promoting a critical and reflexive approach to studying project management, as well as one that creates value for all project stakeholders and emphasizes people and not just process. Case studies and examples discussed in the text cover a wide range of projects from large to smaller across different industries and sectors, both public and private, including: megaprojects (HS2); mega events (Olympics); political projects (Brexit); health-related project implementation (LEAN); tech-related projects (Google); building and restoration projects (housing/Sagrada Familia); and arts and cultural projects (European Capital of Culture). Incorporating a host of learning features both in chapters and via the supporting online resources, this textbook is essential reading for all students/managers completing a course unit in project management at either undergraduate or postgraduate level.

Oct-20 | 624 Pages | SAGE Publications Ltd

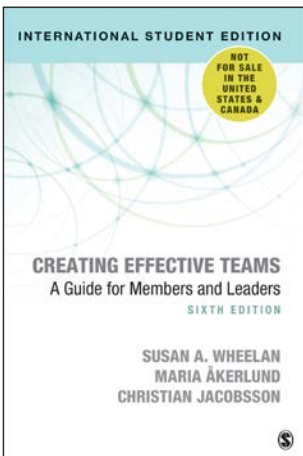
Paperback (9781526494610) | £49.99



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Organizational Behaviour / Organization Studies



Creating Effective Teams - International Student Edition

A Guide for Members and Leaders

Sixth Edition

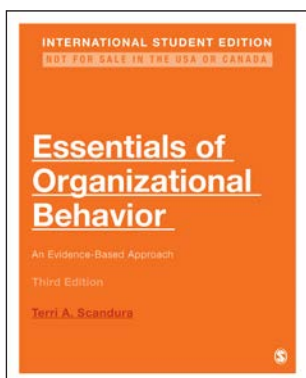
Susan A. Wheelan, Maria Åkerlund and Christian Jacobsson

Based on the author's many years of consulting experience with teams in the public and private sectors, *Creating Effective Teams: A Guide for Members and Leaders* describes why teams are important, how they function, and what makes them productive. Susan A. Wheelan covers in depth the four stages of a team—forming, storming, norming, and performing—clearly illustrating the developmental nature of teams and describing what happens in each stage. Separate chapters are devoted to the responsibilities of team leaders and team members. Problems that occur frequently in groups are highlighted, followed by what-you-can-do sections that offer specific advice. Real-life examples and questionnaires are used throughout the book, giving readers the opportunity for self-evaluation.

Oct-20 | SAGE Publications, Inc

Paperback (9781071807668) | £41.99





Essentials of Organizational Behavior - International Student Edition

An Evidence-Based Approach

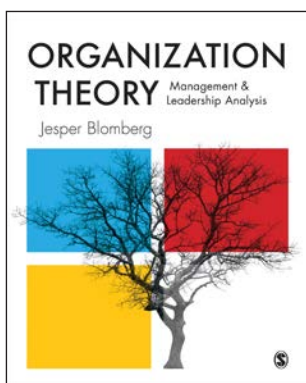
Third Edition

Terri A. Scandura

Bestselling author Terri A. Scandura uses an evidence-based approach to equip students with the necessary skills to become effective leaders and managers.

Mar-21 | SAGE Publications, Inc

Paperback (9781071840979) | £95.99



Organization Theory

Management and Leadership Analysis

Jesper Blomberg

In *Organization Theory: Management and Leadership Analysis*, Jesper Blomberg explores the fields of organization theory and management, making sense of complex theories and encouraging critical thinking. The book analyses organizations through four theoretical frameworks, offering students a clear structure they can use to understand complex organizational issues: - the structural framework - the Human Resources framework - the power framework - the symbolic framework. Each framework is explored by a chapter covering the basics, followed by a more advanced chapter so that students can deepen their understanding. A case study at the end of the book draws together theory and practice, giving students the opportunity to apply what they have learnt to a real management situation. This book is suitable for undergraduate and postgraduate students studying Organization Theory and Management. The book is complemented by a range of online resources including PowerPoint slides, an Instructor's Manual and Testbank.

Jul-20 | 336 Pages | SAGE Publications Ltd

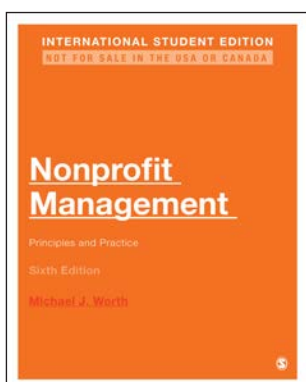
Paperback (9781529713121) | £44.99



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Public & Nonprofit Management



Nonprofit Management - International Student Edition

Principles and Practice

Sixth Edition

Michael J. Worth

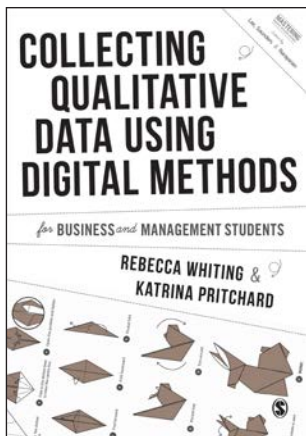
Nonprofit Management: Principles and Practice, by Michael J. Worth is a comprehensive textbook written for the Nonprofit Management course. Worth covers the scope and structure of the nonprofit sector, leadership of nonprofits, managing the nonprofit organization, fundraising, earned income strategies, financial management, nonprofit lobbying and advocacy, managing international and global organizations, and social entrepreneurship.

Dec-20 | 592 Pages | CQ Press

Paperback (9781071808436) | £87.00



Research Methods for Business & Management



Collecting Qualitative Data Using Digital Methods

Rebecca Whiting and Katrina Pritchard

Mastering Business Research Methods

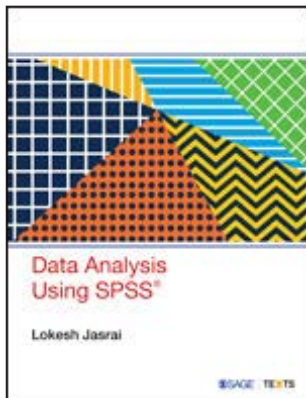
Part of SAGE's Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. In *Collecting Qualitative Data Using Digital Methods*, Rebecca Whiting and Katrina Pritchard provide a concise and accessible guide to a digital data collection method, comprised of tracking and trawling that can be used to collect qualitative data in the fields of business, management and organizational research. With practical guidance and insight into how to use this approach in your own research, this book provides invaluable support to Business and Management masters students who choose to work with secondary data when completing their dissertations.

Nov-20 | 128 Pages | SAGE Publications Ltd

Paperback (9781526489920) | £22.99



Hardcover (9781526489937) | £72.00



Data Analysis Using SPSS

Lokesh Jasrai

A concise introduction to data analysis for beginners and intermediate students using IBM – Statistical Package for Social Sciences (SPSS) The present book elaborates on the basic understanding and application of statistical tests and data analysis using hypothetical datasets and SPSS version 22.0. It enhances self-learning and develops thorough understanding of the concepts through step-by-step processes for quick comprehension, and screen images, dialog boxes and exhibits for better interaction with the software. Spanning across 17 chapters, *Data Analysis Using SPSS* begins from the stages of data entry and goes on till editing and data visualization. It takes the readers through descriptive statistics, frequency, univariate, bivariate and regression analysis, cross-tabulation, linear models, and non-parametric test procedures. This textbook will act as a helpful companion to students of management, humanities and social sciences, agriculture and life sciences, as well as young research scholars.

Oct-20 | 468 Pages | SAGE Publications Pvt. Ltd

Paperback (9789353883287) | £30.00



Management and Business Research

Seventh Edition

Mark Easterby-Smith, Richard Thorpe, Lena J. Jaspersen and Danat Valizade

Now in its Seventh Edition, this bestselling text continues to provide readers with a clear and comprehensive overview of methods for conducting management and business research. This edition includes: - strengthened coverage of quantitative methods including three completely new chapters, which now support the use of R - up-to-date content on big data, predictive analytics and a dedicated chapter on machine learning - more guidance for students on how to conduct research projects online - a Research Plan Canvas template that assists students to develop and align all elements of their research project - a more comprehensive instructor's manual and accompanying PowerPoints for lecturers that support online delivery. This book is suitable for both undergraduate and postgraduate students studying research methods as part of a business and management course.

Apr-21 | 568 Pages | SAGE Publications Ltd

Paperback (9781529734515) | £41.99



Hardcover (9781529734522) | £130.00





Research Projects for Business & Management Students

Second Edition

Siah Hwee Ang

This second edition of *Research Projects for Business and Management Students* provides students undertaking extended research with a foundation upon which to build their practice. The author sets out each stage of a research project systematically to allow you to follow along and build an understanding of the processes involved in carrying out in depth pieces of research, as well as the functions of commonly used research methods. Conversation boxes throughout will also help situate your learning by providing examples of commonly asked questions, challenges that may occur while you carry out your research and guidance on how to answer them. Professor Siah Hwee Ang is Professor of International Business and Strategy, inaugural Chair in Business in Asia and Director of the NZ's Southeast Asia Centre of Asia-Pacific Excellence at Victoria University of Wellington, New Zealand. PowerPoint Slides are available as a lecturer resource at study.sagepub.com/ang2e

Feb-21 | 386 Pages | SAGE Publications Ltd



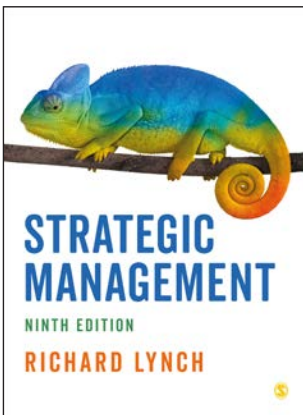
Paperback (9781529709469) | £37.99



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Strategic Management



Strategic Management

Ninth Edition

Richard Lynch

New to SAGE, the 9th edition of this comprehensive core textbook builds on its global perspective and approachable written style, that explores the key concepts within a clear and logical structure. Lynch guides students through 19 chapters, with updated case studies and pedagogy to support the modern business and management student from start to finish. Including: - Learning Outcomes - Case Studies, Strategy Cases & Exhibits - Key Strategic Principles & Definitions - Strategic Project Guide - Critical Reflection & Summary - Questions - Further Reading, Notes & References. Continuous contrast between prescriptive and emergent views of strategy highlights the key debates within the discipline, whilst an emphasis on practice throughout the book features encourages students to turn theory into practice.

Apr-21 | 832 Pages | SAGE Publications Ltd



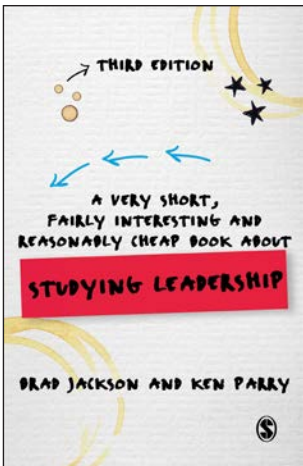
Paperback (9781529758245) | £51.99



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Bestsellers in Business & Management



A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Leadership

Third Edition

Brad Jackson and Ken Parry

Very Short, Fairly Interesting & Cheap Books

An engaging guide through the cacophony of competing perspectives and models of leadership, the new edition includes an expanded discussion of contemporary topics like followership, gender, ethics, authenticity, and leadership and the arts, set against the backdrop of the global financial crisis. Conceived by Chris Grey as an antidote to conventional textbooks, each book in the 'Very Short, Fairly Interesting and Reasonably Cheap' series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way. Suitable for students of leadership, professionals working in organizations and anyone curious about the workings of leadership.

May-18 | 200 Pages | SAGE Publications Ltd

Paperback (9781446273784) | £15.99



Hardcover (9781446273777) | £49.99



A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Organizations

Fourth Edition

Chris Grey

Very Short, Fairly Interesting & Cheap Books

The Fourth Edition of Studying Organizations explains the unfolding consequences for organizations of the global financial and economic crisis, has been updated with examples from the biggest recent news events, and incorporates the latest research studies and up-to-date statistics. Conceived by Chris Grey as an antidote to conventional textbooks, each book in the 'Very Short, Fairly Interesting and Reasonably Cheap' series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way. Suitable for students of organizational studies and management, professionals working in organizations and anyone curious about the workings of organizations. The accompanying regularly updated blog, read by thousands of people worldwide, keeps the book bang up to date: <http://author-chrisgrey.blogspot.co.uk>

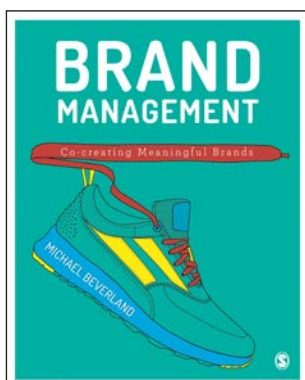
Nov-16 | 192 Pages | SAGE Publications Ltd

Paperback (9781473953468) | £15.99



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Brand Management

Co-creating Meaningful Brands

Michael Beverland

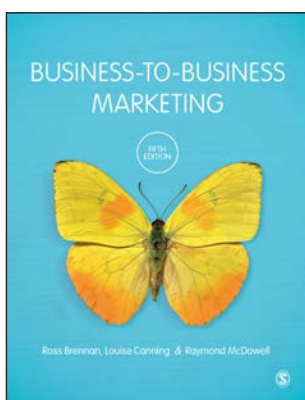
Presenting the basics of brand management, the book provides both a theoretical and practical guide to brands, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. In a world in which social media and inclusive digital platforms have increased customer engagement, the role of brands and branding has changed. The line between the producer and the consumer has become blurred; consumers are no longer the recipients of brand identity, but the co-creators, playing a significant role in shaping new products and systems. To help students better understand the basics of brand management, and the co-creation theory, the book includes a collection of geographically diverse case studies, including: Burger King, Lego, Lynx, Maserati, HSBC and Vegemite. The book is complemented by online resources for lecturers and students, including PowerPoint slides, journal articles, web and video links, and a selection of exclusive videos with a professional brand consultant. Suitable reading for students of branding and brand management modules.

Jan-18 | 416 Pages | SAGE Publications Ltd

Paperback (9781473951983) | £44.99



Hardcover (9781473951976) | £132.00



Business-to-Business Marketing

Fifth Edition

Ross Brennan, Louise Canning and Raymond McDowell

Brennan and Canning cover both the theory and practice of global business-to-business (b2b) marketing from a European perspective, illuminating the subject with a wide range of learning features and case studies. New to the fifth edition: - Coverage throughout of digital transformation and social responsibility in business markets - 'Scenario' boxes which provide reflective decision-based situations for students to think through, helping them prepare for future roles. - Examples and case studies covering ethics and bribery, circular economy, machine learning, artificial intelligence and blockchain to reflect developments in the b2b marketing environment - Further and updated company content, including brands such as Barry Callebaut, Embraer, Flokk, Givaudan, ING, Ingersoll Rand and Pret-a-Manger - Updated online resources, including author-selected SAGE journal articles and videos supporting each chapter.

Apr-20 | 424 Pages | SAGE Publications Ltd

Paperback (9781526494399) | £48.99



Hardcover (9781526494405) | £130.00



Consumer Behaviour

Fourth Edition

Zubin Sethna and Jim Blythe

Informal yet academically rigorous in style, this fun textbook focuses on examples of international consumer behaviour in action, and provides open access online resources to encourage student engagement and understanding. The book strikes a balance between sociological and psychological aspects of consumer behavior and features coverage of social media, digital consumption and up to date marketing practice. Suitable reading for undergraduate marketing students studying consumer behavior, international consumer behaviour and buyer behavior.

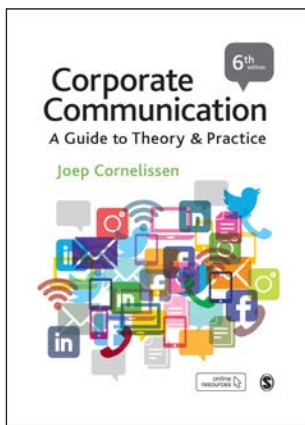
Mar-19 | 576 Pages | SAGE Publications Ltd

Paperback (9781526450012) | £44.99



Hardcover (9781526450005) | £126.00





Corporate Communication

A Guide to Theory and Practice

Sixth Edition

Joep Cornelissen

The Sixth Edition of *Corporate Communication: A Guide to Theory and Practice* continues to be the market leading text in its field, having been fully revised by the author to reflect new trends and developments in social media and to capture emergent topics such as CEO activism and corporate character and purpose. New to This Edition: A revised chapter on comm's in the rapidly changing media landscape, incorporating new technologies and social media. Deeper coverage of key topics such as employee, crisis, and leadership communication alongside sustainability. New case studies with reflective questions to highlight the broad application of corporate communications. Corporations featured include: Apple, Facebook, Gillette, Lenovo and Nestle;. *Corporate Communication* is essential reading for students studying *Corporate Communication, Organizational Communication, Strategic Communication, PR and Marketing Communications*, as well as a valuable resource for reflective practitioners. It continues to be supported by comprehensive and fully updated online resources.

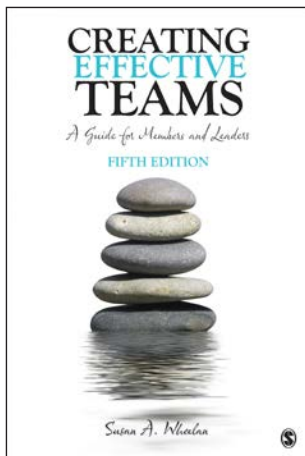


Jan-20 | 336 Pages | SAGE Publications Ltd

Paperback (9781526491978) | £43.99



Hardcover (9781526491985) | £130.00



Creating Effective Teams

A Guide for Members and Leaders

Fifth Edition

Susan A. Wheelan

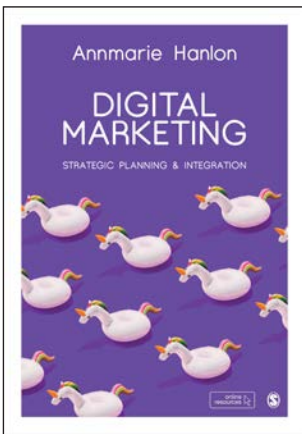
Based on the author's many years of consulting experience with teams in the public and private sectors, *Creating Effective Teams: A Guide for Members and Leaders* describes why teams are important, how they function, and what makes them productive. Susan A. Wheelan covers in depth the four stages of a team—forming, storming, norming, and performing—clearly illustrating the developmental nature of teams and describing what happens in each stage. Separate chapters are devoted to the responsibilities of team leaders and team members. Problems that occur frequently in groups are highlighted, followed by what-you-can-do sections that offer specific advice. Real-life examples and questionnaires are used throughout the book, giving readers the opportunity for self-evaluation.



Feb-15 | 168 Pages | SAGE Publications, Inc

Paperback (9781483346120) | £45.99





Digital Marketing

Strategic Planning & Integration

Annmarie Hanlon

An unbiased approach to the latest digital marketing models, offering students and practitioners a range of tools to implement in their digital marketing planning and strategy. Covering all aspects of digital marketing planning, and the latest digital marketing models, the book aims to provide a roadmap for a digital marketing journey. As such, its structure maps against the development of a digital marketing plan and concludes with a ready-made digital marketing plan template to download and adapt. In addition to this, the content is supported by case examples from real-world organizations, and a number of features throughout the chapters: - Smartphone sixty seconds features in every chapter, to evaluate influencers in relation to the topic covered. - Digital tool boxes introduce professional tools (for example how Google shares its aggregate data to inform marketers about shopping insights, trends and benchmarks. - Ethical insights provide a reflective and challenging look at social issues and the negative sides to marketing. The book is complemented by online resources for both instructors and students, these include PowerPoint slides, an instructor's guide, exercises and activities relating to each chapter, digital marketing planning documents, digital marketing model templates, quizzes, annotated recommended video links, links to free online tools and SAGE journal article recommendations. Suitable for digital and e-marketing courses on marketing and advertising degrees as well as professional courses for anyone interested in gaining a holistic understanding of digital marketing.

Jan-19 | 416 Pages | SAGE Publications Ltd

Paperback (9781526426673) | £39.99



Hardcover (9781526426666) | £126.00



Direct, Digital & Data-Driven Marketing

Fifth Edition

Lisa Spiller

In this latest edition of her classic text, Lisa Spiller takes an insightful, in-depth look at contemporary marketing concepts, tactics, and techniques and the dynamic innovations that continue to drive and shape this multi-faceted, multi-dimensional field. Direct, Digital, and Data-Driven Marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing. But it does not overlook the traditional principles of direct marketing still relevant today. This book examines the field both as it once was and as it is evolving. With plenty of learning features online resources, the Fifth Edition provides an engaging journey, which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic.

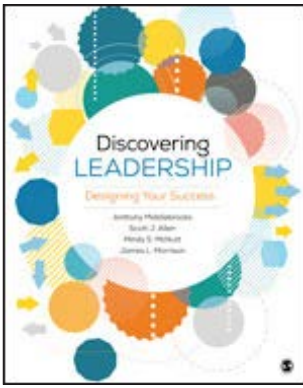
Jan-20 | 784 Pages | SAGE Publications Ltd

Paperback (9781529708172) | £49.99



Hardcover (9781529708189) | £120.00





Discovering Leadership

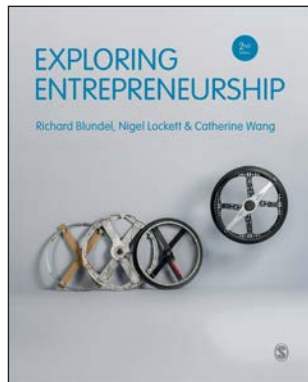
Designing Your Success

Anthony Middlebrooks, Scott J. Allen, Mindy S. McNutt and James L. Morrison

An introductory leadership textbook that guides students through the concept of leadership by design, a theory that involves planning each step of their leadership development, focusing on practical skills and valuable attributes that will maximize their leadership success now and into the future. Organized around five major design challenges, each challenge is explored in a stand-alone module. Students begin the leadership journey with themselves, understanding their own strengths, styles, and skills. The text moves on to relationships, exploring how leadership is a process that involves values, decision-making, motivation, and power. A module on others' success unpacks the most effective practices of leadership and management, this is followed by a module on leading culture, teams, and community, before concluding with a section on how leaders can create lasting, positive change. The book covers foundational leadership topics with a strong emphasis on skill building and helping develop CORE competencies: confidence, optimism, resiliency, and engagement. Students are encouraged to develop these skills through experiential learning, with multiple features in each chapter such as reflective and scenario-based exercises, and case studies of internationally recognized companies like Amazon and Proctor & Gamble, along with interviews with Fortune 5 Company CEOs. There are online resources for instructors and students, which include: Test bank, PowerPoint slides, an instructor manual, teaching tips, answers to in-text questions, multimedia resources, quiz questions, and flashcards. Suitable reading for first and second year undergraduates on Leadership, Introduction to Leadership, and Leading Organizations courses

Jan-19 | 504 Pages | SAGE Publications, Inc

Paperback (9781506336824) | £65.00



Exploring Entrepreneurship

Second Edition

Richard Blundel, Nigel Lockett and Catherine Wang

A detailed and critical analysis of the multiple types of entrepreneurship, helping students to understand the practical skills and theoretical concepts needed to create their very own entrepreneurial venture. Split into two parts, the book provides an even balance between theory and practice. Part 1 covers the practical activities involved in new entrepreneurial ventures, and Part 2 uses the latest research to explore entrepreneurship from different perspectives. The second edition features a new author, Catherine Wang, who brings specialist knowledge in entrepreneurial learning, ethnic minority entrepreneurship and international entrepreneurship. There are new chapters on the Varieties of Entrepreneurship, including social entrepreneurship (not-for-profit) and Intrapreneurship (employees within organizations) and Entrepreneurial Learning, which explores how entrepreneurs hone and develop their thinking. There is also a collection of new international case studies, including Dyson, Facebook, Made.com, and examples of entrepreneurship in China and Ghana. The book is complemented by a companion website featuring online resources for instructors and students, including PowerPoint Slides, additional mini case studies, multiple choice questions, video links, and revision tips. Suitable reading for students taking modules in Entrepreneurship or New venture creation at upper undergraduate and postgraduate levels.

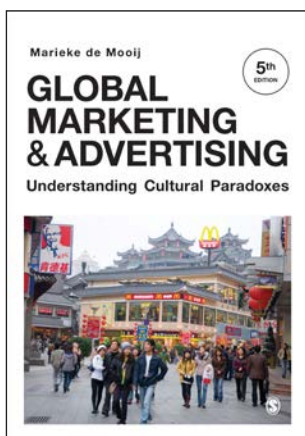
Oct-17 | 480 Pages | SAGE Publications Ltd

Paperback (9781473948075) | £49.99



Hardcover (9781473948068) | £139.00





Global Marketing and Advertising

Understanding Cultural Paradoxes

Fifth Edition

Marieke de Mooij

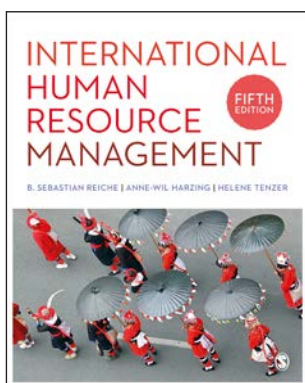
Packed with cultural, company, and country examples, this book offers a mix of theory and practical applications covering globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications. The author helps define cross cultural segments to better target consumers across cultures and features content on how culture affects strategic issues, such as the company's mission statement, brand positioning strategy, and marketing communications strategy. It also demonstrates the centrality of value paradoxes to cross cultural marketing communications, and uses the Hofstede model to help readers see how their understanding of cultural relationships in one country/region can be extended to other countries/regions.

Oct-18 | 512 Pages | SAGE Publications Ltd

Paperback (9781544318141) | £53.00



Hardcover (9781544318134) | £132.00



International Human Resource Management

Fifth Edition

Edited by B. Sebastian Reiche, Anne-Wil Harzing and Helene Tenzer

Used by over 25,000, students across 13 countries, this bestselling text, written by leading international experts in each topic, retains its critical edge, academic rigour and breadth of coverage in the new fifth edition. The new edition reflects the contemporary debates and emerging issues in the field of International HRM, supplementing classic theories and models with recent research and international developments. Divided into three parts, the first section looks at the ways of thinking about IHRM theory and practice; the second section deals with multinational companies and how they manage their workforce around the world; the final section looks at both traditional and newer approaches to IHRM policies and practices. A selection of up-to-date examples from across the globe are used to support the text, including Uber's regulatory challenges across Europe, the gig economy, employment rights after Brexit, health insurance for part-timers in the US and EU, attracting and retaining 'millennials', the world's happiest and unhappiest countries, and CSR in Hong Kong. The book is complemented by free online resources for lecturers and students, including PowerPoint slides, additional case studies, SAGE video clips with critical thinking questions, free SAGE journal articles for every chapter, annotated useful weblinks, and suggested answers to self-assessment questions. Suitable reading for upper-undergraduate and masters level students on IHRM modules.

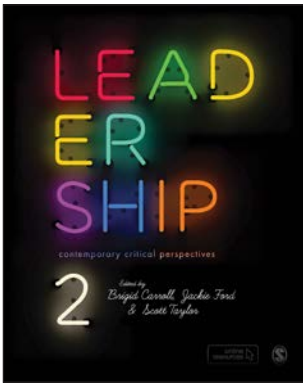
Oct-18 | 640 Pages | SAGE Publications Ltd

Paperback (9781526426970) | £43.99



Hardcover (9781526426963) | £132.00





Leadership

Contemporary Critical Perspectives

Second Edition

Edited by **Brigid Carroll, Jackie Ford and Scott Taylor**

Written from a global and critical perspective with a diverse range of cases and examples throughout, this is an inspiring read for developing leaders operating within global and multicultural work settings. 'Power' is taken as central theme for this book, opening up discussion about issues that are often neglected in leadership texts i.e. fairness, equity, justice, resistance, conflict, emancipation, oppression, rationality, politics, globalization, the natural environment, and knowledge. The book is complemented by a range of online resources including PowerPoint slides, videos of the book's authors providing an overview of the chapter and discussing why the topic is important, access to journal articles discussed in the book, and links to additional relevant material.

Mar-19 | 384 Pages | SAGE Publications Ltd

Paperback (9781526425829) | £41.99



Hardcover (9781526425812) | £126.00



Managing Change, Creativity and Innovation

Third Edition

Patrick Dawson and Constantine Andriopoulos

A fresh approach to managing organizational change by looking at it as complex, dynamic and messy as opposed to a series of neat, linear stages and processes leading to success. Key to the approach is the idea that change, creativity and innovation all overlap and interconnect rather than being three separate areas of study and that managing the three together is central to organizations having the competitive edge in developing new technologies and techniques, products and services. The book continues to offer practical guidelines as well as a theoretical understanding of change, creativity and innovation. It delivers an equal balance of critical perspectives and sound ideas for organizational change and development and presents the idea that change can be proactive, driven by creativity and innovation. The new edition includes additional change management content including learning, personal change, managing the self, employability, developments in conventional Organizational Development and new emergent forms including appreciative inquiry. Along with a series of rich international case studies, including TNT Australia, Amazon, Leeds Rhinos, Jerusalem Paints, Alpha Pro Pump and KPMG. It is supported by a range of learning and revision aids including reflective exercises, review and discussion questions and hands-on research tasks. All of which help students to reflect on the material covered and provide a source for more open group discussion and debate. A companion website accompanies the book, with additional material including PowerPoint slides for lecturers and video links and access to SAGE journal articles for Students. Suitable for upper-level undergraduates and postgraduate students.

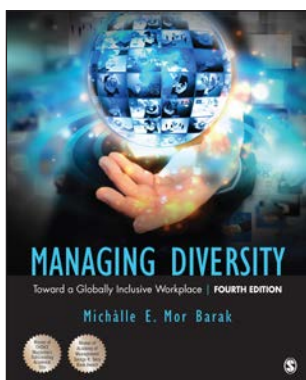
Mar-17 | 664 Pages | SAGE Publications Ltd

Paperback (9781473964280) | £46.99



Hardcover (9781473964273) | £139.00





Managing Diversity

Toward a Globally Inclusive Workplace

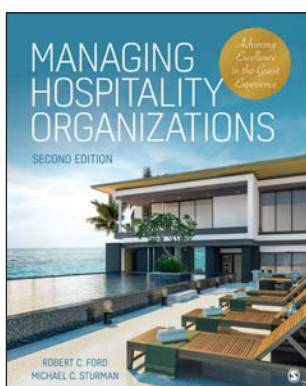
Fourth Edition

Michalle E. Mor Barak

Successful management of our increasingly diverse workforce is one of the most important challenges facing organizations today. In the Fourth Edition of her award-winning text, *Managing Diversity*, author Michalle E. Mor Barak argues that inclusion is the key to unleashing the potential embedded in a multicultural workforce. This thoroughly updated new edition includes the latest research, statistics, policy, and case examples. A new chapter on inclusive leadership explores the diversity paradox and unpacks how leaders can leverage diversity to increase innovation and creativity for competitive advantage. A new chapter devoted to "Practical Steps for Creating an Inclusive Workplace" presents a four-stage intervention and implementation model with accompanying scales that can be used to assess inclusion in the workplace, making this the most practical edition ever.

Nov-16 | 416 Pages | SAGE Publications, Inc

Paperback (9781483386126) | £77.00



Managing Hospitality Organizations

Achieving Excellence in the Guest Experience

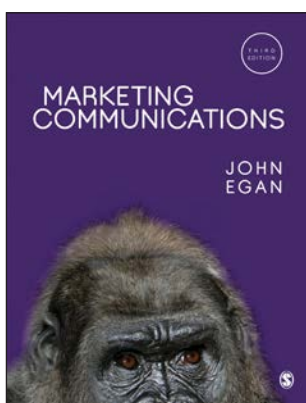
Second Edition

Robert C. Ford and Michael C. Sturman

Prepares students for a future career in hospitality management by outlining the key skills needed to become a successful manager in the service industry, with a particular emphasis on ensuring managers provide guests with a high-quality customer experience. The book breaks hospitality management down into core principles, with each chapter focusing on a specific factor, including strategy, staffing and systems. All of which are supported by practical advice, examples, and Wow! Boxes, which provide evidence of best practice in service-sector organizations, including Walt Disney, Southwest Airlines, and The Four Seasons. The new edition reflects the latest changes in the service industry and newer developments related to sustainability and technology. There is also an outline of the framework needed to motivate employees to provide exceptional service, and how to create a culture that consistently delivers a top quality customer experience. The book is supported by online resources for instructors and students, including: Test Bank, PowerPoint slides, an Instructor's Manual, Multimedia, Exercises and Assignments, Sample Syllabi, Flashcards, and Quizzes. Ideal reading for undergraduate students on Hospitality Management and Hotel Management courses.

Jan-19 | 576 Pages | SAGE Publications, Inc

Paperback (9781544321509) | £96.00



Marketing Communications

Third Edition

John Egan

John Egan draws on both his industry and academic background to explain the why as well as the how of marketing communications. The book takes an industry-driven approach which provides all the theories in the context of application and from a real world perspective. It also uses accessible, straight-forward language and all content is supported by a collection of learning features. New to this edition: - New chapters on Digital Marketing and Analytics and Social Media Marketing - Strong focus on marketing communications analytics - Update of examples, case studies and references. Online resources for both instructors and students complement the book. Suitable for marketing students taking a Marketing Communications module as part of their Marketing degree.

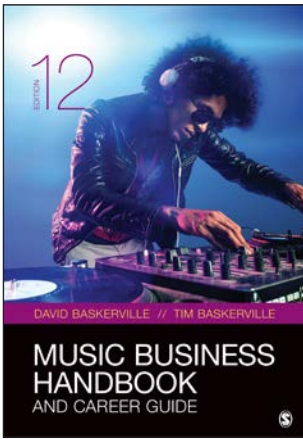
Dec-19 | 416 Pages | SAGE Publications Ltd

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Hardcover (9781526446886) | £126.00





Music Business Handbook and Career Guide

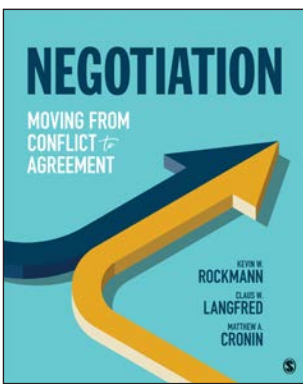
12th Edition

David Baskerville and Tim Baskerville

The Twelfth Edition of this powerhouse best-selling text maintains its tradition as the most comprehensive, up-to-date guide to the music industry in all of its diversity. Readers new to the music business and seasoned professionals alike will find David and Tim Baskerville's handbook the go-to source, regardless of their specialty within the music field. Music Business Handbook and Career Guide is ideal for introductory courses such as Introduction to the Music Business, Music and Media, and other survey courses as well as more specialized courses such as the record industry, music careers, artist management, and more.

Feb-19 | 632 Pages | SAGE Publications, Inc

Paperback (9781544341200) | £77.00



Negotiation

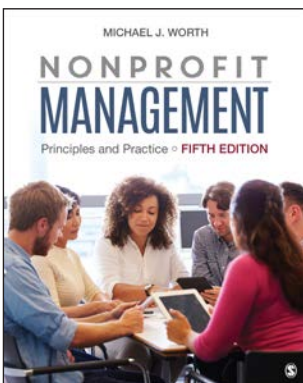
Moving From Conflict to Agreement

Kevin W. Rockmann, Claus W. Langfred and Matthew A. Cronin

Negotiation: Moving From Conflict to Agreement helps students see how negotiation is all around them. Using every day and business examples, authors Kevin W. Rockmann, Claus W. Langfred, and Matthew A. Cronin explain how to negotiate with an emphasis on when and why to use certain tactics and approach. Focusing on the psychology of negotiation levers such as reciprocity, uncertainty, power, and alternatives, the text helps students understand all the ways they can negotiate to create value. Packed with practical advice, integrated coverage of ethics, cases, and role-playing exercises, this compelling new text takes an applied approach to negotiation, allowing students to gain confidence and experience as they practice honing their own negotiation skills.

Apr-20 | 400 Pages | SAGE Publications, Inc

Paperback (9781544320441) | £77.00



Nonprofit Management

Principles and Practice

Fifth Edition

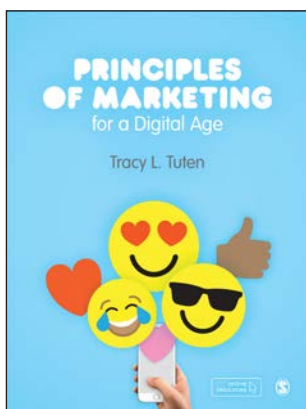
Michael J. Worth

Michael J. Worth's student-friendly best-seller, Nonprofit Management: Principles and Practice, Fifth Edition, provides a broad, insightful overview of key topics affecting governance and management of nonprofit organizations. Worth covers the scope and structure of the nonprofit sector, leadership of nonprofits, managing the nonprofit organization, fundraising, earned income strategies, financial management, nonprofit lobbying and advocacy, managing international and global organizations, and social entrepreneurship. Written specifically for students, this applied text balances research, theory, and practitioner literature with current cases, timely examples, and the most recent data available.

Jan-19 | 576 Pages | CQ Press

Paperback (9781506396866) | £96.00





Principles of Marketing for a Digital Age

Tracy L. Tuten

Student-led in its design and development, the book incorporates digital marketing as central to what marketers do, and combines quality examples, assessment and online resources to support the teaching and learning of introductory marketing in a digital age. The author integrates digital and social media marketing throughout the chapters and through student involvement in the development of it, the text has been made to be approachable and to appeal to students, with infographics, numerous images, and an engaging writing style. It facilitates the “flipped” approach to classroom teaching and is supported by a number of features and activities in every chapter, encouraging students to undertake course reading, class participation and revision. It includes case studies from global companies such as Nutella, Google, L’Oreal, Netflix, Airbnb, BirchBox, Uber, FitBit, Visit California and Coca-Cola. It also takes a social view of marketing, featuring cases tied to the UN’s PRME initiative to aid students in becoming sustainably-minded individuals. The book is complemented by online instructor resources, including chapter-specific PowerPoint slides, an instructor manual, flipped classroom activities, as well as open access multiple choice questions (with solutions), videos, case studies, weblinks, a glossary and SAGE journal articles for students.

Dec-19 | 496 Pages | SAGE Publications Ltd

Paperback (9781526423344) | £46.99



Hardcover (9781526423337) | £137.00



Qualitative Research in Business and Management

Third Edition

Michael D Myers

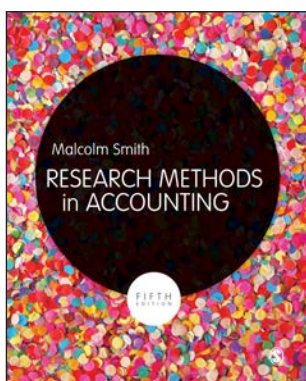
This accessible and expansive, yet remarkably concise textbook is designed to help readers with their research project. As well as guiding them through the key methods of collecting and analysing qualitative data, this book provides invaluable information on writing up their research and how to get published. Now in its third edition, Qualitative Research in Business and Management has been fully updated to include a range of recent examples of aspects of qualitative research in action, and a new look at the methods and ethics of using social media data.

Nov-19 | 364 Pages | SAGE Publications Ltd

Paperback (9781473912335) | £37.99



Hardcover (9781473912328) | £116.00



Research Methods in Accounting

Fifth Edition

Malcolm Smith

Designed to help accounting students and researchers make the most appropriate choice of method and strategy in the development of their research projects. This fifth edition features extended coverage of: Content analysis, Online sources, Mixed-methods research and Impression management. It includes new sections dedicated to: Social media impact on research, Big Data Analytics, Endogeneity issues in regression analysis, Benford’s Law as a forensic tool, Readability studies and Whistleblowing research.

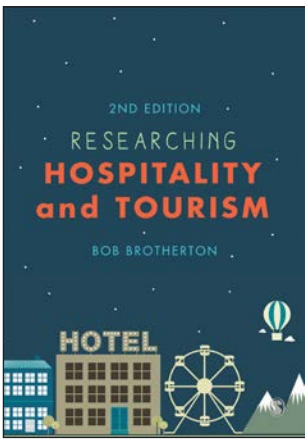
Nov-19 | 352 Pages | SAGE Publications Ltd

Paperback (9781526490674) | £43.99



Hardcover (9781526490681) | £126.00





Researching Hospitality and Tourism

Second Edition

Bob Brotherton

Bob Brotherton offers an uncluttered guide to the key concepts and essential research techniques in hospitality and tourism. By providing an authoritative introduction, students are taken through the issues and decisions that need to be considered to conceive, plan, conduct and write up a research project. With updates to every chapter and an array of practical examples, this new edition takes students step-by-step through each decision and action stage of the research process, from identifying a topic and formulating the research question to carrying out research and analysing findings. A companion website will provide a host of student resources including links to video and web resources, suggested further reading, free to download journal articles, and test questions for each chapter.

Aug-15 | 336 Pages | SAGE Publications Ltd

Paperback (9781446287552) | £32.99



Hardcover (9781446287545) | £103.00



Social Media Marketing

Third Edition

Tracy L. Tuten and Michael R. Solomon

****Winner of the TAA 2017 Textbook Excellence Award**** "Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users." TAA Judges Panel Social Media Marketing was the first textbook to cover this vital subject and has quickly become the market leader. It melds essential theory with practical application and covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications, and harnessing social media data to yield consumer insights. The authors outline the 'four zones' of social media that marketers can use to help achieve their strategic objectives: 1. Community 2. Publishing 3. Entertainment 4. Commerce The new third edition has been extensively updated to include new content on tactical planning and execution and coverage of the latest research within social media marketing. Expanded new case studies and examples including Facebook, Instagram, Twitter and Snapchat are discussed in relation to globally recognized brands such as Pokemon Go, Nike, Amazon Kindle and Lady Gaga. The book is complemented by a companion website that offers valuable additional resources for both instructors and students, including author videos discussing key social media marketing ideas and concepts, author-selected YouTube video playlists, additional case studies, further weblinks, PowerPoint slides and Testbank. Suitable for modules and courses on social media marketing.

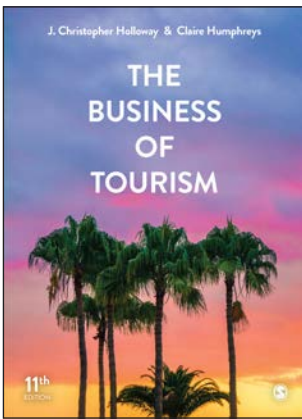
Nov-17 | 448 Pages | SAGE Publications Ltd

Paperback (9781526423870) | £52.00



Hardcover (9781526423863) | £139.00





The Business of Tourism

11th Edition

J. Christopher Holloway and Claire Humphreys

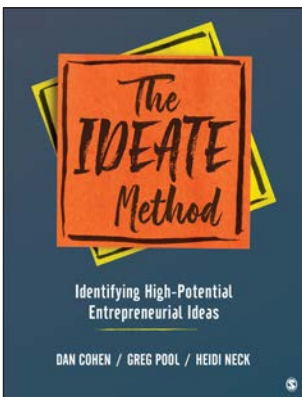
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