Business & Management, with Media & Communication

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Subject: Business & Management (General)
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Hardcover • 9781529743791 • 576pp
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Examining contemporary issues of gender, culture and ethics, this concise and highly practical textbook covers the essential, need-to-know theories required by current and future leaders.

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Category: Core Textbook
Paperback • 9781529793420 • 208pp
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Peter G. Northouse

Peter G. Northhouse’s Introduction to Leadership: Concepts and Practice provides readers with a clear, concise overview of the complexities of practicing leadership and concrete strategies for becoming better leaders.

Subject: Leadership
Category: Core Textbook
Paperback • 9781071808054
5th edition • Feb-20 • £49.99
SAGE Publications, Inc

LEADERSHIP A Critical Text
Simon Western

A much loved, highly regarded Leadership text which provides a refreshing counterpoint to traditional textbooks. It is not a typical textbook but rather presents a new framework for understanding leadership.

Readership: Suitable for students taking Leadership modules across the social sciences but especially on Business and Management & Health and Social Care degrees.

Subject: Leadership
Category: Core Textbook
Paperback • 9781526459527 • 456pp
3rd edition • Apr-19 • £40.99
SAGE Publications Ltd

BUSINESS WRITING TODAY A Practical Guide
Natalie Canavor

Business Writing Today, Third Edition, provides a step-by-step framework to help the reader better understand the business world and to communicate effectively in today’s highly competitive work environment.

Subject: Management Communication
Category: Core Textbook
Paperback • 9781544327376 • 376pp
3rd edition • Jun-18 • £34.99
SAGE Publications, Inc

BUILDING LEADERSHIP CHARACTER
Amy Newman

Using a storytelling approach and real-world cases to explore different dimensions of leadership character, this text encourages the reader to think critically, helping them to develop their character, emotional intelligence and leadership skills.

Subject: Leadership
Category: Supplementary Textbook
Paperback • 9781544307855 • 288pp
1st edition • Jun-18 • £34.99
SAGE Publications Ltd

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING LEADERSHIP
Brad Jackson, Ken Parry

The First Edition of this popular and acclaimed book guided students through the cacophony of competing perspectives and models of leadership. The new edition includes an expanded discussion of hot topics like followership, gender, ethics, authenticity and leadership and the arts set against the backdrop of the global financial crisis.

Readership: Suitable for students of leadership, professionals working in organizations and anyone curious about the workings of leadership.

Subject: Leadership
Category: Student Reference
Paperback • 9781446273784 • 200pp
3rd edition • May-18 • £15.99
SAGE Publications Ltd
THE SAGE HANDBOOK OF CONTEMPORARY CROSS-CULTURAL MANAGEMENT
Betina Szkudlarek, Laurence Romani, Dan V. Caprar, Joyce S. Osland

This Handbook presents a comprehensive and contemporary compendium of the field of cross-cultural management (CCM) examining emerging topics such as bi/multi-culturalism, migration, religion and more, all considered from a global perspective.

Readership: Students of cross-cultural or international management and business.
Subject: Managing Across Cultures/ Cultural Diversity
Category: College Handbooks
Hardcover • 9781526441324 • 600pp
1st edition • Jun-20 • £120.00
SAGE Publications Ltd

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT CROSS-CULTURAL MANAGEMENT
Jasmin Mahadevan

This book takes a critical, power-sensitive and culturally-aware perspective that moves beyond the paradigms debate, placing greater emphasis on the holistic nature of culture and its managerial consequences and taking into account the diversity and multiple identities apparent in cross-cultural management.

Readership: Suitable for students of cross-cultural management, human resource management or workplace diversity and professionals working in organizations and intercultural training.
Subject: Managing Across Cultures/ Cultural Diversity
Category: Student Reference
Paperback • 9781473948242 • 168pp
1st edition • Jun-17 • £15.99
SAGE Publications Ltd

CROSS-CULTURAL MANAGEMENT
An Introduction
David C. Thomas, J. H. “Kerr” Inkson

Cross-Cultural Management: An Introduction offers students a hands-on approach to cross-cultural management that they can apply to a wide variety of organizational contexts.

Subject: Managing Across Cultures/ Cultural Diversity
Category: Core Textbook
Paperback • 9781071800027 • 336pp
1st edition • May-21 • £81.00
SAGE Publications, Inc

THE SAGE HANDBOOK OF SERVICE-DOMINANT LOGIC
Steve Vargo, Robert F. Lusch

The SAGE Handbook of Service-Dominant Logic, edited by Robert Lusch and Stephen Vargo, is an authoritative guide to scholars across disciplines who are conducting or wish to conduct research on S-D logic.

Readership: An essential reference text for scholars, students, consultants and advanced practitioners across a wide range of business & management practices and academic disciplines.
Subject: Marketing (General)
Category: College Handbooks
Hardcover • 9781526402837 • 800pp
1st edition • Nov-18 • £130.00
SAGE Publications Ltd

INTERCULTURAL MANAGEMENT
Concepts, Practice, Critical Reflection
Dirk Holtbrugge

This textbook explores the reasons for intercultural differences and their effects on the behavior of individuals and organizations within the context of management.

Readership: This textbook is essential reading for students taking university courses related to intercultural management.
Subject: Managing Across Cultures/ Cultural Diversity
Category: Core Textbook
Paperback • 9781529789744 • 416pp
1st edition • Mar-22 • £44.99
SAGE Publications Ltd

THE NEW MARKETING
How to Win in the Digital Age
Cheryl Burgess, Mark Burgess

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 the GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation.

Readership: For MBA students and marketing practitioners.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781526490100 • 288pp
1st edition • Aug-20 • £31.99
SAGE Publications Ltd
STRATEGIC SOCIAL MARKETING
For Behaviour and Social Change
Jeff French, Ross Gordon

Adopting an international approach and offering a broader context to social marketing, this Second Edition presents social marketing principles in a strategic, critical and reflexive way, illustrating the value of applying marketing to solve social problems.

Readership: For students of Social/Not-for-Profit Marketing and Public Policy.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781526446046 • 576pp
2nd edition • Nov-19 • £46.99
SAGE Publications Ltd

FASHION & LUXURY MARKETING
Michael R. Solomon, Mona Mrad

Written by marketing experts, this authoritative and comprehensive full-colour textbook provides students with an overview of the global fashion industry and fashion marketing, strategy, branding, communications, retailing and distribution, as well as the psychological factors involved in consuming fashion and luxury.

Readership: Suitable for Fashion Marketing/ Fashion Consumer Behaviour modules as well as a general text for Fashion Marketing programmes. The text will also appeal to Luxury programmes (MBA etc) and Retail Marketing modules (UG).
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781526419255 • 408pp
1st edition • Apr-22 • £49.99
SAGE Publications Ltd

DIRECT, DIGITAL & DATA-DRIVEN MARKETING
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.

Readership: Upper undergraduate to early postgraduate business students.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781529708172 • 784pp
5th edition • Jan-20 • £49.99
SAGE Publications Ltd

MARKETING
An Introduction
Rosalind Masterson, Nichola Phillips, David Pickton

This highly accessible Fifth Edition continues to open windows to the world of marketing, with cases that are vibrant and engaged, links that allow students to explore topics in more detail and content to encourage them to relate theory to practice.

Readership: Suitable as core reading for undergraduate marketing students.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781526494573 • 560pp
5th edition • Feb-21 • £49.99
SAGE Publications Ltd

SUSTAINABLE MARKETING
A Holistic Approach
Mark Peterson

Dissecting the interplay between marketing and society, Peterson encourages us to critically assess the demand for businesses to engage with sustainability guidelines and environmental concerns while remaining profitable.

Readership: Business & Management students typically at postgraduate or late undergraduate level, who are looking into sustainable marketing.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781526494634 • 440pp
1st edition • May-21 • £46.99
SAGE Publications Ltd

PRINCIPLES OF MARKETING FOR A DIGITAL AGE
Tracy L. Tuten

This book was truly student-led in its design and development, and it incorporates digital marketing as central to what marketers do. It’s a total package of resources, that combines quality examples, assessment and online resources to support the teaching and learning of introductory marketing modules in a digital age.

Readership: Suitable for introductory courses to Marketing, including Principles of Marketing or Introduction to Marketing modules.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781526423344 • 496pp
1st edition • Dec-19 • £47.99
SAGE Publications Ltd
SENSORY MARKETING
An Introduction
Bertil Hultén
Authored by Bertil Hultén, one of the world’s leading professors of sensory marketing, this text brilliantly explains the techniques through which a sensory experience can be created to surround a consumer, not only to increase the chance of an immediate sale but perceptions of the product which play into a customer’s return and brand loyalty for the future.

Readership: Undergraduate and postgraduate marketing students looking to specialize in sensory marketing.
Subject: Marketing (General)
Category: Supplementary Textbook
Paperback • 9781526423252 • 240pp
1st edition • May-20 • £37.99
SAGE Publications Ltd

THE SAGE HANDBOOK OF MARKETING ETHICS
Lynne Eagle, Stephan Dahl, Patrick De Pelsmacker, Charles R. Taylor
This new Handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions.

Readership: This Handbook is intended for students, researchers and employers specializing in marketing.
Subject: Marketing Ethics
Category: College Handbooks
Hardcover • 9781529709292 • 576pp
1st edition • Oct-20 • £120.00
SAGE Publications Ltd

MARKETING COMMUNICATIONS
John Egan
John Egan draws on both his industry and academic background to explain the why as well as the how of marketing communications.

Readership: Suitable for marketing students taking a Marketing Communications module as part of their Marketing degree.
Subject: Marketing Communications
Category: Core Textbook
Paperback • 9781526446893 • 416pp
3rd edition • Dec-19 • £47.99
SAGE Publications Ltd

ORGANIZATION DESIGN
Creating Strategic & Agile Organizations
Donald L. Anderson
Structured around Galbraith’s Star Model™, Organization Design: Creating Strategic & Agile Organizations prepares students to make smart strategic decisions when designing and redesigning organizations.

Readership: Organization Design and Development
Category: Core Textbook
Paperback • 9781506349275 • 352pp
1st edition • Oct-18 • £67.00
SAGE Publications, Inc

MARKETING COMMUNICATIONS
Objectives, Strategy, Tactics
John R Rossiter, Larry Percy, Lars Bergkvist
Uniting industry experience with academic expertise, the authors combine marketing communications and advertising with the branding perspective to provide students with a practical planning system and a seven-step approach enabling them to create a consistent and comprehensive marketing plan.

Readership: Suitable for Marketing Communications and Advertising & Promotion modules at UG and PG levels.
Subject: Marketing Communications
Category: Core Textbook
Paperback • 9781526438652 • 584pp
1st edition • Sep-18 • £49.99
SAGE Publications Ltd

ORGANIZATION DEVELOPMENT - INTERNATIONAL STUDENT EDITION
The Process of Leading Organizational Change
Donald L. Anderson
Offering a comprehensive look at individual, team and organizational change, this Fifth Edition incorporates theory, research and consulting techniques for both traditional organization development practices and newly adapted strategies for change.

Readership: Organization Design and Development
Category: Core Textbook
Paperback • 9781544372235
5th edition • Dec-19 • £79.00
SAGE Publications, Inc
THE SAGE HANDBOOK OF ORGANIZATIONAL INSTITUTIONALISM
Royston Greenwood, Christine Oliver, Thomas B. Lawrence, Renate E. Meyer

The Second Edition of the bestselling The SAGE Handbook of Organizational Institutionalism has been thoroughly revised with new chapters added, bringing together extensive coverage of aspects of Institutional Theory.

*Readership*: Academics, researchers and students interested in organization studies.

*Subject*: Organization Studies (General)
*Category*: College Handbooks
*Paperback* • 9781529712117 • 928pp
2nd edition • Dec-19 • £60.00
SAGE Publications Ltd

MANAGING AND ORGANIZATIONS PAPERBACK WITH INTERACTIVE EBOOK
An Introduction to Theory and Practice
Stewart R. Clegg, Martin Kornberger, Tyrone S. Pitsis, Matthew Mount

A realist’s guide to management, the authors capture the complex life of organizations, providing not only an account of theories, but also an introduction to their practice with examples from everyday life and culture discussing the key themes and debates along the way.

*Readership*: For students studying Organisational Behaviour, Managing People in Organisations and Introductory Management courses.

*Subject*: Organization Studies (General)
*Category*: Core Textbook
*Paperback & Interactive eBook* • 9781526487964
5th edition • Mar-19 • £55.00
SAGE Publications Ltd

MANAGING CHANGE, CREATIVITY AND INNOVATION
Patrick Dawson, Costas Andriopoulos

With new case studies and examples from across the world and extra content on innovation and technology, this engaging text provides a balance between theory and practice. The new improved online resources offer improved support for tutors, including PowerPoint slides, a new Instructor’s Manual containing case study teaching notes and much, much more.

*Readership*: This book is an ideal core text for Organizational Change or Change Management modules, as well as those focusing on creativity and innovation.

*Subject*: Organization Studies (General)
*Category*: Core Textbook
*Paperback* • 9781529734959 • 608pp
4th edition • May-21 • £48.99
SAGE Publications Ltd

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING ORGANIZATIONS
Chris Grey

Updated throughout with examples from the biggest global news events, including the Trump presidency, cost-cutting at Boeing, working conditions at Sports Direct and the fallout of the Covid-19 pandemic, the Fifth Edition explores contemporary developments in organizations.

*Readership*: This book is ideal for students of organizational studies, management professionals and anyone curious about the workings of organizations.

*Subject*: Organization Studies (General)
*Category*: Supplementary Textbook
*Paperback* • 9781529753721 • 192pp
5th edition • Nov-21 • £15.99
SAGE Publications Ltd

UNDERSTANDING SOCIAL ENTERPRISE
Theory and Practice
Rory Ridley-Duff, Mike Bull

Understanding Social Enterprise explores the growth of social enterprise and entrepreneurship, it’s popularity, global impact, and sustainability. The Third Edition includes new case studies and updates to literature, research, policy and legal references.

*Readership*: For students of Marketing.

*Subject*: Organization Studies (General)
*Category*: Core Textbook
*Paperback* • 9781526457738 • 512pp
3rd edition • Jul-19 • £44.99
SAGE Publications Ltd

THE SAGE HANDBOOK OF ORGANIZATIONAL WELLBEING
Tony Wall, Cary L Cooper, Paula Brough

This Handbook embraces ideas and empirical work from a range of fields including psychology, business and management, economics, and science. Topics covered include: digital working and social media, LGBTQIA+ identifications and work, suicide at work, refugee workers, and mental health.

*Subject*: Organizational Behaviour (General)
*Category*: College Handbooks
*Hardcover* • 9781529704860 • 696pp
1st edition • May-21 • £120.00
SAGE Publications Ltd
**ORGANIZATIONAL BEHAVIOR - INTERNATIONAL STUDENT EDITION**  
A Skill-Building Approach  
Christopher P. Neck, Jeffery Delmas  
Houghton, Emma L. Murray  
Providing insight into organizational behaviour concepts and processes through an interactive skill-building approach, the Second Edition helps students understand why the topic is important and how it applies to them.

**Subject:** Organizational Behaviour (General)  
**Category:** Core Textbook  
**Paperback & Interactive eBook • 9781544371993**  
2nd edition • Feb-19 • £104.00  
SAGE Publications, Inc

**MANAGING CHANGE IN ORGANIZATIONS**  
Stefan Sveningsson, Nadja Sörgärde  
This book explores a broad range of perspectives on change management, encouraging critical reflection and making sense of a complex field of theories. The unique approach is based around three key perspectives of change: how, what and why.

**Readership:** Suitable for upper-level undergraduate and postgraduate students.  
**Subject:** Organizational Behaviour (General)  
**Category:** Core Textbook  
**Paperback • 9781526464446 • 336pp**  
1st edition • Nov-19 • £42.99  
SAGE Publications Ltd

**PERFORMANCE MANAGEMENT SYSTEMS**  
An Experiential Approach  
Arup Varma, Pawan Budhwar  
An experiential and skills-building approach, exploring the realities and complexities of performance management. Cross-cultural cases, review questions and exercises provide students with the practical skills they need to understand how performance management links to business results.

**Readership:** Suitable for Performance Management modules on Human Resource Management, General Management and Organisational Behaviour courses.  
**Subject:** Performance Management  
**Category:** Core Textbook  
**Paperback • 9781473975750 • 224pp**  
1st edition • Oct-19 • £41.99  
SAGE Publications Ltd

**ORGANISATIONAL MISBEHAVIOUR**  
Stephen Ackroyd, Paul Thompson  
From new forms of satirical humour and dissent, workplace bullying and sexual misconduct, to managerial misbehaviour and its consequences, this book explores the latest forms of organisational subversion and offers fresh insights into the underlying dynamics of management and organisational processes.

**Readership:** Suitable for anyone interested in the study of management, work and organisations.  
**Subject:** Organizational Behaviour (General)  
**Category:** Supplementary Textbook  
**Paperback • 9781446299630 • 352pp**  
2nd edition • Feb-22 • £32.99  
SAGE Publications Ltd

**PROJECT MANAGEMENT**  
A Value Creation Approach  
Stewart R. Clegg, Torger Skyttermoen, Anne Live Vaagaasør  
With a focus on value creation, the text takes readers through project management from start to finish.

**Readership:** For students of Management.  
**Subject:** Project Management  
**Category:** Core Textbook  
**Paperback • 9781526494610 • 624pp**  
1st edition • Oct-20 • £49.99  
SAGE Publications Ltd
100 ACTIVITIES FOR TEACHING RESEARCH ETHICS AND INTEGRITY

Catherine Dawson

This practical, user-friendly guide consists of 100 original activities that have been designed to inspire and support educators of research ethics and integrity at undergraduate and postgraduate level.

Readership: Suitable for both experienced and inexperienced lecturers, teachers and support staff of research ethics and integrity at undergraduate and postgraduate level.

Subject: Research Methods for Business & Management (General)
Category: Professional
Paperback • 9781529773958 • 376pp
1st edition • Sep-22 • £40.99
SAGE Publications Ltd

SOCIAL ENTREPRENEURSHIP AND INNOVATION

Carole Carlson

Social Entrepreneurship and Innovation equips students with the theories, models, tools, and templates they need to generate ideas and shape opportunities into impactful social enterprises. Author Carole Carlson uses a variety of real-world examples, cases, and profiles to illustrate how entrepreneurs around the world are changing their communities. Exercises allow students to practice developing their entrepreneurial skillset as they learn the fundamentals of structuring, financing, marketing, and scaling social ventures.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
Paperback • 9781071811597 • 360pp
1st edition • Apr-22 • £58.00
SAGE Publications, Inc

RETAIL MARKETING MANAGEMENT

The 5 Es of Retailing

Dhruv Grewal

A leading Professor of Retail Marketing presents 5 new frames through which students and practitioners can understand and approach the evolving environment of retailing today: Entrepreneurial mindset, Excitement, Education, Experience, and Engagement.

Readership: Suitable for students on retailing modules taught in business schools either as part of a Marketing/management degree or of a dedicated retailing degree programme.

Subject: Retailing
Category: Core Textbook
Paperback • 9781526446855 • 200pp
1st edition • Dec-18 • £34.99
SAGE Publications Ltd

ENTREPRENEURSHIP - INTERNATIONAL STUDENT EDITION

The Practice and Mindset

Heidi Marie Neck, Christopher P. Neck, Emma L. Murray

Entrepreneurship: The Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
Paperback • 9781071808078
2nd edition • Jan-20 • £96.00
SAGE Publications, Inc

ENTREPRENEURIAL MARKETING

A Blueprint for Customer Engagement

Beth L. Goldstein

Entrepreneurial Marketing: A Blueprint for Customer Engagement offers a cutting-edge perspective on how to create a customer-centric, multi-channel marketing program.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
Paperback • 9781544320434 • 376pp
1st edition • May-20 • £34.99
SAGE Publications, Inc

THE IDEATE METHOD

Identifying High-Potential Entrepreneurial Ideas

Daniel A. Cohen, Gregory Arthur Pool, Heidi Marie Neck

Generating new ideas that create substantial value is at the very core of entrepreneurship. The IDEATE Method is an idea generation method empirically proven to help students identify problems, develop creative solutions, and select the most innovative entrepreneurial idea. The authors emphasize the importance of deliberate practice and repetition as they guide students through each phase of the method.

Subject: Small Business/Entrepreneurship
Category: Supplementary Textbook
Paperback • 9781544393247 • 104pp
1st edition • May-20 • £34.99
SAGE Publications, Inc
ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT IN AFRICA

Paschal Anosike

A critical study of how Africa's dependence on the western world has impacted its economic growth and how the knowledge economy and 4th industrial revolution may aid in its future socio-economic growth and prosperity.

Readership: Suitable to be used on business, international entrepreneurship, International Studies, Innovation and Entrepreneurship, International Business, International Development and African Studies courses as well as for researchers, academics and practitioners.

Subject: Small Business/Entrepreneurship
Category: Supplementary Textbook

Social Marketing - International Student Edition

Behavior Change for Social Good

Nancy R. Lee, Philip Kotler

Guiding the reader through designing and implementing memorable social marketing campaigns, this text presents a proven 10-step strategic marketing plan.

Readership: For students taking Social Marketing and Public Sector & Non-Profit Marketing courses.
Subject: Social Marketing
Category: Core Textbook

Supply Chain Management - International Student Edition

Securing a Superior Global Edge

Ray R. Venkataraman, Özgün Caliskan Demirag

With a focus on decision-making and problem-solving, Supply Chain Management: Securing a Superior Global Edge takes an integrated approach to managing supply chains by addressing the critically important areas of globalization, sustainability, and ethics within every chapter.

Readership: For students of Strategy
Subject: Supply Chain Management
Category: Core Textbook

Creating Effective Teams - International Student Edition

A Guide for Members and Leaders

Susan A. Wheelan, Maria Kerlund, 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.

Readership: Teamwork in Organizations
Category: Supplementary Textbook
**WOMEN AND MEN IN MANAGEMENT**
Gary N. Powell

In the Fifth Edition of *Women and Men in Management*, author Gary N. Powell provides a comprehensive survey and review of the literature on gender and organizations. This new edition is more intersectional than ever with expanded coverage of how race and ethnicity, sexual orientation, gender identity and expression, and generational differences intersect with gender in the workplace.

Subject: Women in Management  
Category: Core Textbook  
Paperback • 9781544327433 • 296pp  
5th edition • Aug-18 • £81.00  
SAGE Publications, Inc

**MEDIA AUDIENCES**
*Effects, Users, Institutions, and Power*
John L. Sullivan

*Media Audiences: Effects, Users, Institutions, and Power.* Second Edition explores the concept of media audiences from four broad perspectives: as “victims” of mass media, as market constructions & commodities, as users of media, and as producers & subcultures of mass media.

Subject: Audience Studies  
Category: Core Textbook  
Paperback • 9781506397405 • 368pp  
2nd edition • May-20 • £67.00  
SAGE Publications, Inc

**ADVERTISING CREATIVE**
*Strategy, Copy, and Design*
Thomas B. Altstiel, Jean Marie Grow, Dan Augustine, Joanna L. Jenkins

*Advertising Creative.* Sixth Edition gets right to the point of advertising by stressing key principles and practical information students and working professionals can use.

Subject: Advertising (Analysis)  
Category: Core Textbook  
Paperback • 9781071846650 • 384pp  
6th edition • Aug-22 • £81.00  
SAGE Publications, Inc

**MEDIA, DEMOCRACY AND SOCIAL CHANGE**
*Re-imagining Political Communications*
Aeron Davis, Natalie Fenton, Des Freedman, Gholam Khiabany

A timely and provocative exploration of contemporary political communication from a world-leading author team. In an age of “fake news” and Youtube algorithms it can be tempting to see politics as all mediation, but this book refocuses on the broader contexts or neoliberalism, elites, populism, activism and so on. There’s more to Trump than Twitter.

Readership: Upper undergraduate or postgraduate students and researchers of political communications, media and politics.  
Subject: Communication and Media Studies (General)  
Category: Academic  
Paperback • 9781526456960 • 208pp  
1st edition • Sep-20 • £29.99  
SAGE Publications Ltd

**ADVERTISING CREATIVE - INTERNATIONAL STUDENT EDITION**
*Strategy, Copy, and Design*
Thomas B. Altstiel, Jean Marie Grow, Marcel Jennings

Focusing on the key principles and practical information of advertising that students and working professionals can use, the new edition continues to weave discussion about digital messaging through every chapter.

Subject: Advertising (Analysis)  
Category: Core Textbook  
Paperback • 9781544370381 • 384pp  
5th edition • Jun-19 • £79.00  
SAGE Publications, Inc

**DIGITAL MEDIA INFLUENCE**
*A Cultivation Approach*
Andy Ruddock

Andy Ruddock imparts a theoretically well-rounded analysis of digital media’s effect on us, with pedagogy and case studies that draw the reader in.

Readership: Upper undergraduate or postgraduate media, culture and communications students.  
Subject: Communication and Media Studies (General)  
Category: Academic  
Hardcover • 9781526499226 • 152pp  
1st edition • Mar-20 • £45.00  
SAGE Publications Ltd
CONSUMER ACTIVISM
Promotional Culture and Resistance
Eleftheria J. Lekakis

This book is a comprehensive exploration of the complexities and dilemmas of using the marketplace as an arena for politics. It goes beyond simply buying or boycotting to critically explore how individuals, collectives, corporations and governments do politics with and through consumption.

Subject: Communication and Media Studies (General)
Category: Academic
Paperback • 9781529723090 • 264pp
1st edition • Oct-22 • £27.99
SAGE Publications Ltd

THE DIGITAL DISCONNECT
The Social Causes and Consequences of Digital Inequalities
Ellen Helsper

Ellen Helsper goes beyond questions of digital divides and who's connected or not. She asks why and how social and digital inequalities are linked, as she reveals the tangible outcomes of socio-digital inequalities to everyday lives in an expert exploration of contemporary theory, research and practice in socio-digital inequalities. She makes an urgent call to broaden our horizons, to expand our theoretical and methodological toolkits, and work collectively to achieve a fairer digital future for all.

Readership: Students at all levels from a range of social science backgrounds who are specialising in - or interested in - digital inequality.
Subject: Communication and Media Studies (General)
Category: Academic
Paperback • 9781526463401 • 248pp
1st edition • Feb-21 • £30.99
SAGE Publications Ltd

DATA JUSTICE
Lina Dencik, Arne Hintz, Joanna Redden, Emiliano Treré

Data Justice is a cutting-edge exploration of the power relations that lay at the heart of our datafied lives. It outlines the intricate relationship between datafication and social justice, exploring how societies are, will, and should be affected by data-driven technology and automation.

Subject: Communication and Media Studies (General)
Category: Academic
Paperback • 9781529720945 • 224pp
1st edition • Oct-22 • £27.99
SAGE Publications Ltd

THE SAGE HANDBOOK OF SOCIAL MEDIA
Jean Burgess, Alice Marwick, Thomas Poell

This highly international handbook addresses the most significant research themes, methodological approaches and debates about social media. Leading scholars provide a range of disciplinary perspectives.

Readership: Centred on but extending beyond the social sciences and humanities.
Subject: Communication and Media Studies (General)
Category: College Handbooks
Paperback • 9781526486875 • 662pp
1st edition • Jan-19 • £50.00
SAGE Publications Ltd

THE SAGE HANDBOOK OF MEDIA AND MIGRATION
Kevin Smets, Koen Leurs, Myria Georgiou, Saskia Witteborn, Radhika Gajjala

The SAGE Handbook of Media and Migration offers a comprehensive overview of media and migration through new research, as well as a review of present scholarship in this expanding and promising field. It explores key interdisciplinary concepts and methodologies, and how these are challenged by new realities and the links between contemporary migration patterns and its use of mediated processes.

Readership: For graduate students, early career researcher, migration management practitioners, and academics in the fields of media and migration studies, international development, communication studies, and the wider social science discipline.
Subject: Communication and Media Studies (General)
Category: College Handbooks
Hardcover • 9781526447210 • 700pp
1st edition • Nov-19 • £130.00
SAGE Publications Ltd

THE SAGE HANDBOOK OF THE DIGITAL MEDIA ECONOMY
Terry Flew, Jennifer Holt, Julian Thomas

This Handbook offers students, researchers and policy-makers a multidisciplinary overview of contemporary scholarship relating to the intersection of the digital economy and the media, cultural, and creative industries.

Readership: This Handbook is designed for postgraduate students, researchers, and policy-makers situated in a broad range of social science areas, but particularly for those in areas of media, communication and cultural studies.
Subject: Communication and Media Studies (General)
Category: College Handbooks
Hardcover • 9781526497994 • 616pp
1st edition • Nov-22 • £120.00
SAGE Publications Ltd
RACE, CULTURE AND MEDIA

Anamik Saha

Anamik Saha has taken an integrative approach, combining both cultural studies and political economy perspectives in a cutting-edge book that covers representation and beyond. A wide-ranging exploration of both theory and research, Saha broadens the scope out to also cover postcolonialism, audiences, policy, production and digital race studies.

Readership: Students at all levels studying or specialising in race, culture and media.

Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781526419194 • 216pp
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VISUAL COMMUNICATION

Understanding Images in Media Culture

Giorgia Aiello, Katy Parry

A theoretical and empirical toolkit for analysing and understanding media and mediated images - from branding and PR, to tweets and selfies. It explores a range of approaches to visual analysis, while also providing a hands-on guide to applying methods to your own work.

Readership: For students and researchers of visual communication and visual culture.

Subject: Communication and Media Studies (General)

Category: Core Textbook

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1st edition • Dec-19 • £33.99
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UNDERSTANDING SOCIAL MEDIA

Larissa Hjorth, Sam Hinton

Exploring questions of both exploitation and empowerment, Understanding Social Media provides a critical conceptual toolbox for navigating the evolution and practices of social media.

Readership: Essential reading for students and researchers of social media, digital media, digital culture, and the creative and cultural industries.

Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781526425959 • 232pp
2nd edition • Oct-19 • £30.99
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UNDERSTANDING THE MEDIA

Eoin Devereux

“Accessibly written and very well-structured, the book will be one of those you go back to time and time again throughout your studies. In addition it also offers that much-needed, little-found extra in a textbook: critical engagement with media and society. A joy for those of us teaching the subject”

- Joke Hermes, University of Amsterdam

Readership: Undergraduate students of media and communication studies, cultural studies, and the sociology of the media.

Subject: Communication and Media Studies (General)

Category: Core Textbook

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3rd edition • Oct-20 • £28.99
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A Multimodal Introduction

Lyndon Way

Supporting students with varied pedagogy throughout, this engaging new book provides a foundational understanding of politics and protest before focusing on step-by-step instructions for carrying out analysis on their own. It includes up to date cases, such as analysis of memes about Brexit, Trump and even coronavirus, that cater for this quickly moving field.

Readership: Postgraduates and advanced undergraduates in the field of politics, sociology, culture, media or communication who are focusing on or specialising in contemporary culture and wish to research and analyse digital content.

Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781526497956 • 224pp
1st edition • Jan-21 • £30.99
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Phaedra Carmen Pezzullo, J. “James” Robert Cox

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Subject: Communication and Media Studies (General)
Category: Core Textbook
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6th edition • Jun-21 • £67.00
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THE NETWORK SOCIETY
Jan A G M van Dijk

The Network Society is the essential guide to the past, current consequences and future of digital communication, remaining an accessible, comprehensive, must-read introduction to how new media function in contemporary society.

Readership: Upper undergraduate and postgraduate students of Sociology, Media, Culture or Communications.
Subject: Communication and Media Studies (General)
Category: Supplementary Textbook
Paperback • 9781526498182 • 384pp
4th edition • Oct-20 • £40.99
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COMMUNICATION IN EVERYDAY LIFE - INTERNATIONAL STUDENT EDITION
A Survey of Communication
Steve Duck, David Travis McMahan

The Fourth Edition remains the only introductory communication book to explore fundamental concepts, theories and skills aimed at helping readers apply the material to their personal and professional lives.

Readership: International undergraduate students of media, culture and communication.
Subject: Communication and Media Studies (General)
Category: Core Textbook
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An Introduction to Qualitative and Quantitative Approaches
Arthur Asa Berger

This step-by-step introduction to conducting media and communication research offers practical insights along with the author’s signature light-hearted style to make discussion of qualitative and quantitative methods easy to comprehend.

Readership: Communication Research Methods
Subject: Communication Research Methods
Category: Core Textbook
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5th edition • Feb-19 • £62.00
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UNDERSTANDING DIGITAL CULTURE
Vincent Miller

From profiling databases and mashups to cybersex and the truth about social networking, Miller’s insightful Second Edition traces the pervasive influence of ‘digital culture’ throughout contemporary life.

Readership: Media, Communications and Cultural Studies students at all levels who are looking to widen their understanding of digital media’s ever-expanding relevance.
Subject: Communication and Media Studies (General)
Category: Core Textbook
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2nd edition • Apr-20 • £31.99
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D. Soyini Madison

Presenting a fresh new look at critical ethnography by emphasizing the significance of ethics and performance in the art and politics of fieldwork, this book celebrates the productive links between theory and method.

Readership: Communication Research Methods
Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781483356978 • 272pp
3rd edition • Mar-19 • £67.00
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Paths of Inquiry
Donald Treadwell, Andrea M. Davis

Teaching students the basics of communication research in an accessible manner, this Fourth Edition demystifies the theories and applications through its focus on methods in practice.

Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781544372167
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Jane Stokes

The Third Edition of the bestselling student guide to doing media and cultural studies research provides all the knowledge and practical expertise needed to carry out a project or dissertation.

Readership: Upper level undergraduate and postgraduate students of media and communication studies and cultural studies.

Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781526427755 • 336pp
3rd edition • Apr-21 • £34.99
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AN INTRODUCTION TO INTERCULTURAL COMMUNICATION

Identities in a Global Community
Fred Edmund Jandt

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Subject: Intercultural Communication
Category: Core Textbook
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9th edition • Dec-17 • £82.00
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Klaus H. Krippendorff

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Subject: Communication Research Methods
Category: Supplementary Textbook
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SAGE Publications, Inc

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A Contextual Approach
James W. Neuliep

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Subject: Intercultural Communication
Category: Core Textbook
Paperback • 9781071807675
8th edition • Apr-20 • £69.00
SAGE Publications, Inc

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Kathryn Sorrells

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Subject: Intercultural Communication
Category: Core Textbook
Paperback • 9781544328713
3rd edition • Feb-22 • £65.00
SAGE Publications, Inc
INTRODUCING INTERCULTURAL COMMUNICATION

Global Cultures and Contexts
Shuang Liu, Zala Volcic, Cindy Gallois

Taking a truly global perspective, this textbook presents concepts, theories and applications from the field of intercultural communication in a lively and easy-to-follow style. The Third Edition features new international case studies to tie theory to real-world practices, including the European refugee crisis, Chinese food culture and Barbie dolls and beauty.

Readership: For students in media and communications, business and management, linguistics and beyond.
Subject: Intercultural Communication
Category: Core Textbook
Paperback • 9781526431707 • 408pp
3rd edition • Dec-18 • £39.99
SAGE Publications Ltd

UNDERSTANDING JOURNALISM

Lynette Sheridan Burns, Benjamin J Matthews

With a new chapter on visual storytelling and expanded coverage of digital and social media platforms, the Third Edition of this bestseller text explains the principles and techniques required to become a successful - and valued - journalist.

Readership: For students of Journalism.
Subject: Journalism
Category: Core Textbook
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3rd edition • Oct-18 • £33.99
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Stephen Jukes

Interactive, interconnected and participatory, journalism today is a constant live-stream of outrage, terror, polarised politics and fake news. With a news landscape that’s dominated by emotionally charged material, Stephen Jukes investigates emotionality’s impact on the practice of journalism and the journalists themselves.

Readership: Upper undergraduate or postgraduate media students focusing on the emotional communication.
Subject: Journalism
Category: Academic
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Subject: Journalism
Category: Core Textbook
Paperback • 9781544385686 • 304pp
3rd edition • Nov-21 • £67.00
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Jingrong Tong

A cutting-edge exploration of journalism in the era of digital media technology and big and open data, it explores the crucial new developments of online journalism, data journalism, computational journalism and entrepreneurial journalism, and what this means for our understanding of journalism as a profession.

Readership: Undergraduate students of journalism.
Subject: Journalism
Category: Core Textbook
Paperback • 9781526497321 • 240pp
1st edition • Mar-22 • £29.99
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2nd Edition

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The Encyclopedia of Journalism covers all significant dimensions of journalism, such as print, broadcast, and Internet journalism; U.S. and international perspectives; and history, technology, legal issues and court cases, ownership, and economics. It consists of approximately 500 signed entries from scholars, experts, and journalists.

Subject: Journalism
Category: Reference
Hardcover • 9781544391151 • 1944pp
2nd edition • May-22 • £600.00
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MEDIA AND SOCIETY
Power, Platforms, and Participation
Nicholas Carah

A critical introduction to meaning and power in an age of participatory culture, social media and digital platforms. It helps students understand the central role media play in the social world, and how they can become informed media citizens themselves.

Readership: Undergraduate and postgraduate students of media and communication studies, cultural studies, and sociology.

Subject: Mass Communication (General)
Category: Core Textbook
Paperback • 9781529707953 • 416pp
2nd edition • May-21 • £32.99
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MEDIA LITERACY
W. James Potter

Teaching students how to navigate through the overwhelming flood of information found in today’s media-saturated world. Media Literacy explores the key components to understanding the world of mass media.

Readership: Undergraduate Media, Culture and/or Communications students who need a core text to learn from and refer to when considering the at the inner workings of the wider media industry.

Subject: Mass Communication (General)
Category: Core Textbook
Paperback • 9781544328706
9th edition • Jul-20 • £58.00
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DOING VISUAL ANALYSIS
From Theory to Practice
Per Ledin, David Machin

This text provides a concrete set of tools to research and analyse a wide range of visual data, showing students how to apply the right mix of methods to their own research projects and equipping them with the skills to break down and analyse contemporary visual communication.

Readership: For students and researchers of visual data across the social sciences.

Subject: Mass Communication (General)
Category: Core Textbook
Paperback • 9781473972995 • 216pp
1st edition • Feb-18 • £32.99
SAGE Publications Ltd

INDEX AT 50
Jemimah Steinfeld

Index on Censorship turns 50 with a special anniversary issue featuring its finest contributors. With reflections from editors who worked at the magazine over its five decades to essays from Salman Rushdie and Rana Mitter and short stories from Ariel Dorfman and Nick Harkaway, the magazine looks back at the defining moments since its creation in 1972.

Subject: Mass Communication (General)
Category: Monograph
Paperback • 9781529605426
1st edition • Mar-22 • £7.99
SAGE Publications Ltd

PLAYING WITH FIRE: THE THEATRE OF RESISTANCE IN THE FACE OF THE PANDEMIC
Jemimah Steinfeld

The Winter 2021 edition of Index on Censorship is a tribute to those around the world who have kept the flame of theatre alive during the worst of times. The magazine has proud history of supporting the theatre of resistance and this magazine marks our determination to continue this tradition.

Subject: Mass Communication (General)
Category: Monograph
Paperback • 9781529600797
1st edition • Dec-21 • £7.99
SAGE Publications Ltd
CLIMATE OF FEAR: THE SILENCING OF ENVIRONMENTAL CAMPAIGNERS

Jemimah Steinfeld

The fight for the future of the planet and the fight for free speech are intertwined and interdependent. But, like any healthy ecological system, this relationship also needs constant nurturing. The Autumn issue of Index on Censorship is themed around the struggle for environmental justice with a particular focus on indigenous campaigners.

Subject: Mass Communication (General)
Category: Monograph
Paperback • 9781529793659
1st edition • Mar-22 • £7.99
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THE SOCIAL MEDIA AGE

Zoetanya Sujon

We are all aware of social media and how it is seamlessly integrated into our private and public lives as everyday users, but this book aims to provide a deeper understanding of social media by asking questions about its place in our society, our culture and our economy.

Readership: Undergraduate students of media, communication and cultural studies, the creative and cultural industries, and sociology completing modules in social/new digital media.
Subject: New Media and Communication Technology
Category: Core Textbook
Paperback • 9781526436900 • 336pp
1st edition • Apr-21 • £31.99
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THEORIZING DIGITAL CULTURES

Grant Bollmer

Explaining how digital media affect identities, bodies, social relations, artistic practices and the environment, this book helps students understand the key theoretical approaches in the field.

Readership: For students and researchers of digital culture and digital society throughout the social sciences.
Subject: New Media and Communication Technology
Category: Academic
Paperback • 9781473966932 • 264pp
1st edition • Oct-18 • £31.99
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ORGANIZATIONAL COMMUNICATION

A Critical Introduction

Dennis K. Mumby, Timothy R. Kuhn

Linking theory with practice, Organizational Communication explores the field historically, conceptually, and practically, guiding students in how they can critically assess their relationships to work, consumption and organizations.

Readership: For students of Communication and Business and Management.
Subject: Organizational Communication
Category: Core Textbook
Paperback • 9781544328720
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UNDERSTANDING NEW MEDIA

Eugenia Siapera

Critical, broad and extensively researched, Understanding New Media remains the essential guide to the new media world, with expanded coverage of key topics, including digital participation, extreme pornography and online radicalization and engaging case studies on topics such as selfies, trolling and gaming addiction.

Readership: Upper-level undergraduate and postgraduate students of media studies, new media, media and cultural policy/economics, digital culture, and sociology modules dealing with the Internet and mass media
Subject: New Media and Communication Technology
Category: Core Textbook
Paperback • 9781446297100 • 336pp
2nd edition • Jan-18 • £31.99
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THE POLITICS OF FEAR

The Shameless Normalization of Far-Right Discourse

Ruth Wodak

The Politics of Fear traces the trajectory of far-right politics from the margins of the political landscape to its very center. It explores the social and historical mechanisms at play, and expertly ties these to the “micro-politics” of far-right language and discourse.

Readership: Essential reading for anyone looking to understand how far-right and populist politics have moved into the mainstream, and what we can do about it.
Subject: Political Communication
Category: Academic
Paperback • 9781526499202 • 360pp
2nd edition • Oct-20 • £29.99
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