Business & Management
Media & Communication

New and key backlist titles
Spring 2023
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RESEARCH METHODS IN ACCOUNTING
Malcolm Smith

This unique and popular text, now in a Sixth Edition, clearly and succinctly guides Accounting students and researchers in their understanding and conducting of research from conception to completion, across a wide range of research methods, including quantitative, qualitative and mixed-methods research.

Readership: The book is aimed at Accounting students and researchers.
Subject: Accounting/Finance
Category: Core Textbook
Paperback • 9781529779776 • 352pp
6th edition • May-22 • £44.99
SAGE Publications Ltd

AN INTRODUCTION TO MANAGEMENT CONSULTANCY
Marc G. Baaij

A practical, step-by-step guide to learn and develop the proven successful methods and techniques of the world’s leading management consultancy firms.

Readership: This title is suitable for students on upper level undergraduate or postgraduate course on Management Consulting and Management Consultancy.
Subject: Business & Academic Skills
Category: Core Textbook
Paperback • 9781529754296 • 376pp
2nd edition • Jan-22 • £49.99
SAGE Publications Ltd

ADVERTISING AND PROMOTION
Chris Hackley, Rungpaka Amy Hackley

Offering a short, concise and creative take on advertising and promotion, the new edition includes more on digital and social media marketing while using a wider range of visual examples and case studies.

Readership: Students of advertising, PR and marketing communications.
Subject: Advertising & Promotion
Category: Core Textbook
Paperback • 9781529718508 • 424pp
5th edition • Feb-21 • £48.99
SAGE Publications Ltd

AN INTRODUCTION TO THE PHILOSOPHY OF MANAGEMENT
Paul Griseri

An introduction to key philosophical concepts applied to the fundamental issues in management and organizations.

Readership: Business and management students.
Subject: Business & Management
Category: Academic
Paperback • 9781446246979 • 176pp
1st edition • Apr-13 • £33.99
SAGE Publications Ltd

BRAND MANAGEMENT
Co-creating Meaningful Brands
Michael Beverland

Presenting the basics of brand management, the Second Edition provides both a theoretical and practical guide, placing emphasis on the theory that the consumer is a co-creator in a brand’s identity.

Readership: Students studying Brand Management at undergraduate and postgraduate levels.
Subject: Brand Management
Category: Core Textbook
Paperback • 9781529720129 • 432pp
2nd edition • Feb-21 • £44.99
SAGE Publications Ltd

DISCOVERING LEADERSHIP
Designing Your Success
Anthony E. Middlebrooks, Scott J. Allen, Mindy S. McNutt, James L. Morrison

Guiding the reader through the concept of leadership by design, planning each step of their leadership development, the authors focus on practical skills and valuable attributes to maximize leadership success.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781506336824 • 504pp
1st edition • Jan-19 • £67
SAGE Publications, Inc
INTRODUCTION TO GLOBAL SUSTAINABLE MANAGEMENT

Colin Combe

At a time when the effects of climate change are becoming all too real for ordinary citizens around the world, this essential textbook offers insight into how managers can shape and influence the development of sustainability practices as a means of tackling some of the most pressing social, economic, and environmental challenges.

Readership: Suitable for upper-level undergraduate and postgraduate students of sustainable management-related courses.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781529771732 • 320pp
1st edition • Mar-22 • £39.99
SAGE Publications Ltd

INTERCULTURAL MANAGEMENT

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: Business & Management
Category: Core Textbook
Paperback • 9781529789744 • 416pp
1st edition • Mar-22 • £44.99
SAGE Publications Ltd

MUSIC BUSINESS HANDBOOK AND CAREER GUIDE

David Baskerville, Timothy Baskerville, Serona Elton

This powerhouse best-selling text remains the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that Music Business Handbook and Career Guide, Thirteenth Edition offers surpasses any other resource available.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781071854211 • 584pp
13th edition • Feb-23 • £84
SAGE Publications, Inc

BUSINESS, ETHICS AND SOCIETY

John G. Cullen

With an emphasis on psychoanalytic theory, Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations provides a clear, concise introduction to the field of business ethics, while addressing contemporary issues and debates around the impacts of artificial intelligence, social media, the gig economy and populist politics on business and society.

Readership: This book serves as an ideal introductory text for students of undergraduate business ethics-related courses.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781526495235 • 336pp
1st edition • Nov-21 • £36.99
SAGE Publications Ltd

ENTREPRENEURSHIP

A Contemporary & Global Approach

David Deakins, Jonathan M. Scott

A new text providing an international and contemporary introduction to Entrepreneurship, treating it as an evolving and ever-emerging social phenomenon and exploring recent trends that impact it.

Readership: Aimed at mid-upper level undergraduates studying the theory of the social phenomenon that is Entrepreneurship.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781526461155 • 296pp
1st edition • Oct-20 • £47.99
SAGE Publications Ltd

NEGOTIATION

Moving From Conflict to Agreement

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

Negotiation: Moving from Conflict to Agreement helps students see how negotiation is all around them. Using both everyday and business examples, the authors emphasize not just what to do during a negotiation - but also why. With an emphasis on the psychology of negotiation levers such as reciprocity, uncertainty, power, and alternatives, the text helps students understand when to use certain tactics to get more.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781544320441 • 400pp
1st edition • May-20 • £81
SAGE Publications, Inc
A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT MANAGEMENT

Ann L. Cunliffe

The new edition of this bestselling text is more international, with updated content and examples to explain alternative ways of thinking about management and managing people.

Readership: Ann Cunliffe’s book will stretch, surprise and reward business and management students at undergraduate, postgraduate and MBA levels.

Subject: Business & Management
Category: Supplementary Textbook
Paperback • 9781529710069 • 200pp
3rd edition • Mar-21 • £15.99
SAGE Publications Ltd

INDUSTRIAL MARKETING

Thomas Fotiadis, Adam Lindgreen, George J. Siomkos, Christina Öberg, Dimitris Folinas

An introductory textbook on industrial marketing and supply chain management that discusses industrial products and pricing, as well as key topics such as co-creation of value, big data, innovation, green practices and CSR.

Readership: The book is for upper level undergraduate students who are taking an Industrial Marketing/B2B Marketing course.

Subject: Business-to-Business Marketing
Category: Core Textbook
Paperback • 9781529778533 • 382pp
1st edition • Jan-23 • £49.99
SAGE Publications Ltd

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT MANAGEMENT THEORY

Todd Bridgman, Stephen Cummings

Debunks and uncovers a number of enduring myths about famous theorists such as Adam Smith and Abraham Maslow in an informal, conversational and often humorous way.

Readership: Upper undergraduate and postgraduate students studying Foundations of Management, Management Theory or History of Management Thought.

Subject: Business & Management
Category: Supplementary Textbook
Paperback • 9781526495136 • 160pp
1st edition • Nov-20 • £15.99
SAGE Publications Ltd

ORGANIZATIONAL CHANGE - INTERNATIONAL STUDENT EDITION

An Action-Oriented Toolkit

Gene Deszca, Cynthia A. Ingols, Thomas F. Cawsey

Organizational Change combines conceptual models with concrete examples and hands-on exercises to dramatically improve the knowledge, skills, and abilities of students in creating effective change.

Readership: Suitable for upper-level undergraduate and postgraduate students taking Organisational Change or Managing Change.

Subject: Change Management
Category: Core Textbook
Paperback • 9781544372211
4th edition • Dec-19 • £73
SAGE Publications, Inc

BUSINESS-TO-BUSINESS MARKETING

Ross Brennan, Louise Canning, Raymond McDowell

Brennan and Canning cover 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.

Readership: Upper undergraduate to early postgraduate Marketing students.

Subject: Business-to-Business Marketing
Category: Core Textbook
Paperback • 9781526494399 • 424pp
5th edition • May-20 • £48.99
SAGE Publications Ltd

POWER, POLITICS, AND ORGANIZATIONAL CHANGE

David Buchanan, Richard Badham

Focusing on power and politics, this Third Edition combines a practical and theoretical guide to the politics of organizational change and innovation.

Readership: MBA and other Masters degree candidates taking courses in change management, organizational behaviour, strategy and human resource management. Also valuable for practicing managers on tailored executive programmes in organization politics.

Subject: Change Management
Category: Supplementary Textbook
Paperback • 9781526468619 • 344pp
3rd edition • Jun-20 • £42.99
SAGE Publications Ltd
CONSUMER BEHAVIOUR
Applications in Marketing
Robert East, Jaywant Singh, Malcolm Wright, Marc Vanhuele

Written by respected marketing academics, this popular textbook extends beyond a basic psychological approach to Consumer Behaviour by providing a more empirical understanding of the subject, helping students grasp marketing applications at both individual and market levels.

Readership: This textbook is relevant for upper undergraduate and postgraduate students taking courses in consumer behaviour, as well as doctoral candidates with a focus on consumer behaviour.

Subject: Consumer Behaviour
Category: Core Textbook
Paperback • 9781529754056 • 624pp
5th edition • May-23 • £46.99
SAGE Publications Ltd

CONSUMER BEHAVIOUR
Zubin Sethna

This textbook provides a comprehensive introduction to Consumer Behaviour, drawing on an accessible writing style, engaging examples and a wealth of learning features throughout.

Readership: Aimed at undergraduate students studying consumer behavior or consumer psychology modules.

Subject: Consumer Behaviour
Category: Core Textbook
Paperback • 9781529730838 • 376pp
4th edition • Dec-21 • £46.99
SAGE Publications Ltd

CONSUMER PSYCHOLOGY
Theories & Applications
Hazel Huang

Consumer Psychology: Theories and Applications is the first textbook that systematically discusses a wide range of the psychological theories and their applications in consumer behaviour in an accessible style.

Readership: This textbook is aimed at upper-undergraduate and postgraduate students studying a consumer psychology module. It can also be used as supplementary reading for consumer behaviour modules across all levels.

Subject: Consumer Marketing
Category: Core Textbook
Paperback • 9781473906983 • 328pp
1st edition • Apr-23 • £33.99
SAGE Publications Ltd

CORPORATE GOVERNANCE
Cycles of Innovation, Crisis and Reform
Thomas Clarke

This critical work explores the central dynamic of industrial capitalism - the cycle of brilliant innovation, catastrophic crisis, and the painful process of corporate governance reform.

Readership: Final year undergraduate and postgraduate students of Corporate Governance, International Business and Business and Management Studies.

Subject: Corporate Governance
Category: Core Textbook
Paperback • 9781412909660 • 289pp
1st edition • Dec-22 • £42.99
SAGE Publications Ltd

CONSUMER BEHAVIOUR
Applications in Marketing
Robert East, Jaywant Singh, Malcolm Wright, Marc Vanhuele

Written by respected marketing academics, this popular textbook extends beyond a basic psychological approach to Consumer Behaviour by providing a more empirical understanding of the subject, helping students grasp marketing applications at both individual and market levels.

Readership: This textbook is relevant for upper undergraduate and postgraduate students taking courses in consumer behaviour, as well as doctoral candidates with a focus on consumer behaviour.

Subject: Consumer Behaviour
Category: Core Textbook
Paperback • 9781529754056 • 624pp
5th edition • May-23 • £46.99
SAGE Publications Ltd

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Zubin Sethna

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Paperback • 9781529730838 • 376pp
4th edition • Dec-21 • £46.99
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Readership: This textbook is aimed at upper-undergraduate and postgraduate students studying a consumer psychology module. It can also be used as supplementary reading for consumer behaviour modules across all levels.

Subject: Consumer Marketing
Category: Core Textbook
Paperback • 9781473906983 • 328pp
1st edition • Apr-23 • £33.99
SAGE Publications Ltd

STRATEGIC CORPORATE SOCIAL RESPONSIBILITY
A Holistic Approach to Responsible and Sustainable Business
Debbie Haski-Leventhal

Based on the idea that strategic CSR offers the most holistic and effective approach to corporate social responsibility, the author presents the key concepts, theories and philosophical approaches to CSR, along with the practical tools needed to implement this knowledge in the real world.

Readership: Suitable reading for students on Corporate Social Responsibility modules.

Subject: Corporate Social Responsibility
Category: Core Textbook
Paperback • 9781529759149 • 480pp
2nd edition • Nov-21 • £44.99
SAGE Publications Ltd

MANAGING EMERGING DATA TECHNOLOGIES
Concepts and Use
Duncan R. Shaw

Emerging data technologies are one of several forces that are changing the world. Following a unique macro, meso and micro structure, this textbook shows how technologies such as the Internet of Things, Artificial Intelligence and data analytics are altering business operations and strategy.

Readership: Essential reading for upper-undergraduate and postgraduate students of courses related to new digital data technologies in business, as well as anyone looking to gain a holistic understanding of this area.

Subject: Creativity & Innovation in Business
Category: Core Textbook
Paperback • 9781529761610 • 256pp
1st edition • Dec-22 • £37.99
SAGE Publications Ltd
DIGITAL MARKETING
Strategic Planning & Integration
Annmarie Hanlon

An unbiased, balanced guide to all aspects of digital marketing planning and strategy, from social media, mobile and VR marketing to objectives, metrics and analytics.

Readership: Suitable for digital and e-marketing courses on marketing and advertising degrees (particularly undergraduate) as well as professional courses for anyone interested in gaining a holistic understanding of digital marketing.

Subject: Electronic Marketing
Category: Core Textbook
Paperback • 9781529742800 • 480pp
2nd edition • Feb-22 • £41.99
SAGE Publications Ltd

SOCIAL MEDIA MARKETING
Theories and Applications
Stephan Dahl

The Third Edition of this popular text offers a uniquely scholarly approach towards the subject and has been fully updated to include technological advances in practice such as AI and virtual marketing, and a brand-new chapter on the rise of influencer culture and marketing.

Readership: Students taking higher level undergraduate and postgraduate courses, as well as doctoral students.

Subject: Electronic Marketing
Category: Core Textbook
Paperback • 9781529720822 • 312pp
3rd edition • Apr-21 • £43.99
SAGE Publications Ltd

THE DIGITAL MARKETING PLANNER
Your Step-by-Step Guide
Annmarie Hanlon

A step-by-step, interactive journey through the process of creating digital marketing plans, from writing the strategy and objectives to planning resources and presenting work.

Readership: Suitable for undergraduate and postgraduate digital and e-marketing courses on marketing and advertising degrees that include a planning component or assessment. Also suitable for practitioners looking for a framework or professional courses.

Subject: Electronic Marketing
Category: Supplementary Textbook
Paperback • 9781529742787 • 160pp
1st edition • Feb-22 • £14.99
SAGE Publications Ltd

TOURISM MANAGEMENT
An Introduction
Clare Inkson, Lynn Minnaert

This introductory text provides readers with a robust understanding of tourism and its industries, including how destinations are developed, marketed and managed, and how tourism impacts communities, environments and economies.

Readership: Suitable for students new to tourism studies.

Subject: Hospitality, Travel & Tourism Management
Category: Core Textbook
Paperback • 9781529757686 • 480pp
3rd edition • Sep-22 • £44.99
SAGE Publications Ltd
THE BUSINESS OF TOURISM
J. Christopher Holloway, Claire Humphreys

This text provides a clear introduction to the business of tourism as well as discussing the key issues facing the tourism industry such as Brexit, Covid-19 and sustainability.

**Readership:** For undergraduate students of tourism management or tourism operations.

**Subject:** Hospitality, Travel & Tourism Management

**Category:** Core Textbook

Paperback • 9781529780987 • 648pp
12th edition • Sep-22 • £51.99
SAGE Publications Ltd

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.

**Readership:** Event management and marketing students.

**Subject:** Hospitality, Travel & Tourism Management

**Category:** Core Textbook

Paperback • 9781473948099 • 480pp
1st edition • Sep-20 • £43.99
SAGE Publications Ltd

CONTEMPORARY HUMAN RESOURCE MANAGEMENT
Text and Cases
Adrian Wilkinson, Tony Dundon

Written by experts in the field, this well-established book covers the core fundamentals of HRM and examines contemporary issues such as work-place bullying, flexibility and emotion at work.

**Readership:** Undergraduate students of Human Resource Management.

**Subject:** Human Resource Management

**Category:** Core Textbook

Paperback • 9781529787827 • 632pp
6th edition • Jun-21 • £51
SAGE Publications Ltd

HUMAN RESOURCE MANAGEMENT - INTERNATIONAL STUDENT EDITION
Functions, Applications, and Skill Development
Robert N. Lussier, 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 develop talent.

**Readership:** Business students focusing on Human Resources who are looking for a complete guide to the functions of the industry that includes the most recent advancements.

**Subject:** Human Resource Development

**Category:** Core Textbook

Paperback • 9781071840955 • 696pp
4th edition • Mar-21 • £95.99
SAGE Publications, Inc

MANAGING HOSPITALITY ORGANIZATIONS
Achieving Excellence in the Guest Experience
Robert C. Ford, Michael Craig Sturman

Preparing students for a career in hospitality management, the Second Edition reflects the latest changes in the service industry and newer developments related to sustainability and technology.

**Subject:** Hospitality, Travel & Tourism Management

**Category:** Core Textbook

Paperback • 9781544321509 • 576pp
2nd edition • Jan-19 • £100
SAGE Publications, Inc

INTERNATIONAL HUMAN RESOURCE MANAGEMENT
B. Sebastian Reiche, Helene Tenzer, Anne-Wil Harzing

Written by leading experts in the field, this bestselling textbook has guided over 25,000 students across 130 countries through their International Human Resource Management studies.

**Readership:** Suitable for upper-level undergraduate and postgraduate students of International Human Resource Management.

**Subject:** Human Resource Management

**Category:** Core Textbook

Paperback • 9781529763751 • 544pp
6th edition • Dec-22 • £44.99
SAGE Publications Ltd

HUMAN RESOURCE MANAGEMENT
Functions, Applications, and Skill Development
Robert N. Lussier, 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 develop talent.

**Readership:** Business students focusing on Human Resources who are looking for a complete guide to the functions of the industry that includes the most recent advancements.

**Subject:** Human Resource Development

**Category:** Core Textbook

Paperback • 9781071840955 • 696pp
4th edition • Mar-21 • £95.99
SAGE Publications, Inc
EMPLOYMENT RELATIONS
Fairness and Trust in the Workplace
Cecilie Bingham

The Second Edition of Employment Relations reflects on current research and future directions in the field, with a unique focus on fairness and trust. It is packed with student learning features and mapped to CIPD learning outcomes at undergraduate and postgraduate level.

Readership: Undergraduate and postgraduate students on Employment Relations, Industrial Relations or HRM courses.
Subject: Human Resource Management
Category: Core Textbook
Paperback • 9781529774788 • 488pp
2nd edition • Apr-23 • £45.99
SAGE Publications Ltd

INTERNATIONAL AND COMPARATIVE EMPLOYMENT RELATIONS
Global Crises and Institutional Responses
Greg J. Bamber, Fang Lee Cooke, Virginia Doellgast, Chris F Wright

International and Comparative Employment Relations is the Employment Relations text for any lecturer taking a comparative approach. This Seventh Edition has been thoroughly updated with new examples and discussion questions to engage students and encourage critical thinking.

Readership: Students of International and Comparative Employment Relations.
Subject: Human Resource Management
Category: Core Textbook
Paperback • 9781526499653 • 448pp
7th edition • Mar-21 • £48.99
SAGE Publications Ltd

HUMAN RESOURCE MANAGEMENT IN PUBLIC SERVICE
Paradoxes, Processes, and Problems
Evan M. Berman, James Stephen Bowman, Jonathan P. West, Montgomery R. Van Wart


Subject: Human Resource Management
Category: Core Textbook
Paperback • 9781071848906 • 664pp
7th edition • Sep-21 • £81
CQ Press

MANAGING DIVERSITY AND INCLUSION
An International Perspective
Jawad Syed, Mustafa Ozbilgin

Written and edited by leading experts in the field, this authoritative account sets UK and European practices firmly within a global context. It offers an in-depth and contextual account of enduring, contemporary and cutting-edge theories and approaches to diversity and inclusion management.

Readership: For Human Resources students.
Subject: Human Resource Management
Category: Core Textbook
Paperback • 9781526458896 • 464pp
2nd edition • Jan-20 • £45.99
SAGE Publications Ltd

STRATEGIC HUMAN RESOURCE MANAGEMENT
An International Perspective
Gary Rees, Paul Smith

A stellar author team guides readers through the key topics of human resource management from strategic and international perspectives in this updated edition.

Readership: UG and PG students of Strategic Human Resource Management and HRM courses taught with a strategic slant.
Subject: Human Resource Management
Category: Core Textbook
Paperback • 9781526499011 • 616pp
3rd edition • Feb-21 • £40.99
SAGE Publications Ltd

HUMAN RESOURCE MANAGEMENT
Strategic and International Perspectives
Jonathan Crawshaw, Pawan Budhwar, Ann Davis

A comprehensive introduction to HRM for students who are new to the field, but who will be seeking employment in a global market, working with diverse colleagues and across international borders.

Readership: Undergraduate and postgraduate students looking for a strategic and international perspective of HRM.
Subject: Human Resource Management
Category: Core Textbook
Paperback • 9781526499011 • 560pp
3rd edition • May-20 • £45.99
SAGE Publications Ltd
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
The Transformation of Work in a Global Context
Miguel Martínez Lucio, Robert MacKenzie
Written by an internationally renowned team of experts and underpinned by cutting-edge research, *International Human Resource Management* tackles a broad range of controversial and often marginalised issues associated with globalization and its impact on multinational companies and employees.

**Readership:** Suitable for students of International Human Resource Management and Employment Relations-related courses.

**Subject:** Human Resource Management

**Category:** Core Textbook

**Paperback** • 9781529734973 • 408pp
2nd edition • Apr-22 • £43.99
SAGE Publications Ltd

APPLIED PSYCHOLOGY IN TALENT MANAGEMENT
Wayne F. Cascio, Herman Aguinis
Covering technology, strategy, globalization, and social responsibility, it provides the most comprehensive, future-oriented overview of psychological theories and how those theories impact people decisions in today’s ever-changing workplace. The Eighth Edition includes more than 1,000 new citations from more than 20 top-tier journal articles.

**Subject:** Human Resource Management

**Category:** Core Textbook

**Hardcover** • 9781506375915 • 632pp
8th edition • Sep-18 • £122
SAGE Publications, Inc

AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT
Nick Wilton
Reflecting the global nature of the workplace with its use of real-world examples, this is a critical introduction to the world of HRM that goes beyond a prescriptive, how-to approach to prepare students for their HR career.

**Readership:** Aimed at students across the academic spectrum, whether studying on a specialist HRM or CIPD program of study, a generalist business and management programme or studying HRM as part of a programme in an unrelated discipline (such as engineering or humanities).

**Subject:** Human Resource Management

**Category:** Core Textbook

**Paperback** • 9781529753707 • 552pp
5th edition • Mar-22 • £47.99
SAGE Publications Ltd

HUMAN RESOURCE INFORMATION SYSTEMS - INTERNATIONAL STUDENT EDITION
Basics, Applications, and Future Directions
Richard David Johnson, Michael J. Kavanagh, Kevin D. 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.

**Subject:** Human Resource Management

**Category:** Core Textbook

**Paperback** • 9781071808443
5th edition • Nov-20 • £64
SAGE Publications, Inc

MANAGING CAREERS AND EMPLOYABILITY
Yehuda Baruch
Combining a strong theoretical underpinning with a wide range of case studies and practical examples, this authoritative textbook provides a deep understanding of career systems, on both an individual and an organizational level.

**Readership:** Suitable for undergraduate and postgraduate students studying career management and related courses.

**Subject:** Human Resource Management

**Category:** Core Textbook

**Paperback** • 9781529751840 • 408pp
1st edition • Feb-22 • £39.99
SAGE Publications Ltd

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT HUMAN RESOURCE MANAGEMENT
Irena Grugulis
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.

**Readership:** Suitable for students of HRM, professionals working in organizations and anyone with an interest in the nature of human resources.

**Subject:** Human Resource Management

**Category:** Student Reference

**Paperback** • 9781446200810 • 144pp
1st edition • Nov-16 • £15.99
SAGE Publications Ltd
CROSS-CULTURAL MANAGEMENT
Essential Concepts
David C. Thomas, Mark Frederick Peterson
This Fourth Edition has a clear focus on the interactions of people from different cultures in organizational settings, helping readers to gain an understanding of the effect of culture across a variety of contexts.

Subject: International Business & Management
Category: Core Textbook
Paperback • 9781506387529 • 336pp
4th edition • Apr-17 • £62
SAGE Publications, Inc

DOING BUSINESS IN EMERGING MARKETS
S Tamer Cavusgil, Pervez N. Ghauri, Leigh Anne Liu
Fully updated to include coverage on the recent COVID-19 pandemic as well as other recent macro drivers, this Third Edition provides a comprehensive and authoritative examination of emerging markets across the globe.

Readership: International business students, researchers and practitioners focused on business in emerging markets.
Subject: International Business & Management
Category: Core Textbook
Paperback • 9781526494559 • 376pp
3rd edition • Apr-21 • £49.99
SAGE Publications Ltd

DOING BUSINESS IN EUROPE
Gabriele Suder, Johan Lindeque
Fundamental theories and concepts for understanding how business is done in Europe, linked to the current European business environment through a range of up-to-date case studies and examples.

Readership: Suitable reading for students on European business modules at both undergraduate and postgraduate level.
Subject: International Business & Management
Category: Core Textbook
Paperback • 9781526420749 • 544pp
3rd edition • Oct-18 • £49.99
SAGE Publications Ltd

DOING BUSINESS IN ASIA
Gabriele Suder, Terence Tsai, Sumati Varma
A focused look into the business and management practices across Asia, from an author team located across three Asian-Pacific countries and experience of leading organisations spanning over more than two decades.

Readership: Suitable for Postgraduate, MBA and Executive Education students preparing to do business in Asia.
Subject: International Business & Management
Category: Core Textbook
Paperback • 9781526494498 • 312pp
1st edition • Oct-20 • £49.99
SAGE Publications Ltd

THE SAGE HANDBOOK OF LEADERSHIP
Doris Schedlitzki, Magnus Larsson, Brigid Carroll, Michelle C. Bligh, Olga Epitropaki
This Second Edition handbook provides a retrospective and prospective overview of the state of knowledge on leadership as a multidisciplinary field, and utilises an innovative structure to create synergies between different leadership schools.

Readership: This handbook will be of interest to students and researchers in the field of leadership.
Subject: Leadership
Category: College Handbooks
Hardcover • 9781529769067 • 584pp
2nd edition • Mar-23 • £135
SAGE Publications Ltd

LEADERSHIP
Contemporary Critical Perspectives
Brigid Carroll, Jackie Ford, Scott Taylor
Written from a global and critical perspective with a diverse range of cases and examples throughout, Leadership is an inspiring read for developing leaders operating within global and multicultural work settings.

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 • 9781526425829 • 384pp
2nd edition • Apr-19 • £41.99
SAGE Publications Ltd
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<td>This guide offers powerful yet practical advice for leading oneself to</td>
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<td>personal excellence. Grounded in the most recently published, cutting-</td>
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<td>STUDYING LEADERSHIP</td>
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<td>Doris Schedlitzki, Gareth Edwards</td>
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<td>and trends. It goes beyond the basics to explore contemporary issues</td>
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<td>language, identity, ethics and sustainability, enabling students to gain</td>
<td>a deep, holistic understanding of the field.</td>
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<td>international case studies and video interviews with leaders across</td>
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Category: Core Textbook
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Written for the non-mathematician and free of unexplained technical jargon, Applied Statistics: Business and Management Research provides a user-friendly introduction to the field of applied statistics and data analysis.

Readership: Suitable as a core text for both undergraduate and postgraduate students of Quantitative Research Methods or Statistics modules. May also be used as one of a few texts for Business Research Methods modules, or as a guide to statistics for Business and Management researchers.
Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781473947450 • 456pp
1st edition • May-22 • £42.99
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Mark Easterby-Smith, Lena J. Jaspersen, Richard Thorpe, Danat Valizade
An updated edition of a bestselling text that provides readers with a clear and comprehensive overview of methods for conducting management and business research.

Readership: Undergraduate and Postgraduate Business and Management students taking a course on Research Methods.
Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781529734515 • 496pp
7th edition • Apr-21 • £42.99
SAGE Publications Ltd

RESEARCHING INFORMATION SYSTEMS AND COMPUTING
Briony J Oates, Marie Griffiths, Rachel McLean
Written specifically for information systems (IS) and computing students and providing everything they need to know about executing a research project.

Readership: Suitable for upper-level undergraduate and postgraduate students of information systems, computing and research methods-related courses.
Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781529732696 • 376pp
2nd edition • Feb-22 • £39.99
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DOING BUSINESS RESEARCH
A Guide to Theory and Practice
Nick Lee, Ian Lings
An integrated, accessible and humorous guide to why research methods are the way they are and how they do what they do.

Readership: Advanced undergraduate and postgraduate students of business, management and organizational research.
Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781412928793 • 448pp
1st edition • Mar-08 • £47.99
SAGE Publications Ltd
COLLECTING QUALITATIVE DATA USING DIGITAL METHODS
Rebecca Whiting, Katrina Pritchard
An invaluable guide to using digital research methods in business and management dissertations at Masters level, with practical guidance into how to use these approaches in research projects.

Readership: Masters level business and management students completing a research-based dissertation.

Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781526489920 • 128pp
1st edition • Dec-20 • £24.99
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
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Ingeman Arbnor, Björn Bjerke
This best-selling text remains unrivalled, both in its contemporary relevance to research methodology, and in its coverage of the interplay between the philosophy of science, methodology and business. The Third Edition has been updated to be even more relevant to the contemporary interests of business knowledge.

Readership: Advanced students and academics in the fields of organization studies, management and research methods.

Subject: Research Methods for Business & Management
Category: Supplementary Textbook
Paperback • 9781847870599 • 464pp
3rd edition • Dec-08 • £72
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Concepts and Applications for New Ventures
Frederick G. Crane
This textbook provides students with practical insights, strategies, and tips on how applying marketing concepts can increase the chances of new venture success.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
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3rd edition • Nov-21 • £67
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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.

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Category: Core Textbook
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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
SAGE Publications, Inc
EXPLORING ENTREPRENEURSHIP
Richard Blundel, Nigel Lockett, Catherine Wang, Suzanne Mawson

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.

Readership: Suitable reading for students taking modules in Entrepreneurship or Small Business Management at upper undergraduate and postgraduate levels.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
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3rd edition • Sep-21 • £49.99
SAGE Publications Ltd

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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: Supplemental Textbook
Paperback • 9781526469380 • 224pp
1st edition • Feb-22 • £29.99
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Sarika Pruthi, Jay Mitra

It is vital for entrepreneurs, innovators and indeed all business professionals to be thinking and acting with a global mindset. This new comprehensive textbook helps students develop such a mindset by drawing on theory, research, examples and case studies. There is a strong focus on developing countries and emerging economies throughout the text given the centrality of these markets to successful business today.

Readership: Mid to upper UG / PG students in International / Global Entrepreneurship or Global Innovation Management.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
Paperback • 9781526494450 • 448pp
1st edition • Apr-23 • £47.99
SAGE Publications Ltd

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 ideation 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: Identify, Discover, Enrange, Anticipate, Target, and Evaluate.

Readership: suitable for students studying business and economics.

Subject: Small Business/Entrepreneurship
Category: Supplementary Textbook
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1st edition • May-20 • £34.99
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Simone Gressel, David J. Pauleen, Nazim Taskin

An exciting new textbook examining big data and business analytics to look at how they can help managers become more effective decision-makers.

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Category: Core Textbook
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Subject: Strategic Management & Business Policy
Category: Core Textbook
Paperback • 9781529758245 • 768pp
9th edition • Apr-21 • £53
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Stewart R. Clegg, Christos Pitelis, Jochen Schweitzer, Andrea Whittle

Written by an expert team and praised for its refreshing approach, this essential text offers a critical, holistic understanding of strategy theory and practice.

**Readership:** Upper-undergraduate and postgraduate students of Strategy/Strategic Management.

**Subject:** Strategic Management & Business Policy

**Category:** Core Textbook

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4th edition • Dec-22 • £51.99

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This book describes why teams are important, how they function, and what makes them productive. Covering in depth the four stages of a team (forming, storming, norming, and performing), it highlights problems that occur frequently in groups and features real-life examples and questionnaires, giving readers the opportunity for self-evaluation.

**Readership:** Teamwork in Organizations

**Subject:** Teamwork in Organizations

**Category:** Supplementary Textbook

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**Subject:** Strategic Management & Business Policy

**Category:** Student Reference

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Christina G. Nerstad, Ingvild M. Seljeseth, Astrid M. Richardsen, Cary L. Cooper, Philip J. Dewe, Michael P. O’Driscoll

This book represents a comprehensive review of relevant research into sources and consequences of work stress, enabling leaders, researchers and practitioners to implement interventions that address these outcomes and to engage in preventative initiatives in the workplace in order to bring benefits to individuals and organizations.

**Readership:** For postgraduate students studying Organisational/ Occupational Psychology or Organisational Behaviour.

**Subject:** Stress in Organizations

**Category:** Supplementary Textbook

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2nd edition • Apr-23 • £38.99

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**Business, Culture and Practice**
Robert Kozinets, Ulrike Gretzel, Rossella Gambetti

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**Readership:** Primary Target Course: Influencer Marketing. Secondary Target Course: Influencer Relations, Promotional Media, Advertising, PR, Digital Marketing, Social Media Marketing.

**Subject:** Advertising (Analysis)

**Category:** Core Textbook

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Thomas B. Altstiel, Jean Marie Grow, Dan Augustine, Joanna L. Jenkins

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Subject: Communication and Media Studies

Category: Core Textbook

Paperback • 9781473902510 • 688pp
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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 independently.

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Subject: Communication and Media Studies

Category: Core Textbook

Paperback • 9781526497956 • 224pp
1st edition • Jan-21 • £30.99
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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 help students apply methods to their own work.

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

Subject: Communication and Media Studies

Category: Core Textbook

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Subject: Communication and Media Studies

Category: Core Textbook

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Subject: Communication and Media Studies

Category: Core Textbook

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6th edition • Jun-21 • £67
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Simon Lindgren
Cutting-edge student exploration of what it means to live in a digital society. Introduces key concepts and research essential for digital media, social media and media/data and society modules.

Readership: Undergraduate students of digital media, social media, media and society, data and society, media sociology, and internet studies.

Subject: Communication and Media Studies
Category: Core Textbook
Paperback • 9781529722499 • 312pp
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Subject: Communication and Media Studies
Category: Supplementary Textbook
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Subject: Communication Research Methods
Category: Core Textbook
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Subject: Communication and Media Studies
Category: Core Textbook
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2nd edition • Apr-20 • £31.99
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Gjoko Muratovski
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Subject: Communication Research Methods
Category: Core Textbook
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Subject: Communication Research Methods
Category: Core Textbook
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Subject: Creative Industries
Category: Core Textbook
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1st edition • Apr-13 • £31.99
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Subject: Intercultural Communication
Category: Core Textbook
Paperback • 9781529778755 • 360pp
4th edition • Mar-23 • £39.99
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Subject: Intercultural Communication
Category: Core Textbook
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Category: Core Textbook
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Category: Reference
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Jingrong Tong

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Jemimah Steinfeld

The 2022 World Cup in Qatar has thrown a spotlight on the grave human rights situation in the country. On a level this is good. Sports stars are using their platforms to speak up against abuse, but many others remain silent. What's clear is that Qatar is reflective of the wider football industry, an industry in which rights are at once strengthened and weakened - as our autumn magazine special reveals. We publish positive stories, such as an interview with Khalida Pophal, first captain of the Afghan women's football team, on gaining a voice through playing, and negative ones, like Adam Crafton on the storm surrounding his article about the Saudi takeover of Newcastle FC.

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Category: Academic
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Vincent F. Filak

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Subject: Journalism
Category: Core Textbook
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3rd edition • Nov-21 • £67
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Cees Hamelink

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Subject: Mass Communication
Category: Core Textbook
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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
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W. James Potter

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Category: Core Textbook
Paperback • 9781071840993 • 504pp
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Readership: Media students from a range of backgrounds looking for a practical guide to the inner-workings of journalism and the best techniques to use.
Subject: Newswriting/reporting
Category: Core Textbook
Paperback • 9781071840924 • 392pp
2nd edition • Mar-21 • £76.99
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A Multimodal Introduction
David Machin, Andrea Mayr

Written for students without prior knowledge of linguistics, this is an accessible and systematic toolkit for doing language and image analysis. Using case studies and examples from a range of media, it enables students to analyze and understand the relationship between language, discourse and social practices.

Readership: Undergraduate students of critical discourse analysis, media analysis, language and power, and culture and communication.
Subject: Mass Communication
Category: Supplementary Textbook
Paperback • 9780857028921 • 240pp
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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 • 9781526499520 • 360pp
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Garth S. Jowett, Victoria J. O’Donnell

Reflecting the remarkable changes in the world of propaganda due to the increasing use of social media, this updated Seventh Edition provides a systematic introduction to the increasingly complex world of propaganda. Viewing propaganda as a form of communication, the authors help readers understand information and persuasion so they can understand the characteristics of propaganda and how it works as a communication process.

Subject: Political Communication
Category: Core Textbook
Paperback • 9781506371344 • 416pp
7th edition • Oct-18 • £67
SAGE Publications, Inc

SOCIAL MEDIA
A Critical Introduction
Christian Fuchs

Social media are an integral part of contemporary society; having changed the way we communicate, use information and understand the world, we should now ask critical questions about social media and dig deeper into issues of ownership, power, class and (in)justice. This book equips readers with a critical understanding of the complexities and contradictions at the heart of social media’s relationship with society.

Readership: Students of media, communications and sociology at all levels.
Subject: Social Media
Category: Core Textbook
Paperback • 9781529752748 • 448pp
3rd edition • Mar-21 • £31.99
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EFFECTIVE CRISIS COMMUNICATION
Moving From Crisis to Opportunity
Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger

In the fully updated Fifth Edition of Effective Crisis Communication: Moving From Crisis to Opportunity, three of today’s most respected crisis/risk communication scholars provide the latest theory, practice, and innovative approaches for handling crisis. The book provides in-depth case studies that highlight successes and failures in dealing with core issues of crisis leadership, managing uncertainty, communicating effectively, understanding risk, promoting communication ethics, enabling organizational learning, and producing renewing responses to crisis.

Subject: Public Relations (Analysis)
Category: Core Textbook
Paperback • 9781071852392 • 264pp
5th edition • Dec-22 • £69
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A Critical Introduction
Catherine Helen Palczewski, Danielle Dick McGeough, Victoria Pruin DeFrancisco

Gender in Communication: A Critical Introduction embraces the full range of diverse gender identities and expressions to explore how gender influences communication, as well as how communication shapes our concepts of gender for the individual and for society at large.

Subject: Speech Communication
Category: Core Textbook
Paperback • 9781071852927 • 360pp
4th edition • Feb-23 • £85
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Category: Core Textbook
Paperback • 9781544328690
5th edition • Feb-19 • £66
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THE COMMUNICATION PLAYBOOK
Teri Kwal Gamble, Michael W. Gamble

Ideal for hybrid communication courses, The Communication Playbook is designed to equip students with the tools they need to develop communicative resilience in their personal and public lives, whether face-to-face or virtually.

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