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**SAGE eBooks**

The majority of our books are now available as eBooks. Visit [sagepub.co.uk/ebooks](sagepub.co.uk/ebooks) for more information.
Welcome to the 2018 Business & Management catalogue.

The publication list this year is the culmination of our endeavours to support your efforts in keeping the next generation of students engaged and interested. With theoretical frameworks and industry examples featuring throughout our texts, as well as a wealth of multimedia resources aimed at creating an environment where many different students feel comfortable interacting, we are confident that you will find something of interest in our latest catalogue.

Gaining a better understanding of what students want from their textbook remains one of our key objectives in 2018 and we have a number of projects to showcase how we are listening – turn to page 15 to find out how we’ve done this on our latest edition of Masterson et al.’s *Marketing: An Introduction*.

And we’re still keeping an ear to the ground! If there are any challenges you would like us to help you find a solution to or if you would like to share some of the great things you’ve been doing so that we are inspired to do more, we’d love to hear from you.

**The Business & Management Team**

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Visit our new discipline page where we’ll be sharing free hints, tips, and resources from our authors and editors, providing news on and free content from our books, and highlighting the latest research from our journals.

[sagepub.co.uk/business-management](http://sagepub.co.uk/business-management)
The third edition is split into four parts and has been updated to include the contemporary debates, issues and influences in the field. It features a collection of new international case studies drawn from the USA, Africa, Asia and South America, along with an increased emphasis on current topics such as internal coaching schemes, e-technologies and social media. In addition to these features, there are four new chapters:

- **Perspectives on Coaching and Mentoring from around the Globe** – Comparing case studies written by practitioners in locations around the world.
- **The Skilled Coachee** – An examination of the role of coachee in the coaching and mentoring process.
- **Question of Ethics** – A chapter devoted to the ethical issues inherent in coaching and mentoring.
- **Towards a Meta-Theory** – A chance for the reader to conceive new ways to engage with theory and practice.

The book is complemented by a companion website featuring a range of tools and resources for instructors and students, including PowerPoint slides, glossary flip-cards and access to full text SAGE Journal articles.

**CONTENTS**

With the changing expectations of consumers, employees and regulators, being best in the world is no longer enough. Businesses are now also expected to be best for the world: to be socially and environmentally responsible, sustainable and ethical. 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.

The book is split into three parts; the first part provides the theoretical background of CSR, the second part examines various CSR approaches and how they can be implemented, and the third part discusses measuring and communicating CSR.

Each chapter contains questions for reflection and discussion, exercises and case studies from globally recognised brands such as Ben & Jerry’s, Nestle, Marks & Spencer, TOMS Shoes, LEGO, Coca-Cola and McDonald’s. Comes with PowerPoint slides.

CONTENTS


March 2018 • 416 pages
Cloth (9781473998001) • £120.00
Paper (9781473998018) • £41.99
Entrepreneurship / Human Resource Management

THE SAGE HANDBOOK OF SMALL BUSINESS AND ENTREPRENEURSHIP

Edited by Robert Blackburn Kingston University, Dirk De Clercq Brock University and Jarna Heinonen University of Turku

Contributions from the best international scholars explore entrepreneurship as an academic field, investigating key current debates and considering future directions.

December 2017 • 680 pages
Cloth (9781473925236) • £120.00

EXPLORING ENTREPRENEURSHIP

Second Edition

Richard Blundel The Open University, Nigel Lockett Lancaster University Management School and Catherine Wang Brunel Business School

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.

The book is complemented by a companion website featuring online resources for instructors and students, including PowerPoint slides, additional mini case studies, multiple choice questions, video links and revision tips.

October 2017 • 480 pages
Cloth (9781473948068) • £120.00
Paper (9781473948075) • £46.99

ENTREPRENEURSHIP

Christopher P. Neck Arizona State University, Heidi M. Neck Babson College and Emma L. Murray

This resource catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments.

June 2017 • 560 pages
Paper & Interactive eBook (9781506376158) • £100.00

ISSUES IN ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Articles from SAGE Business Researcher

SAGE Business Researcher

This new collection of readings delves into the latest issues and controversies in entrepreneurship, such as learning from failure, social entrepreneurship, flat management, crowdfunding and more. Each article provides deep, balanced and authoritative coverage and points to reliable resources for further study.

June 2017 • 392 pages
Paper (9781506381381) • £36.99

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT EMPLOYMENT RELATIONS

Tony Dundon Alliance Manchester Business School, University of Manchester, Niall Cullinane Queen’s University Management School, Queen’s University Belfast and Adrian Wilkinson Centre for Work, Organisation and Wellbeing, Griffith Business School, Griffith University

‘An accessible introduction to the interdisciplinary field of employment relations that also sheds light on broader social and economic dilemmas we face. The authors are provocative - hitting the important tensions and contradictions facing working people today - with rich anecdotes from popular media and culture that bring the underlying academic research to life.’

~ Rosemary Batt, Professor of Women and Work, ILR School, Cornell University

March 2017 • 168 pages
Cloth (9781446294109) • £50.00
Paper (9781446294116) • £15.99

Very Short, Fairly Interesting & Cheap Books
EMPLOYMENT RELATIONS
Fairness and Trust in the Workplace
Cecilia Bingham Westminster University
‘This thought-provoking text provides academic, practical and theoretical insights into the contested nature of contemporary work and employment relations at workplace level. It should become essential reading for students, scholars, practitioners and policy-makers in the field.’
– David Farnham, University of Portsmouth

2016 • 364 pages
Cloth (9781446272589) • £120.00
Paper (9781446272596) • £39.99

STRATEGIC HUMAN RESOURCE MANAGEMENT
An international perspective
Second Edition
Edited by Gary Rees Portsmouth University and Paul Smith University of Hertfordshire
‘The new edition is as easy to read as its predecessor, with even more insights into the complexities of strategic human resource management and activities and case studies from around the world.’
– Chris Brewster, Professor of International HRM, Henley Business School, UK

May 2017 • 516 pages
Cloth (9781473969315) • £120.00
Paper (9781473969322) • £39.99

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT HUMAN RESOURCE MANAGEMENT
Irena Grugulis Leeds University Business School
A book about work, the people who do it and the way they are managed; raising issues such as work intensification and unemployment and exploring the realities of work, workers and the communities that are affected by HRM policy and practice.

2016 • 144 pages
Cloth (9781446200803) • £50.00
Paper (9781446200810) • £15.99

AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT
Third Edition
Nick Wilton University of the West of England
‘This is engaging and comprehensive in its coverage of HRM theory and practice. It is a “must go to” text for both undergraduate, postgraduate, MBA and CIPD HRM students and HRM academics.’
– Dr. Kate Black, Senior Lecturer, Newcastle Business School, Northumbria University

Reflecting the global nature of the workplace with its use of real world examples and case studies, this is not another “How to” of HRM in practice, but goes beyond the prescriptive approach to the practice of strategic HRM and encourages critical reflection to prepare students for the issues and dilemmas they could face in their careers.

The new edition comes packed with features that encourage readers to engage and relate theory to practice including:
• Management skills and attributes boxes outlining the required competencies of line managers and HR practitioners
• HR in practice boxes illustrating how HRM theory works in real world practice
• Ethical insights presenting ethical considerations for budding practitioners
• Global insights highlighting practices around the world
• Research insights inviting students to explore further academic research
• Case Studies and examples offering a more in-depth look at HRM across a variety of organizations

The new edition is also complemented by a free interactive eBook allowing access on the go and encouraging learning and retention whatever the reading or learning preference.

CONTENTS

2016 • 520 pages
Cloth (9781473954199) • £42.99
Paper & Interactive eBook (9781473954199) • £42.99

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DOING BUSINESS IN EUROPE

Third Edition
Gabriele Suder SKEMA Business School and Johan Lindeque University of Applied Sciences

Revised and updated to include the recent changes in the economic and political climate of Europe and thematic perspectives on key contemporary European challenges, the authors also bring into consideration non-EU Business in the EU as well as the way Brexit is likely to affect businesses. Also new to this edition:

- New pedagogical features including learning styles, glossary, themes and case mapping
- Updated texts, examples and cases from a wider range of European member states
- An update about the CEE countries
- An update of FTAs

CONTENTS
MANAGEMENT FUNDAMENTALS
Concepts, Applications, and Skill Development
Eighth Edition
International Student Edition
Robert N. Lussier Springfield College

Packed with experiential exercises, self-assessments, and group activities to develop management skills students can use in their personal and professional lives.

Written using a three-prong approach that covers concepts, application and skills for all traditional and current topics in management, providing in-depth coverage of key topics such as diversity, ethics, technology and globalization.

New to this edition:
• New case studies highlight contemporary challenges and opportunities facing managers at well-known organizations such as Whole Foods, Wells Fargo, and the Chicago Cubs
• Expanded and updated Trends and Issues sections explore timely topics such as the changing nature of work, managing multiple generations, and virtual teams
• All of the Applying the Concept boxes are new and engage students in applying the concepts to their own experiences and provide situational analysis opportunities to develop critical thinking skills
• Management in Action videos illustrate fundamental management concepts using a variety of relatable scenarios and assessment questions to challenge students to apply and analyze workplace situations

CONTENTS

HUBRICSTIC LEADERSHIP
Eugene Sadler-Smith University of Surrey

Adopting an inter/cross-disciplinary approach, this book contributes to the growing discussion around hubris in leadership. The text encourages an educated and informed stance of moderation, critical analysis and reflexivity as potential safeguards against the emergence of hubris in organizations. Looking at examples from business and politics and the impact of hubristic leaders, it provides an insight into the nature and causes of hubris, its destructive effects and how these might be anticipated, mitigated and avoided.

CONTENTS
Hubristic Leadership and the ‘Dark Side’ of Power / Myth, Tragedy, and Nemesis / Behavioural Perspectives / Clinical Perspectives / Lessons from Political Leadership / Hubristic Leadership in Organizations / Paradoxical and Processual Aspects of Hubristic Leadership / Corporate Hubris / Detecting, Mitigating and Managing Hubristic Leadership

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING LEADERSHIP
Third Edition
Brad Jackson Victoria University of Wellington and Ken Parry Deakin University

The first edition of this popular and acclaimed book quickly became a favourite among students for the engaging way in which it guided them 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.

STUDYING LEADERSHIP
Traditional and Critical Approaches
Second Edition
Doris Schedlitzki and Gareth Edwards both at University of the West of England

Now in its second edition, Studying Leadership continues to provide a comprehensive overview of the key theories, topics, research debates and major developments in the field of leadership studies.

The new edition includes:
• A complete overview of leadership studies past, present and future, covering both traditional and mainstream theories and leadership research such as gender and diversity, ethics, sustainability, language and identity
• A new chapter on researching leadership, helping students with dissertations and projects
• Ten extended case studies in the appendix in addition to the chapter-specific case studies
• Learning features that encourage criticality and reflexivity

CONTENTS
Conceived by Chris Grey and written to get you thinking, the ‘Very Short, Fairly Interesting and Reasonably Cheap’ series offers an informal, conversational, accessible yet sophisticated and critical overview of what you find in conventional textbooks.

View the full selection of books in the VSFI series at sagepub.co.uk/vsfi
**REFLEXIVE LEADERSHIP**

Organising in an imperfect world

Mats Alvesson, Martin Blom and Stefan Sveningsson all at Lund University

By promoting a reflexive approach to leadership, the book challenges traditional, dominant and fashionable leadership perspectives. It encourages managers and their subordinates to embrace alternative ways of organizing work with a number of new, provocative, critical and constructive ideas that help to develop sharper and more thoughtful thinking and practice.

November 2016 • 248 pages
Cloth (9781412961585) • £85.00
Paper (9781412961592) • £28.99

**GLOBAL LEADERSHIP PERSPECTIVES**

Insights and Analysis

Simon Western Analytic-Network Coaching Ltd and Éric-Jean Garcia Sciences Po

A critical, global counterpoint to more western-centric texts that will appeal to critical leadership scholars, those teaching leadership from a critical perspective and those teaching leadership with an international focus.

Split into two parts; its first part presents the local and regional variations in leadership from across the globe, with each of the twenty individual authors presenting the histories, cultures, tensions and social changes that shape the practice of everyday leadership in their respective regions.

Regions and countries included are: the Arab Middle East, Argentina, ASEAN, Australia, Brazil, China, Democratic Republic of Congo, Ethiopia, France, Germany, India, Japan, Mexico, Poland, Russia, Scandinavia, South Africa, Turkey, UK and USA.

In the second part, the editors then critically analyse these chapters and identify the key themes and specific issues, enabling the reader to challenge their own leadership perceptions and move beyond the normative, uncritical approach to leadership.

**CONTENTS**


March 2018 • 288 pages
Cloth (9781473953437) • £85.00
Paper (9781473953444) • £29.99

**DIGITAL MARKETING**

Strategic Planning & Integration

Annmarie Hanlon University of Derby

A practical and easy-to-follow approach, providing a roadmap for the reader’s digital marketing journey enabling them to understand the essentials of the topic, the different tools available, how to conduct an audit, strategy, planning and management as well as metrics and transformation. The book is packed full of useful features to support the reader, including:

- Case examples – illustrating digital marketing in practice
- Digital tools and templates - helping with the hands-on application of knowledge
- Dark marketing – highlighting the risks of digital
- Exercises – bite-sized activities helping to check understanding and reinforce learning

**CONTENTS**


November 2018 • 400 pages
Cloth (9781526426668) • £120.00
Paper (9781526425678) • £37.99
CONSUMER CULTURE THEORY
Edited by Eric J. Arnould EMLYON Business School and Craig J Thompson University of Wisconsin-Madison

Outlining the key themes, concepts and theoretical areas in the field, this book draws on contributions from prominent researchers to unravel the complexities of consumer culture by looking at how it affects personal identity, social interactions and the consuming human being.

The structure of the book is designed to help students map the field in the way it is interpreted by researchers and follows the conceptual mapping in the classic Arnould & Thompson 2005 journal article. The book is organised into three parts - the Consumption Identity, Marketplace Cultures and the Socio-Historic Patterning of Consumption. Insight is offered into both the historical roots of consumer culture and the everyday experiences of navigating the contemporary marketplace.

The book is supported by a collection of international case studies and real world scenarios, including: How Fashion Bloggers Rule the Fashion World, the Kendal Jenner Pepsi Commercial, Professional Beer Pong, Military Recruiting Campaigns, The World Health Organisation and the Corporatization of Education.

CONTENTS

June 2018 • 321 pages
Cloth (9781526420718) • £100.00
Paper (9781526420725) • £34.99

THE SAGE HANDBOOK OF CONSUMER CULTURE
Edited by Olga Kravets, Pauline Maclaran both at Royal Holloway, University of London, Steven Miles Manchester Metropolitan University and Alladi Venkatesh University of California, Irvine

This a one-stop resource for scholars and students of consumption, providing critical discussion of the key dimensions of consumer culture from a global and interdisciplinary team of scholars.

January 2018 • 576 pages
Cloth (9781473929517) • £120.00

BESTSELLER!

CONSUMER BEHAVIOUR
Applications in Marketing
Third Edition
Robert East Kingston University, Jaywant Singh Kingston University Business School, Malcolm Wright Massey University and Marc Vanhuele HEC School of Management

This third edition maintains a strong focus on the use of research, helping students to develop analytical and evidence-based thinking in marketing and to take into consideration not just the individual but also the marketing environment. New examples and research findings have been included with special attention paid to the digital environment, including online consumer behaviour and research.

2016 • 368 pages
Cloth (9781473919495) • £120.00
Paper (9781473919501) • £42.99

BUSINESS-TO-BUSINESS MARKETING
Fourth Edition
Ross Brennan Hertfordshire Business School, University of Hertfordshire, Louise Canning Kedge Business School and Raymond McDowell Bristol Business School, University of the West of England

‘Offering fresh insights into both the theory and practice of industrial marketing. This textbook combines highly relevant concepts and models with a wealth of very interesting and useful examples, cases and practical exercises from a variety of industries and contexts. Students of all levels, including doctoral, will find this book an inseparable companion.’

– Professor Enrico Baraldi, Department of Engineering Sciences, Uppsala University

May 2017 • 416 pages
Cloth (9781473973435) • £120.00
Paper (9781473973442) • £44.99

CONSUMER BEHAVIOUR
Third Edition
Zubin Sethna Regent’s University London and Jim Blythe University of Plymouth

Written from a European perspective and with examples and case studies from global brands including Spotify, Instagram and Amazon, the new edition features increased coverage of social media, digital consumption and up-to-date marketing practice, striking a good balance between the sociological and psychological aspects of consumer behavior.

2016 • 528 pages
Cloth (9781473939193) • £120.00
Paper (9781473939193) • £42.99
MARKETING COMMUNICATIONS
Objectives, Strategy, Tactics

John R. Rossiter University of Wollongong, Larry Percy Copenhagen Business School and Lars Bergkvist University of Brunei

Uniting industry experience with academic expertise, the authors combine marketing communications and advertising with the branding perspective, providing students with a practical planning system and a seven-step approach to creating a comprehensive marketing plan.

The new SAGE Marketing Communications textbook is a contemporary evolution of the well-known Rossiter and Percy Advertising and Promotion Management textbook, which at its peak was adopted by six of the top 10 U.S. business schools – Stanford, Wharton, Columbia, Berkeley, UCLA and Northwestern – as well as by the London Business School, Oxford’s Said Business School and by most of the top business schools in Europe such as Erasmus University Rotterdam, INSEAD and the Stockholm School of Economics.

Key features include:
• An author analytical approach with checklist frameworks in chapters, providing students with a systematic guide to doing marketing communications
• A managerial approach with managerial grids in chapters, helping students to become a marketing manager and study as though they are in the role
• Coverage of key new marketing communications topics such as branding and social media

In each of the end-of-chapter questions there are mini-cases that involve real brands, and the numerous examples throughout the text refer to globally known brands such as Gillette, Mercedes, Revlon and Toyota.

CONTENTS
PART I: MARCOMS AND BRANDING / Marketing Communications and Campaign Planning / Branding and Brand Positioning / PART II: MARCOMS CAMPAIGN OBJECTIVES / Target Audience Selection and Action Objectives / Communication Objectives / PART III: CREATIVE STRATEGY / Creative Idea and the Structure of Ads / Brand Awareness and Brand Attitude Tactics / Pre-Testing Ads and Promotions / PART IV: PROMOTION STRATEGY / Manufacturer’s Promotions / Retailer’s Promotions / PART V: MEDIA STRATEGY / Media Selection and Choice of Advertising Units / Media Scheduling: Reach Pattern, Effective Frequency, and Strategic Rules for Implementation / PART VI: CAMPAIGN MANAGEMENT / Setting the Campaign Budget / Campaign Tracking / PART VII: SPECIALIZED MARCOMS / Corporate Image Advertising, Sponsorships, and PR / Personal Selling and Telemarketing / Social Marketing Campaigns

August 2018 • 680 pages
Cloth (9781526438645) • £120.00
Paper (9781526438652) • £45.99

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MARKETING COMMUNICATIONS
Second Edition

John Egan Regent’s University London

‘John Egan has done an excellent job in the latest comprehensive edition of Marketing Communications. He combines a compelling writing style and excellent exemplification with stimulating case studies and up-to-date theoretical content.’

- Paul Baines, Professor of Political Marketing and Director, Masters in Management Programme, Cranfield University.

John Egan draws on years of both industry and academic experience to explain the ‘why’ as well as the ‘how’ of marketing communications.

This edition:
• Covers topical issues such as new technologies and ethical marketing that students need to know about
• Provides ‘Insight’ boxes into some of the latest industry practices to ensure students are up to date
• Features examples such as James Bond and One Direction to help students relate theory to the real world

CONTENTS
Marketing Communications: Past and Present / Marketing Communications Theory / Buying Behaviour / Image and Brand Management / Marketing Communications Planning / Understanding Marketing Research / Campaign Tactics and Management / Campaign Media and Media Planning / Advertising / Sales Promotion / Public Relations / Sponsorship and Product Placement / Direct and Digital Marketing / Personal Selling, Point-of-Sale and Supportive Communications / Integrated Marketing Communications / Internal Communications / Marketing Channels and Business-to-Business Communications / Ethical Marketing and the Regulatory Environment / The Communications Industry / Global Marketing Communications / The Changing Face of Marketing Communications

2014 • 440 pages
Cloth (978146259023) • £132.00
Paper (978146259030) • £42.99

NEW EDITION!

ADVERTISING AND PROMOTION
Fourth Edition

Chris Hackley School of Management, Royal Holloway University of London and Rungpaka Amy Hackley School of Business and Management, Queen Mary University of London

‘It is really good to see a new edition of this excellent research-driven, theoretically informed yet clear and engaging text; it offers many insights into the contemporary practice of advertising and promotion, illustrated by a wealth of international examples.’

- Stephanie O’Donohoe, Professor of Advertising and Consumer Culture, The University of Edinburgh Business School

November 2017 • 384 pages
Cloth (9781473997981) • £120.00
Paper (9781473997998) • £41.99
Providing an integrated approach in relation to international marketing, five principles – cultural, language, political/legal, economic and technological/operational differences – are discussed. Examples are used throughout to add clarity to the concepts that are addressed, and discussions of sustainability and “bottom of the pyramid concepts” are incorporated into each chapter to highlight the importance of these issues in today’s marketplace.

The second edition includes a brand new chapter on culture and cross-cultural marketing, new coverage of digital advances and social media, updated theory and applied insights from industry insiders.

CONTENTS


October 2018 • 640 pages
Cloth (9781506389219) • £120.00
Paper (9781506389226) • £37.99

The Little Quick Fix Series

Quick fixes for common research problems you need to solve fast. Visual and practical, each book will start at your problem and deliver you to an answer with a quick test at the end to check that you’ve got what you need: Quick results. Good research.

Find out more at www.sagepub.co.uk/lqf
Recognizing the importance of ongoing technological and social developments and the increasing connectedness of consumers, that has profound implications for the way marketing operates and students learn, the fourth edition demystifies key technologies and terminology, demonstrating where and how emerging digital marketing techniques and tools fit in to contemporary marketing planning and practice. The new edition welcomes a new third author and has been fully updated to include:

• 31 new case studies (including 5 new end of chapter and 26 new ‘focus boxes’), featuring a greater number of case studies from digital/social media marketing, Uber and the sharing economy, Google and crowdsourcing and Amazon’s drone delivery service
• Even more content on digital marketing integrated throughout, including key issues such as social media, mobile marketing, co-creation and cutting edge theory
• A fully updated and streamlined interactive eBook

CONTENTS
PART I: THIS IS MARKETING / Marketing Today / The Marketing Environment / PART II: MAKING SENSE OF MARKETS / Buyer Behaviour / Market Segmentation, Targeting and Positioning / Marketing Research / PART III: THE MARKETING MIX / Product / Service Products / Promotion (Marketing Communications) / Place / Price / PART IV: MANAGING MARKETING / Building Brands: Using the Marketing Mix / Marketing Planning

In 2010 SAGE started a partnership with University of Sussex Library to develop a better understanding of the research behaviour of doctoral students.

In 2013 the project was extended to include undergraduate students with the aim of monitoring their learning and information-seeking behaviour across the three years of their study. Through various activities, the students have provided us with insight into their experiences, concerns, behaviour and attitudes, enabling us to explore issues and themes which place students at the heart of our textbook publishing.

Aly Davie is a Marketing and Management with Law student, now in her 2nd year of study. Follow her journey at blogs.sussex.ac.uk/sagestudents or via @SageStudents
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Here at SAGE Publishing, we believe that we play an important role in cultivating student engagement through the teaching and learning resources that we produce.

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The new 4th edition of Masterson, Phillips & Pickton 'Marketing: An Introduction' is our latest project to showcase the culmination of all our efforts.
Nearly 30 lecturers and students were involved in the development of the 4th edition of *Marketing an Introduction*. Just take a look at some of the things we did based on their feedback...

If you’d like to see for yourself, order an inspection copy (more details on page 15)

Regardless of where in the world your students are, and whether they prefer to read in print, digitally or a bit of both – there is a solution to suit them as they can tailor their learning with a FREE, easy-to-use interactive e-book.

**Look out for icons below and click on them for online bonus features:**

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- **Further reading** to improve grades
- **Video snapshots** to help with exam revision
- **Hear Past Students’ journeys from degree to job**
Based on YOUR and YOUR STUDENTS’ SUGGESTIONS this is what we included...

- **Digital marketing** integrated throughout
- **Mini cases** at the end of every chapter

This book is easy to read and revise from due to the use of colour and images. [It] Guides you to wider reading around topics through the research focus boxes which can help you with essays.”

*Elena Stevens*,
FIRST YEAR STUDENT
ADVERTISING AND MARKETING COMMUNICATIONS.

“My favourite element is the revision questions and case studies at the end of each chapter, making troublesome revision a thing of the past.”

*Mundip Chaggar*,
FIRST YEAR STUDENT
MARKETING

“A beautifully engaging book, with the ability to help all types of learners gain academic knowledge with ease.”

*Carolyn Singleton*,
FIRST YEAR STUDENT
INTERNATIONAL BUSINESS & MARKETING

“The succinctness of this book made exam revision much easier.”

*Gośia Warwaseńska*,
FIRST YEAR STUDENT
INTERNATIONAL MARKETING & BUSINESS WITH MANDARIN

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*Riccardo Benzo*,
ASSOCIATE LECTURER,
BIRKBECK COLLEGE,
UNIVERSITY OF LONDON
Marketing

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**THE SAGE HANDBOOK OF SOCIAL MEDIA**

Edited by **Jean Burgess**
Queensland University of Technology,
Alice Marwick University of North Carolina at Chapel Hill and **Thomas Poell**
University of Amsterdam

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.

November 2017 • 662 pages
Cloth (9781412962292) • £120.00

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**SOCIAL MEDIA MARKETING**

**Third Edition**

**Tracy L. Tuten**
East Carolina University,
Greenville and **Michael R. Solomon**
Saint Joseph’s University, Philadelphia

Social Media Marketing melds essential theory with practical application and covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand’s marketing communications and harnessing social media data to yield consumer insights. The authors outline the “four zones” of social media that marketers can use to help achieve their strategic objectives: Community, Publishing, Entertainment and Commerce.

The new third edition has been extensively updated to include a new chapter on tactical planning and execution, coverage of the latest research within social media marketing and expanded and all new case studies and examples, including Facebook, Instagram, Twitter, Snapchat etc. These are discussed in relation to globally recognized brands such as Pokemon Go, Nike, Amazon Kindle and Lady Gaga.

**CONTENTS**


November 2017 • 448 pages
Cloth (9781526423863) • £120.00
Paper (9781526423870) • £47.99

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**SOCIAL MEDIA**

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