Business & Management

Media & Communication

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Spring 2024
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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 (General)
Category: Core Textbook
Paperback • 9781529797776 • 352pp
6th edition • May-22 • £48.99
Sage Publications Ltd

INFLUENCERS AND CREATORS
Business, Culture and Practice
Robert Kozinets, Ulrike Gretzel, Rossella Gambetti

This textbook combines cutting-edge conceptual and critical thinking with practical advice for those interested in the way influencers and content creators have profoundly impacted business and culture.

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
Paperback • 9781529768640 • 384pp
1st edition • May-23 • £34.99
Sage Publications Ltd

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 • £104
Sage Publications, Inc

BRAND MANAGEMENT
Co-creating Meaningful Brands
Michael Beverland, Pinar Cankurtaran

This popular textbook introduces students to contemporary brand management and innovation with a focus on how companies and consumers are interacting and co-creating brands today.

Readership: Undergraduate and postgraduate students studying brand management.
Subject: Brand Management
Category: Core Textbook
Paperback • 9781529616972 • 400pp
3rd edition • Apr-24 • £46.99
Sage Publications Ltd

ADVERTISING IN THE DIGITAL AGE
Theories and Practices
Sevil Yesiloglu, Joyce Costello

A cutting-edge exploration of advertising theory and practice in the context of today’s digital media environment, built around the BA in Advertising at the London College of Communication.

Readership: Suitable for undergraduates and graduates studying in media studies and advertising.
Subject: Advertising (Analysis)
Category: Core Textbook
Paperback • 9781529601978 • 288pp
1st edition • May-24 • £38.99
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 • 9781529758429 • 376pp
2nd edition • Jan-22 • £49.99
Sage Publications Ltd
BUSINESS ETHICS
The Sustainable and Responsible Way
Sunil G. Savur
This new business ethics textbook takes a highly practical approach, including a rich array of global case studies and reflective questions to develop students’ ability to respond to ethical decisions in their future careers.

Readership: Business Ethics courses - primarily UG2 and UG3 but can also be PG and MBA.
Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529604443 • 376pp
1st edition • Mar-24 • £39.99
Sage Publications Ltd

DIGITAL BUSINESS
Strategy, Management & Transformation
Annmarie Hanlon
Featuring a wealth of teaching tools, case examples from around the globe, ethical insights and Digital Tools which signpost and introduce students to a range of tools used by digital business professionals, this textbook covers the key issues in digital business.

Readership: Aimed at undergraduate/postgraduate students studying a digital business course.
Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529624229 • 272pp
1st edition • Apr-24 • £44.99
Sage Publications Ltd

BUSINESS SKILLS FOR THE 21ST CENTURY
Marc G. Baaij
This new student textbook, using a wide range of learning features, covers essential skills such as creative and critical thinking, communication and cooperation as well as data-driven decision-making for businesses and societies at large, as they encounter problems, identify opportunities and seek solutions during complex and turbulent times.

Readership: Undergraduate students taking a business/study skills module.
Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529600001 • 384pp
1st edition • Jan-24 • £34.99
Sage Publications Ltd

DISCOVERING LEADERSHIP
Designing Your Success
Anthony E. Middlebrooks, Scott J. Allen, Mindy S. McNutt, James L. Morrison
Discovering Leadership: Designing Your Success, Second Edition provides a comprehensive practice-based introduction to leadership. The text guides students to design their leadership purposefully and mindfully as they develop their leadership knowledge, skills, and dispositions.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781071866986 • 608pp
2nd edition • Jul-23 • £88
Sage Publications, Inc

DESIGN THINKING FOR STUDENT PROJECTS
Tony Morgan, Lena J. Jaspersen
Created with direct input from students and packed with advice and guidance from leading industry experts, this textbook walks readers through the steps necessary to deliver a team-based project, facilitating the development of key employability skills along the way.

Readership: Suitable for undergraduates and postgraduates across all disciplines undertaking team-based modules and courses, as well as those studying independently.
Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529761696 • 392pp
1st edition • May-22 • £43.99
Sage Publications Ltd

ENTREPRENEURSHIP
A Contemporary & Global Approach
David Deakins, Jonathan M. Scott
This popular text on Entrepreneurship has been completely revised for its Second Edition. The text retains the favourably-reviewed features of the First Edition which include the importance of context, diversity and differing international entrepreneurial practice, and now contains new sections on entrepreneurship in the face of multiple global crises, evidence on entrepreneurial resilience, new case study material on examples of international entrepreneurship from developing countries including.

Readership: Undergraduate and postgraduate students studying entrepreneurship.
Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529621877 • 320pp
2nd edition • Apr-24 • £49.99
Sage Publications Ltd
INTERCULTURAL MANAGEMENT
Concepts, Practice, Critical Reflection
Dirk Holtbrügge

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 (General)
Category: Core Textbook
Paperback • 9781529789744 • 416pp
1st edition • Mar-22 • £48.99
Sage Publications Ltd

LEADERSHIP - INTERNATIONAL STUDENT EDITION
Theory, Application, & Skill Development
Robert N. Lussier, Christopher F. Achua

Using current examples and step-by-step behavioral models, the Seventh Edition of Leadership: Theory, Application, and Skill Development equips your students with the leadership skills they need to thrive in today's business world.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781071870594 • 648pp
7th edition • Jun-22 • £76.99
Sage Publications, Inc

JOB AND WORK ANALYSIS
Methods, Research, and Applications for Human Resource Management
Frederick Phillip Morgeson, Michael Thomas Brannick, Edward L. Levine

It provides an in-depth exploration of job analysis, unpacking the best job analysis methods and illustrating how to apply these to solve some of the most common workplace problems.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781544329529 • 400pp
3rd edition • May-19 • £104
Sage Publications, Inc

MANAGEMENT FUNDAMENTALS - INTERNATIONAL STUDENT EDITION
Concepts, Applications, and Skill Development
Robert N. Lussier

Packed with experiential exercises, self-assessments, and group activities, this book develops essential management skills students can use in their personal and professional lives.

Readership: For students of Management.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781071808061
9th edition • Jan-20 • £100
Sage Publications, Inc

LEADERSHIP - INTERNATIONAL STUDENT EDITION
Theory and Practice
Peter G. Northouse

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

Subject: Business & Management (General)
Category: Core Textbook
Paperback & Interactive eBook • 9781071856611 • 600pp
9th edition • Jun-21 • £64.99
Sage Publications, Inc

MANAGING DIVERSITY - INTERNATIONAL STUDENT EDITION
Toward a Globally Inclusive Workplace
Michalle E. Mor Barak

The award-winning Managing Diversity uses an interdisciplinary approach to provide students with an understanding of diversity from a global perspective.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781071840986 • 512pp
5th edition • Mar-22 • £76.99
Sage Publications, Inc
Meeting the Ethical Challenges of Leadership
Casting Light or Shadow
Craig E. Johnson

Meeting the Ethical Challenges of Leadership takes a multidisciplinary approach, drawing from many fields of research to help readers make ethical decisions, lead with integrity, and create an ethical culture. Packed with real-world case studies, examples, self-assessments, and applications, the fully-updated Eighth Edition is designed to increase ethical competence and leadership abilities.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781071904244 • 520pp
8th edition • Jan-24 • £88
Sage Publications, Inc

Organizational Change Management
Inclusion, Collaboration and Digital Change in Practice
Danielle Tucker, Stefano Cirella, Paul Kelly

This new change management textbook takes a unique approach, looking at change management from the perspective of change-agents who will be putting change into practice, and is full of rich case studies and activities.


Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529792249 • 384pp
1st edition • Feb-24 • £41.99
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 (General)
Category: Core Textbook
Paperback • 9781071854211 • 584pp
13th edition • Mar-23 • £104
Sage Publications, Inc

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 every day 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 (General)
Category: Core Textbook
Paperback • 9781544320441 • 400pp
1st edition • May-20 • £104
Sage Publications, Inc

Principles of Business & Management
Practicing Ethics, Responsibility, Sustainability
Oliver Laasch

This popular, UN-endorsed textbook supports introductory student learning of business and management alongside the Sustainable Development Goals (SDGs) and their “5Ps” prioritization of people, partnership, planet, peace and prosperity for all.

Readership: Aimed at undergraduate and postgraduate students studying a management or sustainability module/course.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529610819 • 936pp
3rd edition • Mar-24 • £54.99
Sage Publications Ltd

Principles of Management
Practicing Ethics, Responsibility, Sustainability
Oliver Laasch

Following the impacts of the financial crisis and growing awareness around climate change, this accessible textbook aimed at ‘Introduction to Management’ courses empowers students to become responsible managers in today’s modern world.

Readership: The textbook can be used for introductory management courses as well as courses that cover business ethics, business and society, corporate social responsibility (CSR), sustainability and responsible management.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529732054 • 1024pp
2nd edition • Apr-21 • £52.99
Sage Publications Ltd
STRATEGIC MANAGEMENT
From Confrontation to Transformation
Henk W. Volberda, Rick M. A. Hollen, Joana R. Pereira, Jatinder S. Sidhu, Kevin Heij

In the quest for competitive advantage, navigating change can be daunting. Following a unique, four-part structure focussing on confronting strategic issues, sensing opportunities and threats, choosing strategies and transforming organizations, this essential textbook offers a fresh and provocative perspective on strategic management.

Readership: Suitable for undergraduate and postgraduate students of Strategy or Strategic Management and Global Strategic Management.

Subject: Business & Management (General)
Category: Core Textbook
Paperback • 9781529770575 • 680pp
1st edition • Jan-24 • £54.99
Sage Publications Ltd

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 (General)
Category: Supplementary Textbook
Paperback • 9781529791006 • 200pp
3rd edition • Mar-21 • £15.99
Sage Publications Ltd

BUSINESS & SOCIETY
A Strategic Approach to Social Responsibility & Ethics
O.C. Ferrell, Debbie M. Thorne, Linda Ferrell

Business and Society provides a strategic framework that integrates business and society into organizational strategies to showcase social responsibility as a highly actionable and practical field of interest, grounded in sound theory. This innovative text ensures that business students understand and appreciate concerns about philanthropy, employee well-being, corporate governance, consumer protection, social issues, and sustainability, helping to prepare them for the social responsibility challenges and opportunities they will face throughout their careers.

Readership: Business Policy
Category: Core Textbook
Paperback • 9781948426169 • 606pp
7th edition • Jul-23 • £104
Sage Publications, Inc

BUSINESS AND PROFESSIONAL COMMUNICATION - INTERNATIONAL STUDENT EDITION
KEYS for Workplace Excellence
Kelly Quintanilla Miller, Shawn T. Wahl

This Fourth Edition provides the knowledge and skills needed to empower students to handle important work-related activities, including job interviewing, working in teams, strategically utilizing visual aids and providing feedback to supervisors.

Subject: Business Communication
Category: Core Textbook
Paperback • 9781544371771
4th edition • Jan-19 • £89
Sage Publications, Inc

BUSINESS-TO-BUSINESS MARKETING
Ross Brennan, Louise Canning, Helen McGrath

The leading, authoritative, comprehensive and only updated textbook for teaching and learning B2B Marketing.


Subject: Business to-Business Marketing
Category: Core Textbook
Paperback • 9781529791501 • 416pp
6th edition • Mar-24 • £51.99
Sage Publications Ltd

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 • £49.99
Sage Publications Ltd
THE COMPLETE HANDBOOK OF COACHING
Elaine Cox, Tatiana Bachkirova, David A. Clutterbuck

This book provides a wide-ranging guide to the complex, multidisciplinary area of coaching, exploring coaching theories and approaches, genres and settings, and professional issues.

Readership: Coaching trainees, including students taking a coach practitioner course or coaching module.

Subject: Coaching & Mentoring
Category: Core Textbook
Paperback • 9781529604887 • 592pp
4th edition • Oct-23 • £38.99
Sage Publications Ltd

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
Paperback & Interactive eBook • 9781071808238 • 384pp
4th edition • Feb-20 • £73
Sage Publications, Inc

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

From data capitalism and data colonialism, to data harms to data activism - the book is an expert guide to the debates central to understanding the injustices of life in a datafied society.

Readership: Ideal for upper level undergraduates and postgraduate students studying about Data and Society and related disciplines such as Sociology, Media and Politics.

Subject: Communication and Media Studies (General)
Category: Academic
Paperback • 9781526431769 • 288pp
1st edition • Apr-24 • £33.99
Sage Publications Ltd

DIGITAL CULTURE AND SOCIETY
Kate Orton-Johnson

Taking a sociological approach and focusing on methodology, this book offers a broad guide to the various areas of our lives that are impacted by digital technology, equipping the reader to analyse digital media in their own work.

Readership: Ideal for upper level undergraduate and postgraduate students studying new media, digital sociology and cultural studies.

Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781526431769 • 288pp
1st edition • Apr-24 • £33.99
Sage Publications Ltd

COMMUNICATION AND SPORT
Surveying the Field
Andrew C. Billings, Michael Laurence Butterworth

Communication and Sport: Surveying the Field provides students with an understanding of sports media, rhetoric, culture, and organizations through an examination of a wide range of topics.

Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781544393148 • 368pp
4th edition • Mar-21 • £88
Sage Publications, Inc

DIGITAL MEDIA AND SOCIETY
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 (General)
Category: Core Textbook
Paperback • 9781529722499 • 312pp
2nd edition • Dec-21 • £34.99
Sage Publications Ltd
DIGITAL MEDIA ECONOMICS
A Critical Introduction
Brett Caraway
Written for a wide audience, from undergraduate and graduate students to citizens and activists, this engaging text explains how economics can help us to better understand the development of digital technologies.

Readership: Ideal for undergraduates and graduates studying media, communication, and cultural studies as well as non-specialist readers seeking a grounding in economics.
Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781529796490 • 304pp
1st edition • Dec-23 • £33.99
Sage Publications Ltd

MCQUAIL'S MEDIA AND MASS COMMUNICATION THEORY
Denis McQuail, Mark Deuze
A new edition of the seminal textbook in media and mass communication. Denis McQuail's classic book has been revised and updated by Mark Deuze to reflect the contemporary media landscape and to speak to needs of today's media students.

Readership: Undergraduate and postgraduate students of media and communication studies and mass communication.
Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781473902510 • 688pp
7th edition • Apr-20 • £42.99
Sage Publications Ltd

ENVIRONMENTAL COMMUNICATION AND THE PUBLIC SPHERE
Phaedra Carmen Pezzullo, J. “James” Robert Cox
The best-selling Environmental Communication and the Public Sphere provides a comprehensive introduction to the growing field of environmental communication. This groundbreaking book focuses on the role that human communication plays in influencing the ways we perceive the environment.

Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781544387031 • 392pp
6th edition • Jun-21 • £88
Sage Publications, Inc

MEDIA, CULTURE AND SOCIETY
An Introduction
Paul Hodkinson
Combining a critical survey of the field with a finely judged assessment of cutting-edge developments, this book is the ‘must have’ text for any undergraduate student studying media and communication studies.

Readership: Ideal for undergraduate students studying media and communication studies, particularly those taking introductory modules.
Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781529796537 • 384pp
3rd edition • May-24 • £36.99
Sage Publications Ltd

FINDING OUT
An Introduction to LGBTQ Studies
Deborah T. Meem, Jonathan F. Alexander, Key Beck, Michelle A. Gibson
Finding Out, Fourth Edition introduces readers to lesbian-gay-bisexual-transgender-queer (LGBTQ) studies. By combining accessible introductory and explanatory material with primary texts and artifacts, this text/reader explores the development and growth of LGBTQ identities and the interdisciplinary nature of sexuality studies.

Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781071848036 • 416pp
4th edition • Sep-22 • £88
Sage Publications, Inc

RHETORIC IN POPULAR CULTURE
Barry S. Brummett
The Sixth Edition of Barry Brummett’s Rhetoric in Popular Culture provides readers with in-depth insight into the techniques of rhetorical criticism to analyze the full spectrum of contemporary issues in popular culture. Exploring a wide range of mass media texts including advertisements, magazines, movies, television, popular music, and social media, Barry Brummett presents key rhetorical concepts and applies them with critical analysis to a variety of exciting examples drawn from today’s popular culture.

Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781071854273 • 344pp
6th edition • Mar-23 • £88
Sage Publications, Inc
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
Paperback • 9781473993877 • 344pp
2nd edition • Apr-20 • £34.99
Sage Publications Ltd

MEDIA AND COMMUNICATION RESEARCH METHODS - INTERNATIONAL STUDENT EDITION
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.

Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781544371740 • 488pp
5th edition • Feb-19 • £62
Sage Publications, Inc

YOUR CAREER IN THE MEDIA & CREATIVE INDUSTRIES
Building Employability Skills
Georgia Stone, Matthew Kerry
Written to complement employability modules but also as a standalone guide, this book will leave you feeling career-ready by informing you about the world of opportunities in the media and creative industries. Spanning topical issues, from working from home and freelancing to advice on avoiding burnout, this introduction to your media career is both current and comprehensive.

Readership: Ideal for undergraduates studying employability and work placement modules across media and communication degrees, as well any student looking to work in the media and creative industries.

Subject: Communication and Media Studies (General)
Category: Core Textbook
Paperback • 9781529796513 • 232pp
1st edition • Jan-24 • £24.99
Sage Publications Ltd

INTRODUCING COMMUNICATION RESEARCH - INTERNATIONAL STUDENT EDITION
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
4th edition • Aug-19 • £69
Sage Publications, Inc

QUALITATIVE COMMUNICATION RESEARCH METHODS
Thomas R. Lindlof, Bryan Copeland Taylor
Qualitative Communication Research Methods, Fourth Edition introduces readers to qualitative research in speech and mass communication, providing numerous examples of work in the field to illustrate how studies are designed, carried out, written, evaluated, and related to theory.

Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781452256825 • 520pp
4th edition • Feb-18 • £104
Sage Publications, Inc

RESEARCH FOR DESIGNERS
A Guide to Methods and Practice
Gjoko Muratovski
This book is the guide to understanding and doing evidence-based research in design. Taking an organized approach to walking you through the basics of research, it highlights the importance of data and encourages you to think in a cross-disciplinary way.


Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781529708158 • 352pp
1st edition • Dec-21 • £36.99
Sage Publications Ltd

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Vincent Miller
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Category: Core Textbook
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Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781452256825 • 520pp
4th edition • Feb-18 • £104
Sage Publications, Inc

RESEARCH FOR DESIGNERS
A Guide to Methods and Practice
Gjoko Muratovski
This book is the guide to understanding and doing evidence-based research in design. Taking an organized approach to walking you through the basics of research, it highlights the importance of data and encourages you to think in a cross-disciplinary way.


Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781529708158 • 352pp
1st edition • Dec-21 • £36.99
Sage Publications Ltd
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 prepares you for your 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 • £49.99
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

HUMAN RESOURCE MANAGEMENT
Strategic and International Perspectives
Jonathan Crawshaw, Pawan Budhwar, Ann Davis
This comprehensive introduction examines key theories, practices and debates and treats international, strategic and contemporary issues as central to the study and practice of Human Resource Management.

Readership: Suitable for undergraduate and postgraduate students studying Human Resource Management (HRM), including Strategic HRM and International HRM.

Subject: Human Resource Management
Category: Core Textbook
Paperback • 9781529600674 • 432pp
4th edition • Dec-23 • £46.99
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 • £104
CQ Press

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 • Nov-22 • £48.99
Sage Publications Ltd

STRATEGIC HUMAN RESOURCE MANAGEMENT
An International Perspective
Gary Rees, Paul Smith
A stellar author team guides you 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 • 9781529740783 • 616pp
3rd edition • Feb-21 • £44.99
Sage Publications Ltd
AN INTRODUCTION TO INTERCULTURAL COMMUNICATION - INTERNATIONAL STUDENT EDITION

Identities in a Global Community
Fred Edmund Jandt

This book prepares today's readers to successfully navigate our increasingly global community, introducing communication skills and concepts that will enable readers to interact successfully with different cultures and ethnic groups. Jandt offers unique insights into intercultural communication, at home and abroad, through an emphasis on history, culture, and popular media.

Subject: Intercultural Communication
Category: Core Textbook
Paperback • 9781071808498 • 520pp
10th edition • Aug-20 • £84
Sage Publications, Inc

INTRODUCING INTERCULTURAL COMMUNICATION

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

Taking a global and critical perspective, this textbook presents the concepts, theories and applications from the field of intercultural communication in a lively and easy-to-follow style.

Readership: Undergraduate students of intercultural Communication and Intercultural Business and Management.

Subject: Intercultural Communication
Category: Core Textbook
Paperback • 9781529778755 • 368pp
4th edition • Apr-23 • £39.99
Sage Publications Ltd

INTERCULTURAL COMMUNICATION

Globalization and Social Justice
Kathryn Sorrells

Intercultural Communication: Globalization and Social Justice introduces students to the study of communication among cultures within the broader context of globalization. Promoting critical thinking, reflection, and action, the text’s social justice approach equips students with the knowledge and skills to create a more equitable world through communication.

Subject: Intercultural Communication
Category: Core Textbook
Paperback • 9781506362861 • 384pp
3rd edition • Mar-21 • £88
Sage Publications, Inc

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 (General)
Category: Core Textbook
Paperback • 9781506387529 • 336pp
4th edition • Apr-17 • £62
Sage Publications, Inc

UNDERSTANDING GLOBAL CULTURES

Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity
Martin J. Gannon, Rajnandini K. Pillai

This book demonstrates how metaphors can be used to help outsiders quickly understand what members of different cultural mindsets consider important.

Subject: International Business & Management (General)
Category: Core Textbook
Paperback • 9781483340074 • 680pp
6th edition • Apr-15 • £123
Sage Publications, Inc
DYNAMICS OF MEDIA WRITING
Adapt and Connect
Vincent F. Filak

Dynamics of Media Writing, Third Edition gives students transferable skills that can be applied across all media platforms—from traditional mass media formats like news, public relations, and advertising to emerging digital media platforms. Throughout this text, award-winning teacher and college media adviser Vincent F. Filak introduces fundamental writing skills that apply to all media, while also highlighting which writing tools and techniques are most effective for specific media formats and why.

Subject: Journalism
Category: Core Textbook
Paperback • 9781544385686 • 304pp
3rd edition • Nov-21 • £88
Sage Publications, Inc

INTRODUCTION TO LEADERSHIP - INTERNATIONAL STUDENT EDITION
Concepts and Practice
Peter G. Northouse

Peter G. Northouse’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

JOURNALISM
Principles and Practice
Tony Harcup

The bestselling guide to both the theory and practice journalism. An essential resource for all students of journalism.

Readership: Undergraduate students of journalism.

Subject: Journalism
Category: Core Textbook
Paperback • 9781526497895 • 328pp
4th edition • Oct-21 • £34.99
Sage Publications Ltd

THE BASICS OF MEDIA WRITING
A Strategic Approach
Scott Andrew Kuehn,
James Andrew Lingwall

With two comprehensive writing models, Scott A Kuehn and Andrew Lingwall help readers to develop the essential writing skills and professional habits needed to succeed in 21st-century media careers.

Subject: Journalism
Category: Core Textbook
Paperback • 9781506308104 • 568pp
1st edition • Mar-17 • £88
CQ Press

LEADERSHIP
Contemporary Critical Perspectives
Brigid Carroll, Jackie Ford, Scott Taylor

Written by a team of international experts and taking a truly global approach, Leadership: Contemporary Critical Perspectives is the essential guide to key concepts and contemporary concerns in leadership studies.

Readership: Essential reading for leadership students at both undergraduate and postgraduate level.

Subject: Leadership
Category: Core Textbook
Paperback • 9781529774078 • 408pp
3rd edition • Nov-22 • £47.99
Sage Publications Ltd

REFLEXIVE LEADERSHIP
Organising in an imperfect world
Mats Alvensson, Martin Blom, Stefan Sveningsson

Making a case for a reflexive approach to leadership that is informed by in-depth studies of managers, the book aims to facilitate reflexivity in terms of challenging one’s position - understanding of leadership - and considering alternatives.

Readership: Suitable for leadership and organisation courses at upper-level undergraduate and upwards (including MBA-classes and Executive Education). It should also have a good market among practitioners and management development professionals wanting to engage in thought-provoking discussions.

Subject: Leadership
Category: Core Textbook
Paperback • 9781412961592 • 248pp
1st edition • Dec-16 • £39.99
Sage Publications Ltd
SELF-LEADERSHIP
The Definitive Guide to Personal Excellence
Christopher P. Neck, Charles C. Manz, Jeffery Delmas Houghton
Written by the scholars who first developed the theory of self-leadership, this text offers powerful yet practical advice for leading oneself to personal excellence. Grounded in the most recently published, cutting-edge self-leadership research, this milestone book is based on a simple yet revolutionary principle: first learn to lead yourself, and you will then be able to effectively lead others.

READERSHIP: Suitable for upper-level undergraduate students of leadership courses in a range of subject areas, including Business & Management, Health and Education.

Subject: Leadership
Category: Core Textbook
Paperback • 9781544324302 • 256pp
2nd edition • Mar-19 • £50
Sage Publications, Inc

FULL RANGE LEADERSHIP DEVELOPMENT
Bruce J. Avolio
With every chapter revised and new chapters on validation and recent advances in the field, this Second Edition provides unrivalled support for the full-range model for facilitating, if not accelerating, the development of exemplary leadership.

Subject: Leadership
Category: Supplementary Textbook
Paperback • 9781412974752 • 280pp
2nd edition • Nov-10 • £65
Sage Publications, Inc

STUDYING LEADERSHIP
Traditional and Critical Approaches
Doris Schedlitzki, Gareth Edwards
This book is your comprehensive guide to key leadership theories, topics and trends. It goes beyond the basics to explore contemporary issues such as power and politics, authenticity, followership, toxicity, language, identity, ethics and sustainability, enabling you to gain a deep, holistic understanding of the field.

READERSHIP: Suitable for upper-level undergraduate students of leadership courses in a range of subject areas, including Business & Management, Health and Education.

Subject: Leadership
Category: Core Textbook
Paperback • 9781529752885 • 488pp
3rd edition • Dec-21 • £47.99
Sage Publications Ltd

THEORY AND PRACTICE OF LEADERSHIP
Roger Gill
Taking a holistic and critical view of the field of leadership, this text offers an exploration of leadership in a variety of contexts, both profit-orientated and non-profit, supported with abundant examples and illustrations together with detailed explanations of how they apply in practice and takes in the latest developments in areas such as change, politics, assessment and development of leadership, and multiple intelligences.

READERSHIP: Students and leaders across disciplines.

Subject: Leadership
Category: Supplementary Textbook
Paperback • 9781849200240 • 552pp
2nd edition • Dec-11 • £63
Sage Publications Ltd

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING LEADERSHIP
Brad Jackson, Ken Parry
An engaging guide through the cacophony of competing perspectives and models of leadership, the new edition includes an expanded discussion of contemporary topics like followership, gender, ethics, authenticity, and leadership and the arts, set against the backdrop of the global financial crisis.

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

MANAGEMENT INFORMATION SYSTEMS
Harnessing Technologies for Business & Society
Tomayess Issa, Theodora Issa, S. Zaung Nau, Bilal Abu-Salih, Sarita Hardin-Ramanan, Raadila Hajeen Ahmad-Boodoo, Lydia Maketo, Rohini Balapumi
This textbook provides a concise introduction to Management Information Systems. It introduces core concepts in an accessible style and adopts a contemporary approach that reflects the opportunities and challenges faced as businesses and technologies continue to evolve.

READERSHIP: Aimed at lower level undergraduate students studying Management/Business Information Systems.

Subject: Management Information Systems
Category: Core Textbook
Paperback • 9781529781182 • 352pp
1st edition • Jan-24 • £49.99
Sage Publications Ltd
BUSINESS ANALYTICS
Solving Business Problems with R
Arul Mishra, Himanshu K. Mishra

Business Analytics: Solving Business Problems with R offers a practical, hands-on introduction to analytical methods, including machine learning in real-world business scenarios. Connecting business decisions and analytical methods across multiple fields, this book guides readers through a wide range of business problems and their fitting analytical solutions, offering examples and implementation using R.

Subject: Management Sciences (General)
Category: Core Textbook
Paperback • 9781071815236 • 288pp
1st edition • Apr-24 • £88
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GLOBAL MARKETING AND ADVERTISING
Understanding Cultural Paradoxes
Marieke de Mooij

Packed with cultural, company, and country examples, this book offers a mix of theory and practical applications covering globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications.

Readership: Suitable reading for students of International Marketing, Global Advertising or practitioners in global marketing departments.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781529732504 • 528pp
6th edition • Nov-21 • £59
Sage Publications Ltd

EFFECTIVE TRAINING
Systems, Strategies, and Practices
P. Nick Blanchard, James W. Thacker, Dana M. Cosby

Effective Training emphasizes the need to combine learning and design theories for successful training programs and provides a step-by-step process for developing learning objectives. This text considers the small business perspective while introducing the ADDIE model as an overarching framework for the training process and examining the relationship between change management and training.

Subject: Management Training/Education
Category: Core Textbook
Paperback • 9781071927809 • 496pp
7th edition • Dec-23 • £104
Sage Publications, Inc

PRICING STRATEGIES
Harvesting Product Value
Robert M. Schindler

Written by a leading pricing researcher, this book provides a simple unified system for the setting and management of prices.

Readership: Upper undergraduate/masters students studying pricing.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781526494412 • 424pp
2nd edition • Feb-23 • £54.99
Sage Publications Ltd

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A Global Approach
Samit Chakravorti

A uniquely global, holistic, strategic and tactical grounding in managing customer and other stakeholder experiences and relationships across the value chain, cultures and countries.

Readership: The text will appeal to advanced undergraduate and graduate students studying CRM, Relationship Marketing and International Marketing, as well as CRM and marketing practitioners.
Subject: Marketing (General)
Category: Core Textbook
Paperback • 9781529767414 • 304pp
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Tracy L. Tuten

From understanding markets, consumers and value to explaining the marketing mix and illustrating the roles of analytics, brand and customer experience today, this award-winning textbook introduces you to the essential concepts and tools for marketing in a digital age.

Readership: Suitable for introductory courses to Marketing, including Principles of Marketing, Introduction to Marketing and Digital Marketing modules.
Subject: Marketing (General)
Category: Core Textbook
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John Egan
An introduction to the marketing communications tools, theories and strategies in an easy-to-read way.

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Subject: Marketing Communications
Category: Core Textbook
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Mark E. Briggs
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Subject: Mass Communication (General)
Category: Core Textbook
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Diane M. Phillips
Marketing Strategy & Management provides students with a thorough step-by-step exploration and grounding in marketing strategy concepts, processes and models.

Readership: Aimed at upper undergraduate and postgraduate students studying Marketing Strategy / Strategic Marketing / Marketing Management.

Subject: Marketing Strategy & Theory
Category: Core Textbook
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W. James Potter
Media Literacy teaches students how to navigate through the overwhelming flood of information found in today's media-saturated world. Author W. James Potter presents examples and facts to help students understand how the media operate, how they attract attention, and how they influence the public.

Subject: Mass Communication (General)
Category: Core Textbook
Paperback • 9781071840993 • 504pp
10th edition • Mar-21 • £64.99
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Cees Hamelink
A student introduction to the history, present and future of global communication from one of Europe's most respected communication scholars.

Readership: Undergraduate students of global communication, international communication and mass communication.

Subject: Mass Communication (General)
Category: Core Textbook
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David R. Croteau, William D. Hoynes, Clayton Childress
Media/Society: Industries, Images, and Audiences provides a framework to help students understand the relationship between media and society and helps students develop skills for critically evaluating both conventional wisdom and one's own assumptions about the social role of the media. The Seventh Edition retains its basic sociological framework, but also includes additional discussions of new studies and up-to-date material about a rapidly changing media landscape.

Subject: Mass Communication (General)
Category: Core Textbook
Paperback • 9781071852507 • 520pp
7th edition • Sep-21 • £64.99
Sage Publications, Inc
MANAGING CHANGE, CREATIVITY AND INNOVATION
Patrick Dawson, Costas Andriopoulos

This bestselling text brings a fresh and unique approach to managing organizational change, taking the view that change, creativity and innovation are interconnected. 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.

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 · £50.99
Sage Publications Ltd

MANAGING ORGANISATIONAL CHANGE
Allan Ramdhony, Christoph Thiele

Structured around the three pillars of successful change management, the book examines change in the context of the global economy and looks at a range of international examples.

Readership: The book is primarily targeted at both top-tier undergraduate and postgraduate students across business schools who are studying change management as either a core or an optional module.

Subject: Organization Studies (General)
Category: Core Textbook
Paperback · 9781446298312 · 392pp
1st edition · Mar-24 · £45.99
Sage Publications Ltd

SENSEMAKING IN ORGANIZATIONS
Karl E. Weick

In this landmark volume, Karl E Weick highlights how the “sensemaking” process shapes organizational structure and behaviour. The process is seen as the creation of reality as an ongoing accomplishment that takes form when people make retrospective sense of the situations in which they find themselves.

Subject: Organization Studies (General)
Category: Monograph
Paperback · 9780803971776 · 248pp
1st edition · Jul-95 · £104
Sage Publications, Inc

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 · 9781529795372 · 192pp
5th edition · Nov-21 · £15.99
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IMAGES OF ORGANIZATION
Gareth Morgan

Providing a rich and comprehensive resource for exploring the complexity of modern organizations internationally and translating leading-edge theory into leading-edge practice, this new updated edition preserves Morgan’s renowned creative images and metaphors while refreshing the references and tables.

Subject: Organization Studies (General)
Category: Supplementary Textbook
Paperback · 9781412939799 · 520pp
1st edition · Jun-06 · £104
Sage Publications, Inc

MANAGING CHANGE IN ORGANIZATIONS
Stefan Svenningson, 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: Upper Undergraduate and Postgraduate Change Management/ Organizational Change Courses.

Subject: Organisational Behaviour (General)
Category: Core Textbook
Paperback · 9781529798982 · 328pp
2nd edition · Dec-23 · £43.99
Sage Publications Ltd
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
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5th edition • Jan-23 • £88
Sage Publications, Inc

CORPORATE COMMUNICATION
A Guide to Theory and Practice
Joep P. Cornelissen
Fully updated in light of the Covid-19 pandemic and recent social and technological advances, this popular, market-leading textbook for corporate communication continues to be the authoritative and definitive textbook for students and educators.

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Subject: Public Relations (Practice)
Category: Core Textbook
Paperback • 9781529600205 • 360pp
7th edition • Oct-23 • £45.99
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Planning, Managing, and Responding
Tim Coombs
Ongoing Crisis Communication: Planning, Managing, and Responding provides an integrated approach to crisis communication that spans the entire crisis management process and crosses various disciplines. A truly integrative and comprehensive text, this book explains how crisis management can prevent or reduce the threats of a crisis, providing guidelines for how best to act and react in an emergency situation.

Subject: Public Relations (Analysis)
Category: Core Textbook
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Päivi Eriksson, Anne Kovalainen
Covering all the major qualitative approaches in business research (including case study research, ethnography, narrative inquiry, discourse analysis, grounded theory and action research), this practical, how-to guide shows how qualitative methods are used within management, marketing and organizational studies.

Readership: Upper undergraduate and postgraduate business and management students undertaking research.
Subject: Qualitative Techniques for Business & Management Research
Category: Core Textbook
Paperback • 9781446273395 • 376pp
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An Integrated Approach
Regina M. Luttrell, Luke William Capizzo
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Subject: Public Relations (Analysis)
Category: Core Textbook
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Michael D Myers
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Subject: Qualitative Techniques for Business & Management Research
Category: Core Textbook
Paperback • 9781473912335 • 364pp
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Funmi Obembe, Ofer Engel
This practical textbook offers a hands-on introduction to big data analytics, helping you to develop the skills required to hit the ground running as a data professional.

Readership: PG students studying Big Data Analytics.
Subject: Quantitative Techniques for Business & Management Research
Category: Core Textbook
Paperback • 9781529600087 • 384pp
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Applied Modelling and Prediction
James Abdey
Through a unique combination of data visualisation and analytics (both theoretical and applied), this ground-breaking textbook provides you with the expertise to analyse, interpret and communicate data with confidence, to inform real-world decision making.

Readership: Suitable for undergraduate and postgraduate students of Business Analytics and related courses.
Subject: Research Methods for Business & Management (General)
Category: Core Textbook
Paperback • 9781529774092 • 704pp
1st edition • Dec-23 • £53.99
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Integrated Theory & Strategic Application
Rose Leahy, Pio Fenton, Holly Barry
An essential guide to understanding how experiential marketing forms a major part of marketing communications for brands featuring an implementation model to help students in designing their own campaigns.

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Subject: Relationship Marketing
Category: Core Textbook
Paperback • 9781529742183 • 232pp
1st edition • Feb-22 • £43.99
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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 organisational research.
Subject: Research Methods for Business & Management (General)
Category: Core Textbook
Paperback • 9781412928793 • 448pp
1st edition • Mar-08 • £53
Sage Publications Ltd

THE SAGE HANDBOOK OF QUALITATIVE RESEARCH IN ORGANIZATIONAL COMMUNICATION
Boris H. J. M. Brummans, Bryan C. Taylor, Anu Sivunen
The Sage Handbook of Qualitative Research in Organizational Communication is the essential guide for scholars, researchers, and practitioners seeking to explore the latest methods and emerging trends in this dynamic field, written by a global team of experts.

Readership: Readership is scholars and researchers in the field of Qual Research in Org Comms, as well as having interdisciplinary relevance across both Business and Communication/Media Schools.
Subject: Research Methods for Business & Management (General)
Category: College Handbooks
Hardcover • 9781529794632 • 752pp
1st edition • Feb-24 • £135
Sage Publications Ltd

RESEARCH METHODOLOGY
Best Practices for Rigorous, Credible, and Impactful Research
Herman Aguinis
This book takes a 360-degree view of understanding and doing research, helping readers become expert researchers, reviewers, and consumers of research. Each of the 16 chapters thoroughly explains a different aspect of methodology step by step, from choosing useful and compelling research topics to reporting results accurately and credibly.

Subject: Research Methods for Business & Management (General)
Category: Core Textbook
Paperback • 9781071871942 • 608pp
1st edition • Jun-24 • £104
Sage Publications, Inc
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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 (General)
Category: Core Textbook
Paperback • 9781529732696 • 376pp
2nd edition • Feb-22 • £43.99
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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

THE RHETORICAL POWER OF POPULAR CULTURE
Considering Mediated Texts
Deanna Dee Sellnow, Thomas G. Endres

The Fourth Edition of The Rhetorical Power of Popular Culture offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis.

Subject: Rhetoric & Rhetorical Theory
Category: Core Textbook
Paperback • 9781071851548 • 360pp
4th edition • May-24 • £88
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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
Paperback • 9781529733716 • 496pp
3rd edition • Sep-21 • £55
Sage Publications Ltd

ENTREPRENEURIAL THINKING
Mindset in Action
Suzanne Mawson, Lucrezia Casulli

The ability to think entrepreneurially has become essential today. This new, unique and engaging textbook guides all students in their learning and application of an entrepreneurial mindset to ensure that they are ready to generate ideas, solve problems and contribute towards a better world.

Readership: Undergraduate and postgraduate students on an entrepreneurial mindset/thinking course.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
Paperback • 9781529795318 • 264pp
1st edition • Mar-24 • £51.99
Sage Publications Ltd

MARKETING FOR ENTREPRENEURS
Concepts and Applications for New Ventures
Frederick G. Crane

It provides your 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
Paperback • 9781483391342 • 280pp
3rd edition • Nov-21 • £88
Sage Publications, Inc
SOCIAL MARKETING
Behavior Change for Good
Nancy R. Lee, Philip Kotler, Julie Colehour

Social Marketing: Behavior Change for Good, Seventh Edition is the definitive guide for designing and implementing memorable social marketing campaigns. Authors Nancy R. Lee, Philip Kotler, and Julie Colehour present a proven 10-step strategic marketing plan and guides students through each stage of the process.

Subject: Social Marketing
Category: Core Textbook
Paperback • 9781529752747 • 576pp
7th edition • Apr-23 • £104
Sage Publications, Inc

SPORTS MARKETING
Sam Fullerton

Sports Marketing: Fourth Edition guides students in gaining a better understanding of how to develop and implement marketing strategies and tactics within the sports marketing industry. Author Sam Fullerton provides thorough coverage of this discipline’s two broad perspectives: the marketing of sports products and creating a sports platform as the foundation for the marketing of nonsports products.

Subject: Sports Marketing
Category: Core Textbook
Paperback • 9781948426435 • 624pp
4th edition • Jul-23 • £104
Sage Publications, Inc

SOCIAL MEDIA
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