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### Inspection Copies

SAGE's inspection copy service allows lecturers to thoroughly review our textbooks before deciding whether to adopt them for use on courses. Request and manage your copies quickly and easily at sagepub.co.uk/inspectioncopy

### Extra Teaching & Study Tools

Many of our textbooks are supported by online resources to assist lecturers with planning and delivering engaging seminars and lectures, and to help students to explore topics further and check their progress. Wherever you see the companion website or SAGE edge icons, you can access further resources.

### SAGE eBooks

The majority of our books are now available as eBooks. Visit sagepub.co.uk/ebooks for more information.
Welcome to the 2017 Business & Management catalogue. The publication list this year is the culmination of all our endeavours to better understand the student learner and what you told us would best support your efforts in keeping the next generation of students engaged and interested.

We listened to your calls for theoretical frameworks and industry examples to best teach your subjects, so this features throughout our texts. We also listened when you expressed the need for more tools to support your teaching and your students’ learning, so you will find a host of online and offline resources that complement our books and which will help you set up an environment where many different audiences feel comfortable interacting.

Students today are seriously impressive: they are articulate, entrepreneurial and have great vision and understanding of what they like and are not afraid to tell us. So we recruited a panel of students like Aly (page 24) and let them document their own experiences and issues. If you wish to follow their journey, you can do so at blogs.sussex.ac.uk/sagestudents.

We also listened to students who told us what they wanted from a textbook they are told to use – turn to page 25 to find out how – and we’re still keeping an ear to the ground.

If there are any challenges with your or your students’ use of resources, or you would like to share what you’ve been doing in your teaching 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
ORGANIZATIONAL CRISIS COMMUNICATION
A Multivocal Approach

Finn Frandsen and Winni Johansen
both at Aarhus University

When a crisis breaks out, it’s not always just the organization that reacts - the news media, customers, employees, trade associations, politicians, activist groups and PR experts may also respond.

The book offers a new perspective based on the theory of the Rhetoric Arena and the multivocal approach. It argues that a more dynamic and complex understanding of crises can be gained if those other voices that start communicating when a crisis breaks out are also taken into account. It provides:
• An in-depth overview of the five key dimensions of organizational crises, crisis management and crisis communication
• A comprehensive introduction to the multivocal approach and the theory of the Rhetoric Arena, including some of its most important voices
• A series of important international case studies and examples in each chapter.

Suitable for students studying crisis communication modules on corporate communication, public relations, management and organization studies courses.

CONTENTS

October 2016 • 280 pages
Cloth (£781446257056) • £120.00
Paper (£781446297063) • £39.99

CORPORATE COMMUNICATION
A Guide to Theory and Practice
Fifth Edition

Joep Cornelissen Rotterdam School of Management, Erasmus University

The most impressive aspect of the Fifth Edition of Corporate Communication is Cornelissen’s ability to achieve both integration and breadth. What you find is a consistency that unites the broad range of topics that comprise corporate communication. An informative and enjoyable read.

- W Timothy Coombs, Texas A & M University

Used by nearly 25,000 students in over 50 countries, this book incorporates current thinking and developments in corporate communication from both the academic and practitioner worlds. Combining a comprehensive theoretical foundation with numerous practical guidelines, insights will assist managers (or soon to be managers) in their day-to-day work and in their strategic and tactical communication decisions.

With cases and examples from across the globe including Apple, BMW, Uber, L’Oréal and Starbucks, the new edition is updated to include more material on social media, employee communication, leadership communication and anti-corporate activism.

Corporate Communication, Fifth Edition, is supported by a companion website which includes full text SAGE journal articles, glossary, web links for each chapter, author-selected videos relevant to the key themes and hot topics as well as case study notes, PowerPoint slides and additional case studies for lecturers.

Suitable for students at advanced undergraduate and postgraduate levels on business management, marketing, corporate communication, public relations or business communication programmes as well as practitioners in the field.

CONTENTS

January 2017 • 328 pages
Cloth (£781473953697) • £120.00
Paper (£781473953703) • £39.99

THE SAGE HANDBOOK OF SMALL BUSINESS AND ENTREPRENEURSHIP

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

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

August 2017 • 580 pages
Cloth (£781473925236) • £120.00
CMI Management
Book of the Year Awards

2017 SHORTLIST

Promoting excellence in all areas of management and leadership, the CMI Management Book of the Year prize celebrates the very best in the field of management writing. The 2017 shortlist has been announced - this year’s best management books explore the importance of management trust and ethics through a lens of leadership, technology and change.

The Management and Leadership Textbook category includes books that are judged to most effectively support a course of study on a management and leadership topic. Of the five titles shortlisted in this category, we are proud to announce that three are published by SAGE.

Here they are...

**SHORTLISTED**

**EMPLOYMENT RELATIONS**
Cecilie Bingham
Examines organisational justice and recommends how to build diverse and inclusive workplaces.

Find out more on page 7 >>

**SHORTLISTED**

**EMPLOYABILITY**
John Neugebauer and Jane Evans-Brain
Gives students tips and advice on how to develop valuable workplace skills throughout their studies, so they’re job-market ready on graduation.

Find out more on page 26 >>

**SHORTLISTED**

**A GUIDE TO PROFESSIONAL DOCTORATES IN BUSINESS AND MANAGEMENT**
Lisa Anderson, Jeff Gold, Jim Stewart and Richard Thorpe
Intends to inform, influence and shape how managers are trained through undertaking professional doctorates to do and to use research.

Find out more on page 27 >>

We are all very proud and wish our authors the best of luck. The winner will be announced at the awards evening to be held at the British Library in February 2017.

Follow @SAGEManagement and #ManagementGold for up-to-date information about the books in this year’s competition.
THE BUSINESS OF INNOVATION

Jay Mitra University of Essex

What does innovation mean for businesses and what can businesses do to explore, drive and manage innovation? Moving beyond the narrow confines of a how-to of innovation management, this book covers the ways in which business innovation relates to people, organizations, management, systems, processes, measurement and government policy.

Featuring a series of vignettes throughout, the book sets out to track, trace and provide testimonies of the variety of innovation among diverse groups of people in organizational environments across geographical divides. In a time when innovation and entrepreneurship have an increasing role in driving economic value creation, Jay Mitra offers a critical insight into how, where and most importantly who makes innovation work.

Suitable for postgraduate, doctoral and MBA students on business management and innovation courses and practitioners looking for a critical insight into the business of innovation.

CONTENTS

An Introduction to Technological Change and Innovation / The Innovative Environment / Systems and Institutions of Innovation / Innovation Policy and the Role of Government / The Characteristics and Features of Innovative Organisation / Innovation and the Types and Size of Firms / Innovative People / Types of Innovation / The Process of Innovation / Forms of Innovation / Measuring Innovation

April 2017 • 336 pages
Cloth (9781446210802) • £90.00
Paper (9781446210819) • £34.99

EXPLORING ENTREPRENEURSHIP

Second Edition

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

With a perfect balance of the practical and theoretical elements of entrepreneurship, this Second Edition provides the type of rigorous and critical understanding that is essential for success both in the classroom and as a budding entrepreneur. The text and companion website have been fully revised to cover developments such as the vibrant sharing economy and tech start-up culture that have emerged worldwide.

This new edition includes real-life stories of entrepreneurs and fresh insights from researchers to highlight the latest developments in entrepreneurship, further brought to life by new videos on the companion website. A new chapter on the varieties of entrepreneurship shows how entrepreneurial thinking can be applied beyond personal business ventures to other walks of life, such as non-profit social causes and working for an employer.

CONTENTS


November 2017 • 480 pages
Cloth (9781473948068) • £120.00
Paper (9781473948075) • £43.99

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.

April 2017 • 328 pages
Paper (9781506381381) • £35.99

HUMAN RESOURCE INFORMATION SYSTEMS

Basics, Applications, and Future Directions

Fourth Edition

International Student Edition

Michael J Kavanagh and Richard D Johnson both at State University of New York at Albany

Offers a balanced approach that links HR concepts to technology and demonstrates how HR professionals can apply these practices in their day-to-day work.

August 2017 • 608 pages
Paper (9781506386539) • £62.00
A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT HUMAN RESOURCE MANAGEMENT

Irena Grugulis
Leeds University Business School

It is a real page-turner, full of vivid examples from well-known organisations. It is argumentative and challenging in tone, and as a result far more fun and enlightening to read than most introductory books.

- Nick Bacon, Cass Business School, City University London

VERY SHORT, FAIRLY INTERESTING & CHEAP BOOKS
November 2016 • 144 pages
Cloth (9781446200810) • £47.99
Paper (9781446200803) • £15.99

AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Third Edition
Nick Wilton
University of the West of England

A "must go to" text for both undergraduate, postgraduate MBA and CIPD HRM students.

- Kate Black, Newcastle Business School, Northumbria University

Reflecting the global nature of the workplace Nick Wilton’s book provides an introduction to the management of people and seeks to outline the purpose and operation of HRM activities in the ‘real world’, whilst situating practice in the context of associated debates and controversies in academic study. The critical perspective provides the reader with an understanding of the potential for HRM to contribute to organizational performance and individual well being and why either outcome often fails to be achieved, suggesting that the management of people is an area of concern for all organizational actors and not the exclusive preserve of HR specialists.

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

CONTENTS


April 2016 • 520 pages
Cloth (9781473915718) • £120.00
Paper & Interactive eBook (9781473954199) • £42.99

HUMAN RESOURCE MANAGEMENT

Strategic and International Perspectives
Second Edition
Edited by Jonathan Crawshaw, Pawan Budhwar and Ann Davis all at Aston Business School

The authors have provided a fascinating examination and exploration of IHRM theories, practices and debates. Reflecting on the global landscape of HR, this book offers a wide range of current examples, tasks, questions and further reading, enabling readers to immerse themselves and get to grips with this often challenging and complex world. This is an invaluable resource for both students and lecturers, as well as managers engaging with the international dimensions of HRM.

- Pia Glen, Robert Gordon University

The book explores the ever-changing world of human resource management and examines the various theories, practices and debates that populate this field. It is broken down into three parts: Strategic Issues in HRM, HRM in Practice and HRM in Context, with 14 chapters that specifically cover the learning outcomes suggested by the Chartered Institute of Personnel and Development (CIPD).

The new edition includes revised and updated features including:

- Debating HRM - A collection of the key contemporary debates found in HRM
- HRM in Practice - Examples of excellent, unique or unusual HRM practice from around the world
- Case Studies - International case studies covering emerging economies and specific ethical issues
- Graduate Insights - Observations as noted by recent graduates or current students undergoing work-based training.

The book is complemented by a companion website featuring a range of tools and resources for lecturers and students, including SAGE journal articles, PowerPoint slides, web and video links, interactive quizzes, chapter specific podcasts and an instructor’s manual.

Suitable for undergraduates and postgraduate students looking for a strategic and international perspective of HRM.

CONTENTS


March 2017 • 464 pages
Cloth (9781473967656) • £120.00
Paper (9781473967663) • £39.99
A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT EMPLOYMENT RELATIONS

Tony Dundon University of Manchester, Niall Cullinane Queen’s University Belfast and Adrian Wilkinson Griffith University

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, Cornell University

EMPLOYMENT RELATIONS

Fairness and Trust in the Workplace

Cecile Bingham Westminster University

In this new, original book, Cecile Bingham puts fairness, trust, organisational justice, and power at the heart of employment relationships in a variety of settings. 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

The book is complemented by a companion website featuring a range of tools and resources for lecturers and students, including PowerPoint slides, Instructors’ manual, multimedia links, free SAGE journal articles and a series of practitioner podcasts.

Suitable for undergraduate and postgraduate students on Employment Relations, Industrial Relations or HRM courses.

CONTENTS


EMPLOYMENT RELATIONS

Toward a Globally Inclusive Workplace

Michalle E Mor Barak University of Southern California

Offering original coverage of the historical and theoretical foundations that have led to today’s practice of managing diversity in the workplace, the Fourth Edition of this bestseller presents a comprehensive model for an inclusive workplace and explores the new realities of the workforce.

CONTENTS


MANAGING DIVERSITY

Fourth Edition

Michelle Bat, Cornell University

- Rosemary Batt, Cornell University
The VSFI series

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
INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Fourth Edition

Edited by Anne-Wil Harzing Middlesex University and Ashly Pinnington
The British University in Dubai

Anne-Wil Harzing and Ashly Pinnington’s bestselling textbook has guided thousands of students through their International Human Resource Management studies. The Fourth Edition retains the critical edge, academic rigour and breadth of coverage which have established this book as the most authoritative text on the market.

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

Jasmin Mahadevan Pforzheim University

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

VERY SHORT, FAIRLY INTERESTING & CHEAP BOOKS

May 2017 • 176 pages
Cloth (9781473948235) • £47.99
Paper (9781473948242) • £15.99

CROSS-CULTURAL MANAGEMENT

Essential Concepts

Fourth Edition

International Student Edition

David C Thomas Simon Fraser University and
Mark F Peterson Maastricht University

Introducing the fundamentals of cross-cultural management and providing a primarily psychological perspective, the Fourth Edition shows the effects that culture has on a wide variety of cross-cultural interactions across organizational contexts.

April 2017 • 224 pages
Cloth (9781473975880) • £85.00
Paper (9781473975897) • £29.99

NEW EDITION!

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT INTERNATIONAL BUSINESS

Second Edition

George Cairns QUT Business School and
Martyna Sliwa University of Essex

This book is delightfully written and a pleasure to read. But more than that, it inspires reflection, invites reaction, ignites the imagination and summons the reader to take responsibility for our global world. After all, any book about international business is also a book about us.

- Monika Kostera, Durham University Business School

VERY SHORT, FAIRLY INTERESTING & CHEAP BOOKS

May 2017 • 192 pages
Cloth (9781473981003) • £47.99
Paper (9781473981010) • £15.99

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT INTERNATIONAL HUMAN RESOURCE MANAGEMENT

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The British University in Dubai

Anne-Wil Harzing and Ashly Pinnington’s bestselling textbook has guided thousands of students through their International Human Resource Management studies. The Fourth Edition retains the critical edge, academic rigour and breadth of coverage which have established this book as the most authoritative text on the market.

2014 • 568 pages
Cloth (9781446267301) • £126.00
Paper (9781446267318) • £40.99

INTRODUCTION TO CROSS-CULTURAL BUSINESS RESEARCH

Jean-Claude Usunier University of Lausanne, Dorigny, Hester van Herk Vrije Universiteit Amsterdam and Julie Anne Lee University of Western Australia

Successfully combining cross-cultural management and business research methods, this team of international authors provide much-needed coverage of the implications that should be considered when undertaking research across different cultures.

Through the implementation of methodological pluralism, the book investigates the various cultural influences that affect business theories and practices across the world, particularly the specific management styles, behavioural standards and consumer attitudes that exist in developing nations.

Examples, vignettes, diagrams and figures are used to illustrate key considerations, including:

- Language and role of the dominant culture
- Design and implementation
- Methodological issues
- Strategies for improving the relevance of cross-cultural research in international business.

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April 2017 • 312 pages
Cloth (9781506387529) • £64.00
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NEW EDITION!

CROSS-CULTURAL MANAGEMENT

Essential Concepts

Fourth Edition

International Student Edition

David C Thomas Simon Fraser University and
Mark F Peterson Maastricht University

Introducing the fundamentals of cross-cultural management and providing a primarily psychological perspective, the Fourth Edition shows the effects that culture has on a wide variety of cross-cultural interactions across organizational contexts.

March 2017 • 312 pages
Paper (9781506387529) • £64.00

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GLOBAL FINANCE
Places, Spaces and People
Sarah Hall Nottingham University
Covering international financial centres, the ‘real’ economy and financial subjects, this timely new book explores and introduces students to a wide range of critical approaches relating to the role of money and finance in our current global economy.

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Fourth Edition
International Student Edition
Peter G Northouse Western Michigan University
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Cloth & Interactive eBook (9781506388644) • £57.00

THE SAGE HANDBOOK OF INTERNATIONAL CORPORATE AND PUBLIC AFFAIRS
Edited by Phil Harris University of Chester and Craig S Fleisher Aurora WDC, Wisconsin
This new edition provides increased international coverage and a strong focus on emerging trends, as well as a comprehensive overview of the foundations and key aspects of the field.

December 2016 • 720 pages
Cloth (9781446276112) • £120.00

REFLEXIVE LEADERSHIP
Organising in an imperfect world
Mats Alvesson, Martin Blom and Stefan Svenningsson all at Lund University
Making a case for a reflexive approach to leadership, the authors draw upon decades of carrying out in-depth studies of professionals trying to ‘do’ leadership. Through interviews with managers and their subordinates, getting a good understanding of organizational context, and critically interpreting their observations considering both leadership theories and a wealth of other perspectives, their celebration of reflexivity is used to question dominant leadership thinking.

Considering and challenging various departures from lines of reasoning results in a book that draws upon rich empirical material and which has a number of new, provocative, critical and constructive ideas that help to develop sharper and more thoughtful thinking and practice - both in academic and practical contexts.

Suitable for leadership and organisation courses at upper-level undergraduate and upwards (including MBA-classes and Executive Education) and a thought provoking read for practitioners and management development professionals interested in leadership thought.

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

HUawei
Leadership, Culture, and Connectivity
Tian Tao Zhejiang University, David De Cremer University of Cambridge and Wu Chunbo Renmin University of China
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Sarah Hall Nottingham University
Covering international financial centres, the ‘real’ economy and financial subjects, this timely new book explores and introduces students to a wide range of critical approaches relating to the role of money and finance in our current global economy.

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October 2016 • 424 pages
Cloth (9789386062055) • £40.00

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CONSUMER BEHAVIOUR

Third Edition

Zubin Sethna
Regent’s University London

and Jim Blythe
University of Plymouth

Already the most comprehensive Consumer Behaviour text available, the latest edition further plays to this book’s strengths, including up-to-date case studies and a great balance between theory and practice, and of course the state-of-the-art online support material for both students and module coordinators. Definitely the best textbook on the market.

- Jan Breitsohl, Aberystwyth University

Praised for its no nonsense approach to engaging students and conveying key learning outcomes and for striking a good balance between sociological and psychological aspects of consumer behaviour, the new edition now features increased coverage of social media, digital consumption and up-to-date marketing practice.

Written from a European perspective, international in its scope and with an array of global international examples and cases from a variety of geographic locations and different industry sectors threaded throughout the text, students’ understanding and retention of the subject is encouraged through innovative learning features including:

- ‘How to impress your examiner’ boxes - ideas and tips for what an examiner may be looking for to help students get the best possible grades in their assessments.

- ‘Consumer behaviour in action’ boxes – focus on consumer decisions allowing students to focus on the applications of the concepts and theories underpinning the motivations of consumers – something they are likely to do in their future careers as marketers.

- ‘Challenging the status quo’ boxes – encouraging students to think outside the box, think critically and exercise their problem solving skills.

The book is complemented by a companion website featuring a range of tools and resources for lecturers and students, including PowerPoint slides, multiple choice questions, case studies, interactive glossary, flashcards, multimedia links and selected author videos to make the examples in each chapter come to life.

Suitable for undergraduate students with little or no background knowledge of consumer behaviour.

CONTENTS

PART I: CONSUMER BEHAVIOUR IN CONTEXT / Understanding Consumer Behaviour / Consumer Behaviour and the Marketing Mix / The Decision Making Process and Brand Interaction / Innovation and Digital Technologies / Consumption in B2C vs B2B / PART II: PSYCHOLOGICAL ISSUES IN CONSUMER BEHAVIOUR / Drive, Motivation and Hedonism / The Self and Personality / Perception / Learning and Knowledge / Attitude Formation and Change / PART III: SOCIOLOGICAL ISSUES IN CONSUMER BEHAVIOUR / Reference Groups / Age, Gender and Familial Roles / Culture and Class / Ethical Consumption / PART IV: CONSUMER BEHAVIOUR IN CONCLUSION / Post-Purchase Behaviour

August 2016 • 528 pages
Cloth (9781473919129) • £120.00
Paper (9781473919136) • £42.99

MARKETING THEORY

A Student Text

Third Edition

Edited by Michael J Baker
University of Strathclyde and Michael Saren
University of Leicester

Covering strategy and ethics to digital marketing and consumer behaviour, this resource helps students to understand and critique the theoretical foundations of marketing, encouraging success in all areas of the profession.

May 2016 • 544 pages
Cloth (9781473904002) • £120.00
Paper (9781473904019) • £42.99

Marketing

Third Edition

Robert East
Kingston Business School, Jaywant Singh
Kingston Business School,
Malcolm Wright
University and Marc Vanhuele
HEC School of Management

A serious, thoughtful consumer behaviour text that focuses on substance rather than what’s fashionable in academic circles.

- Byron Sharp, Ehrenberg-Bass Institute, University of South Australia

Extending beyond a basic psychological approach to Consumer Behaviour, this text provides an empirical understanding of the subject and will be of particular appeal to those of the Ehrenberg-Bass tradition and those who view Marketing as a science.

The Third Edition maintains a strong focus on the use of research, helping students to develop analytical and evidence-based thinking in marketing and 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.

Suitable for upper undergraduate and postgraduate students taking courses in consumer behaviour, as well as doctoral candidates with a focus on consumer behaviour.

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

**THE CONSUMER SOCIETY**

Myths and Structures

Revised Edition

Jean Baudrillard

Now with a new introductory essay. This classic text was one of the first to focus on the process and meaning of consumption in contemporary culture and includes discussion of mass media culture, the meaning of leisure, and anomie in affluent society.

December 2016 • 240 pages
Cloth (9781473982376) • £85.00
Paper (9781473982383) • £29.99

**BUSINESS-TO-BUSINESS MARKETING**

Fourth Edition

Ross Brennan Hertfordshire University, Louise Canning KEDGE Business School and Raymond McDowell University of the West of England

This textbook stands out from others by combining multiple approaches to b2b marketing theory with up-to-date examples from practice. The inclusion of many international examples makes it invaluable for faculty and students worldwide. It is a must read for students and a truly refreshing addition to any marketing course.

- Catherine Sutton-Brady, Sydney Business School

Written from a European perspective, this comprehensive yet concise text covers both the theory and practice of global business-to-business marketing.

New to the Fourth Edition:

- Updated content on digital marketing and B2B social media
- Updated examples and case studies throughout
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Fordham University and Thomas Poell
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Riccardo Benzo
Birbeck College, University of London,
Chahid Fourali
London Metropolitan University
and Marwa G Mohsen
Mohammed Bin Salman College for Business and Entrepreneurship

Offering a systematic approach and firm focus on planning, process and practice, this textbook is rooted in a keen understanding of what the key needs and challenges are for students of marketing research today. By providing targeted, practical solutions to a range of issues, the authors equip students with the tools they need to conquer the common pitfalls of designing research projects and confidently structure their marketing research projects from inception to delivery.

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CONTENTS

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Bonita Kolb
Lycoming College

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- Jose Bento da Silva, University of Warwick

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PART II: MANAGING ORGANIZATIONAL PRACTICES / Managing Cultures / Managing Conflict / Managing Power, Politics, and Decision-Making in Organizations / Managing Communications / Managing Knowledge and Learning / Managing Innovation and Change / Managing Social Responsibility Ethically / PART III: MANAGING ORGANIZATIONAL STRUCTURES AND PROCESSES / Managing Bureaucracy / Managing Beyond Bureaucracy / Managing Organizational Design / Managing Globalization

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- David A Buchanan, Cranfield University School of Management

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• Definition, core concept and deep learning boxes throughout the text, ensuring that you understand key terminology and important concepts.

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- alfred akakpo, coventry university

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The reader is guided through each step of the research process including all the tools they need to collect, analyse and present data and given advice on how to identify, design and complete appropriate projects, enabling them to develop their own research and maximize its impact. Global examples are included throughout from international markets and across the Business and Management discipline.

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- Ozren Despic, Aston Business School

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Capabilities, Challenges, Critiques

Edited by Ulrik Wagner University of Southern Denmark, Rasmus K Storm Danish Institute for Sport Studies and Klaus Nielsen Birkbeck, University of London

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• Sport Marketing and Media – investigating the role media and marketing has in commercialization, with emphasis on the growth of sponsorship, media rights in European club football and the growing influence of social media in sport.
• Sport and Finance – relating to the economics of European sport: there is an investigation into the financial policies employed by European Football clubs, specifically in regards to the Financial Fair Play regulations, and the current issue of high-level corruption.
• Sporting Events – looking at additional factors that affect professional sport: highlighting the impact an Olympic Games can have on a host city and the longevity of an Olympic legacy.

The authors have included insightful case studies from across the continent, including anti RB-Leipzig media campaigns in Germany, financial policies at England’s Chelsea FC, French Tennis Federation corporate responsibility, Media rights in Spain’s La Liga, the sponsorship viability for Ukraine’s Klitschko brothers and the case of Denmark’s Viborg F.F.

Suitable for undergraduate and postgraduate students in sport related courses, including sport management, sport economics, sport marketing and the sociology of sport.

CONTENTS


October 2016 • 256 pages
Cloth (9781473948044) • £100.00
Paper (9781473948051) • £33.99

SPORT, POWER AND SOCIETY

Peter Kennedy Southern General Hospital, UK

Exploring the interplay of sport in society and society in sport, this book helps students to understand key theories and perspectives, have an awareness of contemporary trends, and develop the skills needed to evaluate the relations between processes and social divisions.

December 2017 • 280 pages
Cloth (9781446260371) • £75.00
Paper (9781446260388) • £24.99

PRACTICING STRATEGY

Text and cases
Second Edition

Sotirios Paroutis University of Warwick, Loizos Heracleous Warwick Business School and Duncan Angwin Lancaster University Management School

This book makes an important contribution by adopting a new stance of strategy as practice. It has a good mix of theory and practice and an excellent range of case studies.

– Darren Calcher, CMI Management Book of the Year Category Judge

The new edition deals with a selection of topics that have been central in recent academic debates and includes new chapters on topics such as CEOs, Middle Managers, Strategic Alignment and Strategic Ambidexterity.

April 2016 • 328 pages
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WORKING WITH A NEW GENERATION OF STUDENTS

How SAGE Publishing is committed to better understanding students' learning needs

We understand the challenges that lecturers face and as a publisher we can play an important role in cultivating student engagement through the learning resources that we produce. We are committed to creating textbooks that your students will enjoy and use with ease – we do this through listening to students.

In 2010 SAGE began a partnership with Sussex University Library to develop a better understanding of the research behaviour of doctoral students. In 2013 the project was extended to include undergraduate students, providing us with great insight into their learning and information-seeking behaviour across their three years of study.

The students are involved in user testing and product development, run focus groups and surveys, attend external speaking events, visit the SAGE offices and share their findings and observations on a blog. We have learned about their experiences, as well as their concerns, behaviour and attitudes, enabling us to explore issues and themes which place students at the heart of our textbook publishing.

As the first generation of Sussex students has moved on from university life, we now say hello to four new ones including Aly Davie, a versatile Marketing and Management with Law student who is especially interested in marketing and advertising. Over the next three years, Aly will be involved in a number of projects such as exploring student values in relation to textbooks today and better understanding the digital and print reader.

Follow Aly on her journey at blogs.sussex.ac.uk/sagestudents
STUDENTS SPOKE...

...we listened

open to find out how
A STORY OF USER TESTING & PRODUCT DEVELOPMENT

As part of our commitment to refine the pedagogical signposting in our textbooks and increase student engagement, the past year has seen us run a number of focus groups and surveys and collate heaps of qualitative feedback to get a deeper understanding of what value today’s students are looking for in a resource and how they navigate their way through textbooks.

Based on their feedback, the new edition of *Strategy: Theory and Practice*, by Stewart Clegg, Jochen Schweitzer, Andrea Whittle and Christos Pitelis, is the first of our titles to demonstrate a slight departure from what you’re probably used to seeing, but one which clearly addresses how students are using resources today. Here’s the story of how that came about...

1. Business & Management team strategy in place for 2016 development projects that meet key business objectives

2. First of a few focus groups run with students – back cover copy and signposting of features in textbook earmarked as key areas for refinement based on feedback

3. Digital vs print readers surveyed and research conducted into different reading and learning styles. Results are non-conclusive – some like digital, some print, and some both!

4. Marketing and Development map out a student journey of textbook use based on qualitative discussions with students. The ‘read’, ‘write’ and ‘revise’ pathway is conceived

5. Clegg, Schweitzer, Whittle and Pitelis identified as the key title for innovative development work

6. Marketing, Editorial, Design, Development and Production teams get together to work out possible solution to identified student requirements – logistics for fold-out blueprint to support textbook navigation outlined
Design team create visuals based on blueprint theme and students surveyed for specific design and feature copy feedback.

Interactive eBook instructions reconfigured to maximize accessibility for students.

Back cover is designed based on student input – features within the text outlined with clear message to ‘click icons for online bonus features’.

Final adjustments made and proofs sent off to printers.

Follow-up user testing and case studies planned as part of a continuous effort to develop resources that meet your and your students' needs.

I've never seen this in a textbook, it's a very good reflection of current study trends

– Dipti Rohera Khatriya, final year student, BSc Human Resource Management

I like how you can access the book in different ways to tailor it to how you learn

– Emma Wilson, 3rd year student, Business & Management
Updated to bring the material in line with the topical and contemporary ideas and debates on or about strategy and catering to students and their diverse learning styles, the **Second Edition** is an easy-to-use tool allowing students to switch from web resources to the print text and back again, opening windows on the world of strategy through cases that are vibrant and engaged, digital links that allow them to explore topics in more detail, and video and other media that encourage relating theory to practice.

Providing a fresh perspective on strategy from an organizational perspective through a discursive approach featuring key theoretic tenets, this text is also pragmatic and emphasizes the practices of strategy to encourage the reader to be open to a wider set of ideas, with a little more relevance, and with a cooler attitude towards the affordances of the digital world and the possibilities for strategy’s futures.

The key areas of strategy take a critical stance in the new edition which also includes areas less evident in conventional strategy texts, such as not-for-profit organizations, process theories, globalization, organizational politics, decision-making and the futures of strategy.

The new edition comes packed with features that encourage readers to engage and relate theory to practice and is complemented by a free Interactive eBook featuring videos, cases and other relevant links, allowing access on the go and encouraging learning and retention whatever the reading or learning style.

Suitable as core reading for undergraduate and postgraduate business management students of strategy and strategic management.

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- Strategy: Resources and Capabilities
- Strategy and Innovation
- Strategy: Make or Buy
- Strategy and Alliances
- Going Global
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- Strategy as Practice
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- Help them adapt to a new culture and environment by setting out what is expected and what they can expect at university
- Help them bridge the gap between school and university by developing essential study skills such as critical thinking and time management
- Help them develop transferable skills that are sought after by employers including presentation skills, leadership skills and commercial awareness
- Give them practical advice on getting that all-important job after university with chapters on CV writing, job hunting, interviewing and networking, among others.

The book is full of examples drawing on the author’s own personal experience with the final chapter offering words of advice from current graduates and employees working in lots of different sectors all over the world – including the US, Europe, China and the UK.

The book is complemented by a range of tools and resources for lecturers and students, including an instructor manual and PowerPoint slides, answers and guidance on skills assessment tasks, templates and examples to download as well as additional chapter content on topics such as plagiarism.

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**Birkbeck, University of London**  
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**Management Consultant, Paris**

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Lisa Anderson University of Liverpool, Jeff Gold Leeds Beckett University, Jim Stewart Coventry University and Richard Thorpe University of Leeds

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October 2015 • 272 pages
Cloth (9781446298329) • £85.00
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NEW EDITION!

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An International Approach
Second Edition
Edited by Nicole Ferdinand Bournemouth University and Paul J Kitchin Ulster University

Written by a team of international authors and with a global perspective, this Second Edition combines theory and practice to offer a thorough introduction to events management. Covering every key topic and issue such as fundraising, sponsorship, globalization and sustainability, it is a guide that will serve as a handy point of reference throughout events management studies.

The text also bolsters employability through the inclusion of practical asides, extended case studies, and the Diary of an Event Manager feature in each chapter that provides a window into the life of a practitioner.

The companion website provides lecturers with an instructor manual, and for students there is a selection of links to events-related videos, interactive self-test slides and author-selected SAGE journal articles for advanced learning.

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This book is a must read for anyone serious about understanding the increasing role that food and drink plays in tourism today. This is essential reading on any module that examines food and drink tourism as emergent niches within contemporary tourism.

“...serious about understanding the increasing role that food and drink plays in tourism today. This is essential reading on any module that examines food and drink tourism as emergent niches within contemporary tourism.

– Stephen Boyd, Ulster University

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27
MARKETING FOR TOURISM, HOSPITALITY & EVENTS
A Global & Digital Approach
Simon Hudson University of South Carolina and Louise Hudson Travel Journalist

This book approaches the field of tourism marketing through a unique international angle, with increased emphasis on the impact of digital technology. International case studies are used throughout and highlight the realities of tourism and hospitality marketing in practice.

Key features include:
• Lessons from a Marketing Guru – An in-depth analysis of an experienced industry practitioner.
• Digital Spotlight – Assessing the impact of digital marketing at events such as the X-Games and how hotel chain Marriot responds to social media.
• Marketing in Action – Highlighting real-life marketing scenarios that use specific concepts mentioned in the text. Examples include the ‘Best Job in the World’ PR campaign and the impact that the Olympics and the FIFA World Cup have had on Brazil.

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Paul Brunt, Susan Horner and Natalie Semley all at Plymouth University

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