SAGE
Business & Management, with Media & Communication

New and key backlist titles
<table>
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<tr>
<th>Book Title</th>
<th>Author(s)</th>
<th>Description</th>
<th>Readership</th>
<th>Subject</th>
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<th>Format</th>
<th>ISBN</th>
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<tr>
<td>BUSINESS ETHICS INTERACTIVE EBOOK FOR UK TERRITORIES</td>
<td>Denis J. Collins</td>
<td>Best Practices for Designing and Managing Ethical Organizations Using a unique Optimal Ethics Systems Model that outlines how to hire and train ethical employees, make ethical decisions, and create a trusting, productive work environment, author Denis Collins shows how to design high integrity and superior performance organizations that reinforce ethical behavior and reduce ethical risks.</td>
<td>Suitable for modules on Business or Organisational Ethics</td>
<td>Business &amp; Management</td>
<td>Core Textbook</td>
<td>Interactive eBook (Slimpack)</td>
<td>9781526460356</td>
<td>2nd edition</td>
<td>£98</td>
<td>SAGE Publications Ltd</td>
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<tr>
<td>UNDERSTANDING EMOTION AT WORK</td>
<td>Stephen Fineman</td>
<td>Drawing on disciplines including psychology, sociology and organizational theory, Stephen Fineman explores a number of familiar and not so familiar work arenas. He examines the way emotion penetrates leadership, decision-making and organizational change, as well as newer topics like the virtual side of organizations.</td>
<td>Advanced undergraduates and postgraduates studying organizational behaviour, HRM or organizational psychology</td>
<td>Business &amp; Management</td>
<td>Academic</td>
<td>Paperback</td>
<td>9780761947905</td>
<td>1st edition</td>
<td>£41.99</td>
<td>SAGE Publications Ltd</td>
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<tr>
<td>GLOBAL MARKETING AND ADVERTISING</td>
<td>Mariëlle de Mooij</td>
<td>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.</td>
<td>Suitable reading for students of International Marketing, Global Advertising or practitioners in global marketing departments.</td>
<td>Business &amp; Management</td>
<td>Core Textbook</td>
<td>Paperback</td>
<td>9781544318141</td>
<td>5th edition</td>
<td>£53</td>
<td>SAGE Publications Ltd</td>
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<tr>
<td>SHADOW TRADES The Dark Side of Global Business</td>
<td>Amos Owen Thomas</td>
<td>The first academic text to shine a light on the darker side of global business, providing an illuminating and critical approach to the study of business and management which is vital in ensuring students develop responsible business-conscious and macro interdisciplinary thinking.</td>
<td>Graduate students of business and management, as well as scholars in the social sciences, practitioners, policymakers, consumer groups and civil society.</td>
<td>Business &amp; Management</td>
<td>Academic</td>
<td>Paperback</td>
<td>9781529743197</td>
<td>1st edition</td>
<td>£29.99</td>
<td>SAGE Publications Ltd</td>
</tr>
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PRINCIPLES OF MANAGEMENT
Practicing Ethics, Sustainability, Responsibility
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
Category: Core Textbook
Paperback • 9781529730264 • 700pp
2nd edition • Apr-2021 • £49.99
SAGE Publications Ltd

SUSTAINABLE MARKETING
A Holistic Approach
Mark Peterson
This unique book explores the sustainability practices that benefit companies, stakeholders and society, by drawing upon the latest research and industry examples. Dissecting the interplay between marketing and society, Peterson encourages us to critically assess the demand for businesses to engage with sustainability guidelines and environmental concerns while remaining profitable.

Readership: Business & Management students typically at postgraduate or late undergraduate level, who are looking into sustainable marketing.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781526494634 • 480pp
1st edition • Jun-2021 • £44.99
SAGE Publications Ltd

STRATEGIC MANAGEMENT
Richard Lynch
New to SAGE, the 9th edition of this comprehensive core textbook builds on its global perspective and approachable written style, that explores the key concepts within a clear and logical structure.

Readership: Business students at all levels undertaking courses and modules that focus on strategy or strategic management.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781529758245 • 832pp
9th edition • May-2021 • £51.99
SAGE Publications Ltd

CYBERSECURITY READINESS
A Holistic and High-Performance Approach
Dave Chatterjee
With rapidly expanding attacks and evolving methods of attack, organizations are in a perpetual state of breach and must deal with this existential threat head-on. Cybersecurity Readiness is intended to help students and practitioners develop and enhance this capability, as individuals continue to be both the strongest and weakest links in a cyber defense system.

Subject: Business & Management
Category: Reference
Hardcover • 9781071837337 • 168pp
1st edition • Jul-2021 • £46
SAGE Publications, Inc

STRATEGY
Theory and Practice
Stewart R. Clegg, Jochen Schweitzer, Andrea Whittle, Christos Pitelis
Using a discursive approach, the third edition provides a fresh perspective on strategy from an organizational perspective, featuring key theoretic tenets and emphasizing the practices of strategy.

Readership: For students of Strategy
Subject: Business & Management
Category: Core Textbook
Paperback & Interactive eBook • 9781526494634 • 728pp
3rd edition • Dec-2019 • £49.99
SAGE Publications Ltd

ISSUES IN GLOBAL BUSINESS
Selections from SAGE Business Researcher
SAGE Publishing
Issues in Global Business is a single-volume reference that offers relevant perspectives and explains impacts of current events such as COVID-19, Brexit, and immigration across industries and regions.

Subject: Business & Management
Category: Reference
Hardcover • 9781071823187 • 512pp
1st edition • Jul-2021 • £135
SAGE Publications, Inc
A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT CROSS-CULTURAL MANAGEMENT

Jasmin Mahadevan

Conceived by Chris Grey as an antidote to conventional textbooks, each book in the ‘Very Short, Fairly Interesting and Reasonably Cheap’ series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way.

Readership: Suitable for students of cross-cultural management, human resource management or workplace diversity and professionals working in organizations and intercultural training.

Subject: Business & Management
Category: Student Reference
Paperback • 9781473948242 • 168pp
1st edition • Aug-2017 • £15.99
SAGE Publications Ltd

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

Joanne Roberts

This affordable and accessible introduction to knowledge management offers a critical look at the history, nature and future of the field, providing essential reading for those questioning contemporary management practices.

Subject: Business & Management
Category: Student Reference
Paperback • 9780857022479 • 168pp
1st edition • Jul-2015 • £15.99
SAGE Publications Ltd

CREATING EFFECTIVE TEAMS

A Guide for Members and Leaders
Susan A. Wheelan

Based on the author’s many years of consulting experience with teams in the public and private sectors, Creating Effective Teams describes why teams are important, how they function and what makes them productive.

Subject: Business & Management
Category: Supplementary Textbook
Paperback • 9781483346120 • 168pp
5th edition • Nov-2014 • £45.99
SAGE Publications, Inc
BUSINESS-TO-BUSINESS MARKETING
Ross Brennan, Louise Canning, Raymond McDowell

Brennan and Canning cover the theory and practice of global business-to-business (b2b) marketing from a European perspective, illuminating the subject with a wide range of learning features and case studies.

Readership: Upper undergraduate to early postgraduate Marketing students.
Subject: Business & Management
Category: Core Textbook
Paperback • 9781526494399 • 424pp
5th edition • Sep-2020 • £48.99
SAGE Publications Ltd

MANAGING CHANGE, CREATIVITY AND INNOVATION
Patrick Dawson, Costas Andriopoulos

A fresh approach to managing organizational change by looking at it as complex, dynamic and messy as opposed to a series of neat, linear stages and processes leading to success.

Readership: Suitable for upper-level undergraduates and post-graduate students.
Subject: Change Management
Category: Core Textbook
Paperback • 9781473964280 • 664pp
3rd edition • May-2017 • £46.99
SAGE Publications Ltd

ORGANIZATIONAL CHANGE - INTERNATIONAL STUDENT EDITION
An Action-Oriented Toolkit
Gene Deszca, Cynthia A. Ingols, Thomas F. Cawsey

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

Readership: Suitable for upper-level undergraduate and postgraduate students taking Organisational Change or Managing Change.
Subject: Change Management
Category: Core Textbook
Paperback • 9781544372211
4th edition • Dec-2019 • £73
SAGE Publications, Inc

CONSUMER BEHAVIOUR
Zubin Sethna, Jim Blythe

A thought-provoking and academically rigorous book on consumer behaviour that is also enjoyable to read, this text focuses on examples of international consumer behaviour in action, while striking a balance between sociological and psychological aspects of consumer behaviour.

Readership: Undergraduate marketing students studying at business schools studying consumer behaviour. This is a compulsory module on most courses. Module titles such as “Consumer Behaviour”, “International Consumer Behaviour” and “Buyer Behaviour”.
Subject: Consumer Behaviour
Category: Core Textbook
Paperback • 9781526450012 • 368pp
4th edition • May-2019 • £44.99
SAGE Publications Ltd

CONSUMER CULTURE THEORY
Eric Arnould, Craig J. Thompson

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

Readership: The go-to text for anyone new to CCT or postgraduate students writing a CCT-related thesis.
Subject: Consumer Behaviour
Category: Core Textbook
Paperback • 9781526420725 • 368pp
1st edition • Aug-2018 • £38.99
SAGE Publications Ltd

STRATEGIC CORPORATE SOCIAL RESPONSIBILITY
Tools and Theories for Responsible Management
Debbie Haski-Leventhal

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

Readership: Suitable reading for students on Corporate Social Responsibility modules.
Subject: Corporate Social Responsibility
Category: Core Textbook
Paperback • 9781473998018 • 408pp
1st edition • Apr-2018 • £44.99
SAGE Publications Ltd
STRATEGIC CORPORATE SOCIAL RESPONSIBILITY - INTERNATIONAL STUDENT EDITION

Sustainable Value Creation
David Chandler

This 5th edition redefines Corporate Social Responsibility as being central to the value-creating purpose of the firm. This comprehensive text has a strong emphasis on strategy while balancing theory with practical applications.

Subject: Corporate Social Responsibility
Category: Core Textbook
Paperback • 9781544372228
5th edition • Aug-2019 • £69
SAGE Publications, Inc

DIGITAL MARKETING
Strategic Planning & Integration
Annmarie Hanlon

An unbiased approach to the latest digital marketing models, offering students and practitioners a range of tools to implement in their digital marketing planning and strategy.

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

Subject: Electronic Marketing
Category: Core Textbook
Paperback • 9781526436673 • 416pp
1st edition • Feb-2019 • £39.99
SAGE Publications Ltd

SOCIAL MEDIA MARKETING
Theories and Applications
Stephan Dahl

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

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

Subject: Electronic Marketing
Category: Core Textbook
Paperback • 9781529720822 • 360pp
3rd edition • May-2021 • £39.99
SAGE Publications Ltd

SOCIAL MEDIA MARKETING
Tracy L. Tuten

A fully updated edition of the award winning textbook for social media marketing. With new case studies on a number of brands including TikTok, Puma and Nespresso and an updated companion website, this book is a must for anyone studying social media marketing.

Readership: Suitable for modules and courses on social media marketing.

Subject: Electronic Marketing
Category: Core Textbook
Paperback • 9781529731989 • 488pp
4th edition • Nov-2020 • £52.99
SAGE Publications Ltd

SOCIAL MEDIA MARKETING
Tracy L. Tuten, Michael R. Solomon

“Winner of the TAA 2017 Textbook Excellence Award”

“Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users.”

- TAA Judges Panel

Readership: Suitable for modules and courses on social media marketing

Subject: Electronic Marketing
Category: Core Textbook
Paperback • 9781526423870 • 448pp
3rd edition • Jan-2018 • £52
SAGE Publications Ltd
RESearching Hospitality and Tourism

Bob Brotherton

A long awaited new edition of this popular student guide to doing research in the increasingly popular fields of tourism and hospitality (with pick up in leisure and events management, too). A hands on, practical book adopted on courses worldwide.

Readership: Undergraduate and postgraduate students of tourism and hospitality, leisure studies, and events management.

Subject: Hospitality, Travel & Tourism Management

Category: Core Textbook

Paperback • 978146287552 • 336pp
2nd edition • Sep-2015 • £32.99
SAGE Publications Ltd

TOURISM MANAGEMENT

An Introduction

Clare Inkson, Lynn Minnaert

An introductory text that gives its reader a strong understanding of the dimensions of tourism, the industries of which it is comprised, the issues that affect its success, and the management of its impact on destination economies, environments and communities.

Readership: Suitable for students new to tourism studies.

Subject: Hospitality, Travel & Tourism Management

Category: Core Textbook

Paperback • 978152642388 • 464pp
2nd edition • Jun-2018 • £43.99
SAGE Publications Ltd

AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT PAPERBACK WITH INTERACTIVE EBOOK

Nick Wilton

Reflecting the global nature of the workplace with its use of real world examples and case studies, the book goes beyond a prescriptive approach in the practice of strategic HRM, and offers a concise introduction that encourages critical reflection.

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 & Interactive eBook • 978152648793 • 4th edition • Apr-2019 • £46.99
SAGE Publications Ltd

HUMAN RESOURCE MANAGEMENT

Strategic and International Perspectives

Jonathan Crawshaw, Pawan Budhwar, Ann Davis

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

Readership: Undergraduate and postgraduate students looking for a strategic and international perspective of HRM.

Subject: Human Resource Management

Category: Core Textbook

Paperback • 978152649901 • 560pp
3rd edition • Jul-2020 • £44.99
SAGE Publications Ltd

HUMAN RESOURCE INFORMATION SYSTEMS

Basics, Applications, and Future Directions

Michael J. Kavanagh, Richard David Johnson

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.

Subject: Human Resource Management

Category: Core Textbook

Paperback • 978150638653 • 4th edition • Sep-2017 • £59
SAGE Publications, Inc

HUMAN RESOURCE MANAGEMENT

Functions, Applications, and Skill Development

Robert N. Lussier, John R. Hendon

An exploration into the important strategic function HR plays in today’s organizations that uses a wide variety of applications, self-assessments, and experiential exercises to help students develop the skills they need to recruit, select, train, and development talent.

Readership: Suitable for modules on Human Resource Management

Subject: Human Resource Management

Category: Core Textbook

Paperback & Interactive eBook • 978154433131 • 3rd edition • Jan-2018 • £100
SAGE Publications, Inc

RESEARCHING HOSPITALITY AND TOURISM

Bob Brotherton

A long awaited new edition of this popular student guide to doing research in the increasingly popular fields of tourism and hospitality (with pick up in leisure and events management, too). A hands on, practical book adopted on courses worldwide.

Readership: Undergraduate and postgraduate students of tourism and hospitality, leisure studies, and events management.

Subject: Hospitality, Travel & Tourism Management

Category: Core Textbook

Paperback • 978146287552 • 336pp
2nd edition • Sep-2015 • £32.99
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 • 607pp
3rd edition • Mar-2021 • £39.99
SAGE Publications Ltd

CROSS-CULTURAL MANAGEMENT
Essential Concepts
David C. Thomas, Mark Frederick Peterson

This Fourth Edition has a clear focus on the interactions of people from different cultures in organizational settings, helping readers to gain an understanding of the effect of culture across a variety of contexts.

Subject: International Business & Management
Category: Core Textbook
Paperback • 9781506387529 • 336pp
4th edition • Feb-2017 • £62
SAGE Publications, Inc

DOING BUSINESS IN EMERGING MARKETS
S Tamer Cavusgil, Pervez N. Ghauri, Leigh Anne Liu

Fully updated to include coverage on the recent COVID-19 pandemic as well as other recent macro drivers, this third edition provides a comprehensive and authoritative examination of emerging markets across the globe.

Readership: International business students, researchers and practitioners focused on business in emerging markets.

Subject: International Business & Management
Category: Core Textbook
Paperback • 9781526494559 • 352pp
3rd edition • May-2021 • £47.99
SAGE Publications Ltd

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

Conceived by Chris Grey as an antidote to conventional textbooks, each book in the ‘Very Short, Fairly Interesting and Reasonably Cheap’ series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way.

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

Subject: Human Resource Management
Category: Student Reference
Paperback • 9781446200810 • 144pp
1st edition • Feb-2009 • £15.99
SAGE Publications Ltd

GLOBAL COMPARATIVE MANAGEMENT
A Functional Approach
Ralph B. Edfelt

Taking an integrative, interdisciplinary approach to the coverage of managerial issues, functions, practices and problems, this textbook provides a clearer and more comprehensive view of international management beyond intercultural issues.

Subject: International Business & Management
Category: Core Textbook
Paperback • 9781412944700 • 360pp
1st edition • Feb-2009 • £65
SAGE Publications, Inc
INTRODUCTION TO LEADERSHIP
Peter G. Northouse

The Fourth Edition of the bestselling Introduction to Leadership provides a clear overview of the complexities of practising leadership and concrete strategies for becoming a better leader.

Subject: Leadership
Category: Core Textbook
Paperback & Interactive eBook • 9781506389844
4th edition • Jun-2017 • £54
SAGE Publications, Inc

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

Written from a global and critical perspective with a diverse range of cases and examples throughout, Leadership is an inspiring read for developing leaders operating within global and multicultural work settings.

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

Subject: Leadership
Category: Core Textbook
Paperback + 9781526425829 • 384pp
2nd edition • Apr-2019 • £41.99
SAGE Publications Ltd

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 • Jan-2020 • £49.99
SAGE Publications, Inc

LEADERSHIP
Theory and Practice
Peter G. Northouse

Used at more than 1500 institutions in 89 countries and translated into 12 different languages, this market-leading text successfully combines an academically robust account of the major theories and models of leadership with an accessible style and practical examples that help students apply what they learn.

Readership: Suitable reading for students on leadership courses across a range of subjects including Business & Management, Health and Education.

Subject: Leadership
Category: Core Textbook
Paperback & eBook + 9781544331942
8th edition • Mar-2018 • £68
SAGE Publications Ltd

LEADERSHIP
A Critical Text
Simon Western

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

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

Subject: Leadership
Category: Core Textbook
Paperback + 9781526495927 • 456pp
3rd edition • Apr-2019 • £38.99
SAGE Publications Ltd

ORGANIZATIONAL LEADERSHIP
John Bratton

Organizational Leadership provides students with an accessible, critical and engaging analysis of what constitutes ‘leadership’ today. By contextualizing the field as an interconnected process where many individuals are both leaders and followers, the book ensures a rounded understanding of theory and practice to support students throughout their course and future career.

Readership: Mid-upper undergraduate business students studying organizations and/or leadership.

Subject: Leadership
Category: Core Textbook
Paperback + 9781526460127 • 544pp
1st edition • Mar-2020 • £42.99
SAGE Publications Ltd
REFLEXIVE LEADERSHIP
Organising in an imperfect world
Mats Alvesson, 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 • Feb-2017 • £32.99
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, Self-Leadership: The Definitive Guide to Personal Excellence offers powerful yet practical advice for leading oneself to personal excellence. 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.
Subject: Leadership
Category: Core Textbook
Paperback • 9781544324302 • 256pp
2nd edition • Mar-2019 • £34.99
SAGE Publications, Inc

STUDYING LEADERSHIP
Traditional and Critical Approaches
Doris Schedlitzki, Gareth Edwards
Now in its second edition, Studying Leadership continues to provide a comprehensive overview of the key theories, topics, research debates and major developments in the field of leadership studies.
Readership: Suitable reading for students on leadership courses across a range of subjects.
Subject: Leadership
Category: Core Textbook
Paperback • 9781473958616 • 480pp
2nd edition • Jan-2018 • £43.99
SAGE Publications Ltd

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING LEADERSHIP
Brad Jackson, Ken Parry
Conceived by Chris Grey as an antidote to conventional textbooks, each book in the ‘Very Short, Fairly Interesting and Reasonably Cheap’ series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way.
Readership: Suitable for students of leadership, professionals working in organizations and anyone curious about the workings of leadership.
Subject: Leadership
Category: Student Reference
Paperback • 9781446273784 • 200pp
3rd edition • Aug-2018 • £15.99
SAGE Publications Ltd

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 • Sep-2010 • £45.99
SAGE Publications, Inc

APPLYING COMMUNICATION THEORY FOR PROFESSIONAL LIFE
Marianne Dainton, Elaine Dawn Zelley
With new case studies, research and scholarship, the fourth edition of this text introduces communication theory and illustrates how it can be applied to a variety of professional settings.
Subject: Marketing
Category: Core Textbook
Paperback • 9781506315478 • 288pp
4th edition • Jan-2018 • £77
SAGE Publications, Inc
MARKETING
An Introduction
Rosalind Masterson, Nichola Phillips, David Pickton
This highly accessible fifth edition continues to open windows to the world of marketing, with cases that are vibrant and engaged, links that allow students to explore topics in more detail and content to encourage them to relate theory to practice.
Readership: Suitable as core reading for undergraduate marketing students.
Subject: Marketing
Category: Core Textbook
Paperback • 9781526494573 • 552pp
5th edition • Feb-2021 • £46.99
SAGE Publications Ltd

PRICING STRATEGIES
A Marketing Approach
Robert M. Schindler
Professor Schindler helps to overcome the mathematical anxieties of students with an intuitive approach to understanding basic pricing concepts, and presents mathematical techniques as simply more detailed specifications of these concepts.
Subject: Marketing
Category: Core Textbook
Hardcover • 9781412964746 • 416pp
1st edition • Oct-2011 • £115
SAGE Publications, Inc

MARKETING COMMUNICATIONS
John Egan
John Egan draws on both his industry and academic background to explain the why as well as the how of marketing communications.
Readership: Suitable for marketing students taking a Marketing Communications module as part of their Marketing degree.
Subject: Marketing
Category: Core Textbook
Paperback • 9781526446893 • 416pp
3rd edition • Jan-2020 • £46.99
SAGE Publications Ltd

PRINCIPLES OF MARKETING FOR A DIGITAL AGE
Tracy L. Tuten
This book was truly student-led in its design and development, and it incorporates digital marketing as central to what marketers do. It's a total package of resources, that combines quality examples, assessment and online resources to support the teaching and learning of introductory marketing modules in a digital age.
Readership: Suitable for introductory courses to Marketing, including Principles of Marketing or Introduction to Marketing modules.
Subject: Marketing
Category: Core Textbook
Paperback • 9781526423344 • 496pp
1st edition • Jan-2020 • £46.99
SAGE Publications Ltd

MARKETING THEORY
A Student Text
Michael J Baker, Michael Saren
Introducing the histories, theories and debates of the field of marketing, this is your one-stop introduction to the development of this exciting topic.
Readership: Upper level undergraduate and postgraduate marketing students studying marketing theory, critical marketing, and the history of marketing modules.
Subject: Marketing
Category: Core Textbook
Paperback • 9781473904019 • 544pp
3rd edition • Jun-2016 • £48.99
SAGE Publications Ltd

SOCIAL MARKETING - INTERNATIONAL STUDENT EDITION
Behavior Change for Social Good
Nancy R. Lee, Philip Kotler
Guiding the reader through designing and implementing memorable social marketing campaigns, this text presents a proven 10-step strategic marketing plan.
Readership: For students taking Social Marketing and Public Sector & Non-Profit Marketing courses.
Subject: Marketing
Category: Core Textbook
Paperback • 9781544371863 • 6th edition • Feb-2019 • £75
SAGE Publications, Inc
SOCIAL MEDIA
A Critical Introduction
Christian Fuchs

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

Readership: Students of media, communications and sociology at all levels.
Subject: Marketing
Category: Core Textbook
Paperback • 9781529752748 • 448pp
3rd edition • Apr-2021 • £30.99
SAGE Publications Ltd

SOCIAL MEDIA
A Critical Introduction
Christian Fuchs

This book equips students with the critical thinking they need to understand the complexities and contradictions of social media and make informed judgements. The Second Edition explores the sharing economy of Uber and Airbnb and social media in China.

Readership: For all students of media studies and sociology.
Subject: Marketing
Category: Core Textbook
Paperback • 9781473966833 • 400pp
2nd edition • Mar-2017 • £29.99
SAGE Publications Ltd

MARKETING
A Critical Textbook
Nick Ellis, James Fitchett, Matthew Higgins, Gavin Jack, Ming Lim, Michael Saren, Mark Tadajewski

Alternative, engaging, aimed at students, and written with the intention to challenge and educate. The onus is on fostering active consideration of marketing in the world.

Readership: Advanced undergraduate and postgraduate students of marketing and related topics
Subject: Marketing
Category: Supplementary Textbook
Paperback • 9781489808788 • 256pp
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SAGE Publications Ltd

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Category: Core Textbook
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INSTITUTIONS AND ORGANIZATIONS
Ideas, Interests, and Identities
William Richard Scott

By presenting the differences as well as the underlying commonalities of institutional theories, this book presents a cohesive view of the many flavours and colours of institutionalism. It evaluates and clarifies developments in both theory and research while identifying future research directions.

Readership: Upper-level undergraduate and graduate students of Institutional Theory, Organization Theory, Sociology of Organizations, and Public Administration will gain an in-depth understanding from this core text.
Subject: Organization Studies
Category: Core Textbook
Paperback • 9781452242224 • 360pp
4th edition • Jul-2013 • £45.99
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Stewart R. Clegg, Martin Kornberger, Tyrone S. Pitsis, Matthew Mount

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

Readership: For students studying Organisational Behaviour, Managing People in Organisations and Introductory Management courses
Subject: Organization Studies
Category: Core Textbook
Paperback & Interactive eBook • 9781526487964 • 5th edition • Apr-2019 • £49.99
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Mark Easterby-Smith, Lena J. Jaspersen, Richard Thorpe, Danat Valizade

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Readership: Undergraduate and Postgraduate Business and Management students taking a course on Research Methods.

Subject: Business Research Methods
Category: Core Textbook
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7th edition • May-2021 • £41.99
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Michael D Myers

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Subject: Business Research Methods
Category: Core Textbook
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Jan Dul

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Readership: For undergraduate and masters students of Business & Management

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Category: Core Textbook
Paperback • 9781526460141 • 160pp
1st edition • Dec-2019 • £23.99
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Robert P. Burns, Richard Burns

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Readership: Students on quantitative methods courses in Business and Management, Organisation Studies, Marketing Research and Economics.

Subject: Business Research Methods
Category: Core Textbook
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Co-creating Meaningful Brands

Michael Beverland

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Readership: Students at all levels from a range of social science backgrounds who are specialising in - or interested in - digital inequality

Subject: Communication and Media Studies

Category: Academic

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Michael Beverland

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Readership: Students studying Brand Management at undergraduate and postgraduate levels.

Subject: Brand Management

Category: Core Textbook

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Lyndon Way

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

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

Subject: Communication and Media Studies

Category: Core Textbook

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

Subject: Communication and Media Studies
Category: Core Textbook
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Ingrid Richardson, Larissa Hjorth

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Readership: Students or academics at all levels looking to specialize in gaming in their research or studies, but in particular; upper undergraduate or early postgraduate students

Subject: Communication and Media Studies
Category: Core Textbook
Paperback • 9781526498007 • 248pp
1st edition • Apr-2021 • £29.99
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Zoetanya Sujon

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

Readership: Undergraduate students of media, communication and cultural studies, the creative and cultural industries, and sociology completing modules in social/new/digital media.

Subject: Communication and Media Studies
Category: Core Textbook
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Eugenia Siapera

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

Readership: Upper-level undergraduate and postgraduate students of media studies, new media, media and cultural policy/economics, digital culture, and sociology modules dealing with the Internet and mass media

Subject: Communication and Media Studies
Category: Core Textbook
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Donald Treadwell, Andrea M. Davis
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Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781544372167
4th edition • Aug-2019 • £69
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Understanding Images in Media Culture
Giorgia Aiello, Katy Parry
A theoretical and empirical toolkit for analysing and understanding media and mediated images - from branding and PR, to tweets and selfies. It explores a range of approaches to visual analysis, while also providing a hands-on guide to applying methods to your own work.

Readership: For students and researchers of visual communication and visual culture.
Subject: Communication and Media Studies
Category: Core Textbook
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Jane Stokes
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Subject: Communication Research Methods
Category: Core Textbook
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Arthur Asa Berger
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Subject: Communication Research Methods
Category: Core Textbook
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A Guide to Methods and Practice
Gjoko Muratovski
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Subject: Communication Research Methods
Category: Core Textbook
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Klaus H. Krippendorff
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Subject: Communication Research Methods
Category: Supplementary Textbook
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4th edition • Jun-2018 • £96
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W. James Potter

In this media-saturated world, we must learn how to navigate through the overwhelming flood of information so that we can avoid the risks and maximize its potential to help us. Media Literacy shows students how. Drawing from thousands of media research studies, author W. James Potter explores the key components to understanding the fascinating world of mass media.

Subject: Mass Communication
Category: Core Textbook
Paperback • 9781071840993 • 456pp
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David R. Croteau

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Readership: For students of Media and Communications.
Subject: Mass Communication
Category: Core Textbook
Paperback • 9781506390789
6th edition • Sep-2018 • £75
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David Hesmondhalgh

Bringing together a huge range of research, theory and key concepts, David Hesmondhalgh provides an accessible yet critical exploration of cultural production and consumption in the global media landscape. This new edition explores the effects of digitalisation on culture and analyses the influence of IT and tech companies like Google, Apple, Amazon and Facebook on the cultural industries.

Readership: For students and researchers of media and communication studies, the cultural and creative industries, cultural studies and the sociology of the media.
Subject: Mass Communication
Category: Core Textbook
Paperback • 9781526424105 • 568pp
4th edition • Apr-2019 • £36.99
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HOW TO DO CRITICAL DISCOURSE ANALYSIS

A Multimodal Introduction

David Machin, Andrea Mayr

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

Readership: Undergraduate students of critical discourse analysis, media analysis, language and power, and culture and communication
Subject: Mass Communication
Category: Supplementary Textbook
Paperback • 9780857023821 • 240pp
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Finn Frandsen, Winni Johansen
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