Business & Management, with Media & Communication

New and key backlist titles
SHADOW TRADES
The Dark Side of Global Business
Amos Owen Thomas

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.

Readership: Graduate students of business and management, as well as scholars in the social sciences, practitioners, policymakers, consumer groups and civil society.

Subject: Business & Management
Category: Academic
Paperback & eBook (Slimpack) • 9781529743197 • 296pp
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SAGE Publications Ltd

UNDERSTANDING EMOTION AT WORK
Stephen Fineman

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.

Readership: Advanced undergraduates and postgraduates studying organizational behaviour, HRM or organizational psychology

Subject: Business & Management
Category: Academic
Paperback • 9780761947905 • 204pp
1st edition • May-2003 • £41.99
SAGE Publications Ltd

BA IN LEADERSHIP AND MANAGEMENT: SKILLS FOR THE WORKPLACE STUDENT YEARBOOK, FINAL YEAR
Andrew Maund

Final year book for students studying BA Leadership and Management, UWTSD.

Subject: Business & Management
Category: Core Textbook
Paperback & eBook (Slimpack) • 9781526494368 • 896pp
1st edition • Jun-2018 • £47
SAGE Publications Ltd

BUSINESS ETHICS INTERACTIVE EBOOK FOR UK TERRITORIES
Best Practices for Designing and Managing Ethical Organizations
Denis J. Collins

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.

Readership: Suitable for modules on Business or Organisational Ethics

Subject: Business & Management
Category: Core Textbook
Paperback & Interactive eBook (Slimpack) • 9781526460356
2nd edition • Feb-2018 • £98
SAGE Publications Ltd

BUSINESS WRITING TODAY
A Practical Guide
Natalie Canavor

Business Writing Today, Third Edition, provides a step-by-step framework to help the reader better understand the business world and to communicate effectively in today’s highly competitive work environment.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781544327860 • 376pp
3rd edition • Aug-2018 • £34.99
SAGE Publications, Inc

GLOBAL MARKETING AND ADVERTISING
Understanding Cultural Paradoxes
Mariëlle 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: Business & Management
Category: Core Textbook
Paperback & eBook (Slimpack) • 9781544318141 • 512pp
5th edition • Dec-2018 • £53
SAGE Publications Ltd
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 • 9781529704228 • 728pp
3rd edition • Dec-2019 • £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 & Interactive eBook • 9781526494634 • 480pp
3rd 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 • 9781529704228 • 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.

Readership: For students of strategy at undergraduate, Masters and MBA level, professionals involved in strategic decision making and anyone interested in how strategy works.
Subject: Business & Management
Category: Student Reference
Paperback • 9780857022479 • 168pp
1st edition • Jul-2015 • £15.99
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
Category: Student Reference
Paperback • 9781446273517 • 184pp
2nd edition • Aug-2014 • £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.

Readership: For students of strategy at undergraduate, postgraduate and MBA levels
Subject: Business & Management
Category: Supplementary Textbook
Paperback • 9781483346120 • 168pp
5th edition • Nov-2014 • £45.99
SAGE Publications, Inc

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING STRATEGY
Chris Carter, Stewart R. Clegg, Martin Kornberger

The antidote to heavy-going, complex and lengthy textbooks on studying strategy.

Readership: For students of strategy at undergraduate, Masters and MBA level, professionals involved in strategic decision making and anyone interested in how strategy works.
Subject: Business & Management
Category: Student Reference
Paperback • 9781412947879 • 176pp
1st edition • Feb-2009 • £15.99
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 & Management
Category: Core Textbook
Paperback • 9781526494399 • 424pp
5th edition • Sep-2020 • £48.99
SAGE Publications Ltd

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 • 576pp
4th edition • May-2019 • £44.99
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

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

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

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 • 9781473966018 • 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

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

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 • 9781526426673 • 416pp
1st edition • Feb-2019 • £39.99
SAGE Publications Ltd

SOCIAL MEDIA MARKETING

Theories and Applications
Stephan Dahl

The Second Edition of this popular text maintains a scholarly approach, providing students with an up-to-date understanding of both the theory and practice of social media marketing whilst taking a thorough refreshment of the cases, examples and the literature.

Readership: Suitable for Marketing, Advertising or Media students taking classes on social media or digital marketing at upper undergraduate, Masters or Doctoral level.
Subject: Electronic Marketing
Category: Core Textbook
Paperback • 9781473982345 • 296pp
2nd edition • Apr-2018 • £40.99
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, 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 • 9781446287552 • 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 • 9781526438894 • 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 • 9781526487933 • 464pp
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 • 9781526499011 • 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.

Readership: Suitable for modules on Human Resource Management
Subject: Human Resource Management
Category: Core Textbook
Paperback & Interactive eBook • 9781506386539
4th edition • Sep-2017 • £59
SAGE Publications, Inc
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 clear and 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

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

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

STRATEGIC HUMAN RESOURCE MANAGEMENT
An international perspective
Gary Rees, Paul Smith
An accessible introduction written by a stellar contributor line up of world-renowned lecturers and practitioners in the field (including Linda Holbeche, Stephen Taylor and Jim Stewart).

Readership: Suitable for upper undergraduate or master's level strategic HRM modules or HRM modules that have a strategic angle.
Subject: Human Resource Management
Category: Core Textbook
Paperback • 9781473969322 • 616pp
2nd edition • Aug-2017 • £36.99
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

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
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

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.

Readership: Suitable for students of leadership, professionals working in organizations and anyone curious about the workings of leadership.

Subject: Leadership
Category: Supplementary Textbook
Paperback • 9781412974752 • 280pp
2nd edition • Sep-2010 • £45.99
SAGE Publications, Inc

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

APPLYING COMMUNICATION THEORY FOR PROFESSIONAL LIFE
A Practical Introduction
Marianne Dainton, Elaine Dawn Zelley

With new case studies, research and scholarship, the fourth edition of this textbook 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

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
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

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

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

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

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

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

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**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 • 9781848608788 • 256pp
1st edition • Dec-2010 • £44.99

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Terri A. Scandura

Bestselling author Terri A. Scandura uses an evidence-based approach to equip students with the necessary skills to become effective leaders and managers.

*Subject:* Organization Studies

*Category:* Core Textbook

Paperback • 9781071840979 • 616pp
3rd edition • May-2021 • £55.99

*SAGE Publications, Inc*

**INSTITUTIONS AND ORGANIZATIONS**

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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

*SAGE Publications, Inc*

**MANAGING AND ORGANIZATIONS PAPERBACK WITH INTERACTIVE EBOOK**

*An Introduction to Theory and Practice*

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 • 9th edition • Apr-2019 • £49.99

*SAGE Publications Ltd*
ORGANIZATIONAL BEHAVIOR

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