Business & Management, with Media & Communication

New and key backlist titles
Autumn/Winter 2021/2022
DIGITAL LUXURY
Transforming Brands and Consumer Experiences
Wided Batat

The fashion and luxury industries have been well-established for centuries, but the new disruptive digital environment is causing these industries to rethink their business case and adapt their brand offerings. This exciting new text, the first on this timely subject, offers ways forward through a mixture of research and practice-led examples.

Readership: For students of Marketing.
Subject: Brand Management
Category: Supplementary Textbook
Paperback • 9781526458940 • 280pp
1st edition • May-19 • £30.99
SAGE Publications Ltd

BUSINESS, ETHICS AND SOCIETY
Key Concepts, Current Debates and Contemporary Innovations
John G. Cullen

With an emphasis on psychoanalytic theory, Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations provides a clear, concise introduction to the field of business ethics, while addressing contemporary issues and debates around the impacts of artificial intelligence, social media, the gig economy and populist politics on business and society.

Readership: This textbook serves as an ideal introductory text for students of undergraduate business ethics-related courses.
Subject: Business & Management
Category: Core Textbook
Paperback • 9781526495235 • 328pp
1st edition • Dec-21 • £36.99
SAGE Publications Ltd

COACHING AND MENTORING
Theory and Practice
Bob Garvey, Paul Stokes

Written by two leading scholars in the field, this book is an essential guide to the theory and practice of coaching and mentoring.

Readership: Suitable reading for students on coaching and mentoring modules.
Subject: Business & Management
Category: Core Textbook
Paperback • 9781529740769 • 384pp
4th edition • Nov-21 • £22.99
SAGE Publications Ltd

CRISIS MANAGEMENT
Leading in the New Strategy Landscape
William Richard Crandall, John Alan Parnell, John E. Spillan

Offering a strategic orientation to crisis management, this book helps readers understand the importance of planning for crises within the wider framework of an organization’s regular strategic management process.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781412991681 • 384pp
2nd edition • May-13 • £77
SAGE Publications, Inc

HUMAN RESOURCE DEVELOPMENT
From Theory into Practice
Eugene Sadler-Smith

Combining theoretical rigor, practical relevance and pedagogical innovation, Human Resource Development: From Theory into Practice is an essential resource for students working towards a career in human resource development (HRD), human resource management (HRM), occupational and organizational psychology, and related areas of business management and organization.

Readership: This is an authoritative and up-to-date textbook on human resource development for postgraduate and professional development programmes.
Subject: Business & Management
Category: Core Textbook
Paperback • 9781529732122 • 488pp
1st edition • Nov-21 • £44.99
SAGE Publications Ltd

MANAGEMENT FUNDAMENTALS INTERACTIVE EBOOK STUDENT VERSION
Concepts, Applications, and Skill Development
Robert N. Lussier

Focusing on concepts, applications, and skill building, this best-selling text presents essential management themes and uses a variety of applications that challenge readers to think critically and apply concepts to their own experiences.

Subject: Business & Management
Category: Core Textbook
Paperback & Interactive eBook (Slimpack) • 9781544302607
7th edition • Feb-16 • £64
SAGE Publications, Inc
MANAGEMENT TODAY - INTERNATIONAL STUDENT EDITION

Best Practices for the Modern Workplace
Terri A. Scandura, Kimberly S. Gower

This book cuts through the noise by introducing students to evidence-based management theories, models, and strategies. It provides best practices, explores timely issues like emotional intelligence, cultural intelligence, and virtual teams, and analyses real-world examples of good and bad management.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781071808085
1st edition • Feb-20 • £80
SAGE Publications, Inc

STUDYING LEADERSHIP

Traditional and Critical Approaches
Doris Schedlitzki, Gareth Edwards

This book is a comprehensive guide to key leadership theories, topics and trends. It goes beyond the basics to explore contemporary issues such as power and politics, authenticity, followership, toxicity, language, identity, ethics and sustainability, enabling readers to gain a deep, holistic understanding of the field.

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

Subject: Business & Management
Category: Core Textbook
Paperback • 9781529752885 • 488pp
3rd edition • Jan-22 • £43.99
SAGE Publications Ltd

MANAGERIAL COMMUNICATION

Strategies and Applications
Geraldine E. Hynes, Jennifer R. Veltsos

A market leader in the field, known for its balanced examination of verbal and non-verbal communication, solid research base, and focus on managerial competencies.

Readership: Suitable for Managerial Communication modules.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781544339542
7th edition • Mar-18 • £97
SAGE Publications, Inc

CORPORATE ENVIRONMENTALISM AND THE GREENING OF ORGANIZATIONS

John M Jermier

Providing a general framework for thinking about corporate environmentalism and the greening of organizations, this collection serves as a foundational resource for those interested in developing new theories, including researchers and students, as well as environmental policy experts in business and government around the world.

Readership: Academics and researchers in business ethics and environmental policy.

Subject: Business Ethics
Category: Major Works
Hardcover • 9780857025715 • 2760pp
1st edition • Feb-13 • £995
SAGE Publications Ltd

MANAGING DIVERSITY

Toward a Globally Inclusive Workplace
Michalle E. Mor Barak

The Fourth Edition of this bestseller offers a comprehensive model for an inclusive workplace and explores the new realities of the workforce.

Subject: Business & Management
Category: Core Textbook
Paperback • 9781483386126 • 416pp
4th edition • Dec-16 • £77
SAGE Publications, Inc

CONSUMER BEHAVIOUR

Applications in Marketing
Robert East, Jaywant Singh, Malcolm Wright, Marc Vanhuele

Written by respected marketing academics, this popular textbook extends beyond a basic psychological approach to Consumer Behaviour by providing a more empirical understanding of the subject, helping students grasp marketing applications at both individual and market levels.

Readership: Upper undergraduate and postgraduate students taking courses in consumer behaviour, as well as doctoral candidates with a focus on consumer behaviour.

Subject: Consumer Behaviour
Category: Core Textbook
Paperback • 9781529730838 • 360pp
4th edition • Dec-21 • £46.99
SAGE Publications Ltd
CORPORATE SOCIAL RESPONSIBILITY
Esben Rahbek Gjerdrum Pedersen
Shortlisted in the Management and Leadership Textbook Category at CMI Management Book of the Year Awards 2016, this book explores the key questions and challenges prevalent in CSR including the history, key drivers, main theoretical perspectives and the dominant practices found in the business community, and also how to implement CSR in practice.

Readership: Students in need of an accessible and engaging introduction to corporate social responsibility.
Subject: Corporate Social Responsibility
Category: Core Textbook
Paperback • 9780857022455 • 312pp
1st edition • Jan-15 • £39.99
SAGE Publications Ltd

STRATEGIC CORPORATE SOCIAL RESPONSIBILITY
A Holistic Approach to Responsible and Sustainable Business
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 • 9781529758450 • 528pp
2nd edition • Nov-21 • £44.99
SAGE Publications Ltd

EVENTS MANAGEMENT
An International Approach
Nicole Ferdinand, Paul J. Kitchin
Taking an international approach to the subject, Events Management combines theory and practice to address the challenges and opportunities of working in a global society to help prepare students for the realities of the events management sector.

Readership: Undergraduate and postgraduate students studying events management.
Subject: Hospitality, Travel & Tourism Management
Category: Core Textbook
Paperback • 9781529730791 • 392pp
3rd edition • Jan-22 • £43.99
SAGE Publications Ltd

THE BUSINESS OF TOURISM
J. Christopher Holloway, Claire Humphreys
An essential text for students of tourism management or travel & tourism, its historical context is combined with background theory and research, plus up-to-date international case studies, to examine in detail the tourism product alongside its impacts and the nature of a tourist.

Readership: For students of tourism management or travel & tourism.
Subject: Hospitality, Travel & Tourism Management
Category: Core Textbook
Paperback • 9781526459459 • 744pp
11th edition • Dec-19 • £49.99
SAGE Publications Ltd

TOURISM CRISES AND DESTINATION RECOVERY
David Beirman
Topical and issue based, and arranged by type of crisis showcasing a wide range of examples and case studies, Beirman approaches the topic both as an academic and with a professional insight gleaned from his vast experience in industry.

Readership: For any Tourism module that deals with topics of Crises, Conflict, Disaster, Risk, Reputation, Response and Recovery at Undergraduate and Postgraduate levels.
Subject: Hospitality, Travel & Tourism Management
Category: Core Textbook
Paperback • 9781526403001 • 292pp
1st edition • Nov-21 • £39.99
SAGE Publications Ltd

HUMAN RESOURCE MANAGEMENT - INTERNATIONAL STUDENT EDITION
Functions, Applications, and Skill Development
Robert N. Lussier, John R. Hendon
Bestselling authors Robert N. Lussier and John R. Hendon explore the important strategic function HR plays in today's organization, helping the reader develop the skills they need to recruit, select, train, and develop talent.

Readership: Business students focusing on Human Resources who are looking for a complete guide to the functions of the industry that includes the most recent advancements.
Subject: Human Resource Development
Category: Core Textbook
Paperback • 9781071840955 • 696pp
4th edition • Mar-21 • £95.99
SAGE Publications, Inc
THE SAGE HANDBOOK OF LEADERSHIP
Alan Bryman, David L Collinson, Keith Grint, Brad Jackson, Mary Uhl-Bien

A one-stop reference on the state of leadership, encompassing macro, political, philosophical, psychological and cultural perspectives, with contributions from a ‘who’s who’ of scholars in leadership studies.

Readership: Researchers, students and practitioners of leadership across disciplines.
Subject: Leadership
Category: College Handbooks
Hardcover • 9781848601468 • 592pp
1st edition • Feb-11 • £125
SAGE Publications Ltd

MEETING THE ETHICAL CHALLENGES OF LEADERSHIP
Casting Light or Shadow
Craig E. Johnson

Explores the ethical demands of leadership with a multidisciplinary approach, packed with real-world case studies, self-assessments and applications.

Readership: Suitable reading for students studying on leadership courses.
Subject: Leadership
Category: Core Textbook
Paperback • 9781506387567
6th edition • Apr-17 • £63
SAGE Publications, Inc

DIRECT, DIGITAL & DATA-DRIVEN MARKETING
Lisa Spiller

In this latest edition of her classic text, Lisa Spiller takes an insightful, in-depth look at contemporary marketing concepts, tactics, and techniques and the dynamic innovations that continue to drive and shape this multi-faceted, multi-dimensional field.

Readership: Upper undergraduate to early postgraduate business students.
Subject: Marketing
Category: Core Textbook
Paperback • 9781529708172 • 784pp
5th edition • Jan-20 • £49.99
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 • May-16 • £15.99
SAGE Publications Ltd

GLOBAL MARKETING AND ADVERTISING
Understanding Cultural Paradoxes
Marieke de Mooij

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

Readership: Suitable reading for students of International Marketing, Global Advertising or practitioners in global marketing departments.
Subject: Marketing
Category: Core Textbook
Paperback • 9781529732504 • 520pp
6th edition • Nov-21 • £53.99
SAGE Publications Ltd

KEY CONCEPTS IN LEADERSHIP
Jonathan Gosling, Ian Sutherland, Stephanie Jones

An indispensable guide to the central concepts of leadership for professionals and students alike.

Readership: Students and professionals of leadership across the social sciences.
Subject: Leadership
Category: Student Reference
Paperback • 9781849205994 • 164pp
1st edition • Aug-12 • £26.99
SAGE Publications Ltd
MARKETING PLANNING & STRATEGY
A Practical Introduction
John Dawes
This new book guides readers concisely through the marketing planning process from start to finish, drawing on examples from large brands like Ikea and Krispy Kreme to digital start-ups like Starling Bank.

Readership: Undergraduate marketing planning and marketing planning & strategy hybrid modules.
Subject: Marketing
Category: Core Textbook
Paperback • 9781529760132 • 296pp
1st edition • Oct-21 • £34.99
SAGE Publications Ltd

MARKETING ETHICS & SOCIETY
Lynne Eagle, Stephan Dahl
Taking a holistic and international perspective, this book critically examines the ethical challenges marketing faces and explores strategies marketers can use to respond to those challenges.

Readership: Appropriate for all Marketing students and practitioners, particularly those taking courses in the areas of Marketing Ethics, Marketing and Society, Not-for-Profit Marketing and Social Marketing.
Subject: Marketing Ethics
Category: Core Textbook
Paperback • 9781446296622 • 320pp
1st edition • Sep-15 • £39.99
SAGE Publications Ltd

SELLING & SALES MANAGEMENT
Developing Skills for Success
Lisa Spiller
A step-by-step “how-to” guide to selling in the contemporary world with a focus on storytelling to enhance relationship building and help drive sales; alongside skills development for sales management and today’s role for sales data analytics.

Readership: Suitable for courses on selling and sales management at undergraduate and postgraduate levels.
Subject: Marketing
Category: Core Textbook
Paperback • 9781529712575 • 552pp
1st edition • Nov-21 • £49.99
SAGE Publications Ltd

OPERATIONS MANAGEMENT - INTERNATIONAL STUDENT EDITION
Managing Global Supply Chains
Ray R. Venkataraman, Jeffrey Keith Pinto
The Second Edition takes a holistic, integrated approach to managing operations and supply chains by exploring the strategic, tactical, and operational decisions and challenges facing organizations worldwide.

Subject: Operations Management
Category: Core Textbook
Paperback • 9781544372112
2nd edition • Feb-19 • £123
SAGE Publications, Inc

THE NEW MARKETING
How to Win in the Digital Age
Cheryl Burgess, Mark Burgess
The New Marketing, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is the GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation.

Readership: For MBA students and marketing practitioners.
Subject: Marketing
Category: Core Textbook
Paperback • 9781526490100 • 288pp
1st edition • Aug-20 • £29.99
SAGE Publications Ltd

THE SAGE HANDBOOK OF ORGANIZATIONAL INSTITUTIONALISM
Royston Greenwood, Christine Oliver, Thomas B. Lawrence, Renate E. Meyer
The Second Edition of the bestselling The SAGE Handbook of Organizational Institutionalism has been thoroughly revised with new chapters added, bringing together extensive coverage of aspects of Institutional Theory.

Readership: Academics, researchers and students interested in organization studies.
Subject: Organization Studies
Category: College Handbooks
Paperback • 9781529712117 • 928pp
2nd edition • Dec-19 • £60
SAGE Publications Ltd
Managing and Organizations: An Introduction to Theory and Practice

Stewart R. Clegg, Tyrone S. Pitsis, Matthew Mount

Managing and Organizations: An Introduction to Theory and Practice has been praised for its breadth, innovative content and application to real life. Along with its full coverage of all the essential topics of organizational behaviour, it offers a critical perspective that equips readers with the tools to question dominant assumptions about organizations.

Readership: This textbook is essential reading for anyone studying organizational behaviour at undergraduate or postgraduate level.

Subject: Organization Studies
Category: Core Textbook
Paperback • 9781529763881 • 568pp
6th edition • Dec-21 • £49.99
SAGE Publications Ltd

A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Organizations

Chris Grey

Conceived by Chris Grey and written to get students thinking, the 'Very Short, Fairly Interesting and Reasonably Cheap' series offers informal, conversational and critical overviews of popular areas of study.

Readership: This book is ideal for students of organizational studies, management professionals and anyone curious about the workings of organizations.

Subject: Organization Studies
Category: Supplementary Textbook
Paperback • 9781529753721 • 176pp
5th edition • Dec-21 • £15.99
SAGE Publications Ltd

Exploring Morgan’s Metaphors

Anders Ragnar Ortenblad, Kiran Trehan, Linda L. Putnam

Exploring Morgan’s Metaphors explores how the eight metaphors that Morgan presents in Images of Organization are being used in a variety of contexts and how they inform research, practice, and organizational intervention.

Readership: Students of organizational studies.
Subject: Organizational Theory
Category: Supplementary Textbook
Paperback • 9781506318776 • 304pp
1st edition • Sep-16 • £45.99
SAGE Publications, Inc

Fundraising: Principles and Practice

Michael J. Worth

Taking a balanced perspective and applied approach, this text encourages students to think critically about issues in fundraising and philanthropy to prepare them for a career in the nonprofit sector.

Subject: Public & Nonprofit Management
Category: Core Textbook
Paperback • 9781483319520 • 504pp
1st edition • Sep-15 • £45.99
SAGE Publications, Inc

The SAGE Handbook of Qualitative Business and Management Research Methods

Methods and Challenges

Catherine Cassell, Ann L Cunliffe, Gina Grandy

The SAGE Handbook of Qualitative Business and Management Research Methods provides a state-of-the-art overview of qualitative research methods in the business and management field. Chapters offer a comprehensive overview of contemporary uses of methods in business & management disciplines, and the challenges that emerge in looking ahead to the future.

Readership: Academics, researchers and students in business and management.
Subject: Qualitative Techniques for Business & Management Research
Category: College Handbooks
Hardcover • 9781526429278 • 542pp
1st edition • Dec-17 • £125
SAGE Publications Ltd
QUALITATIVE ORGANIZATIONAL RESEARCH

Core Methods and Current Challenges
Gillian Symon, Catherine Cassell

This text brings together in one volume the range of methods available for undertaking qualitative data collection and analysis in organizations.

Readership: Students and researchers on courses in organization studies, management research and organizational psychology.
Subject: Qualitative Techniques for Business & Management Research
Category: Core Textbook
Paperback • 9780857024114 • 544pp
1st edition • Mar-12 • £46.99
SAGE Publications Ltd

CONDUCTING ACTION RESEARCH FOR BUSINESS AND MANAGEMENT STUDENTS

David Coghlan, Abraham B. (Rami) Shani

This concise and practical guide explores the use of action research as a method for conducting research in a business and management Masters dissertation.

Readership: Business and Management students reading for a Master’s degree; each book in the series may also serve as reference books for doctoral students and faculty members interested in the method.
Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781526404787 • 144pp
1st edition • Aug-18 • £23.99
SAGE Publications Ltd

DATA SCIENCE FOR BUSINESS WITH R

Jeffrey S. Saltz, Jeffrey M. Stanton

Data Science for Business with R focuses on the concepts foundational for students starting a business analytics or data science course. The book features running case using an airline business’s customer survey dataset to illustrate how to turn data in business decisions. The text also features full integration of R and RStudio software.

Subject: Quantitative Techniques for Business & Management Research
Category: Core Textbook
Paperback • 9781544370453 • 424pp
1st edition • May-21 • £66
SAGE Publications, Inc

CONDUCTING NECESSARY CONDITION ANALYSIS FOR BUSINESS AND MANAGEMENT STUDENTS

Jan Dul

Focusing on the up-and-coming method of Necessary Condition Analysis, this text offers a practical guide to successfully using NCA in a business and management dissertation or project.

Readership: For undergraduate and masters students of Business & Management.
Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781526460141 • 160pp
1st edition • Nov-19 • £23.99
SAGE Publications Ltd

THE SAGE DICTIONARY OF QUANTITATIVE MANAGEMENT RESEARCH

Luiz A M Moutinho, Graeme D. Hutcheson

A must-have reference resource for quantitative management researchers, this text contains over 100 entries covering the fundamentals of quantitative methodologies.

Readership: Management students and researchers.
Subject: Quantitative Techniques for Business & Management Research
Category: Student Reference
Paperback • 9781446273579 • 184pp
1st edition • Feb-15 • £23.99
SAGE Publications Ltd

DESIGNING RESEARCH QUESTIONNAIRES FOR BUSINESS AND MANAGEMENT STUDENTS

Yuksel Ekinci

This is an in-depth yet practical guide for Masters students showing how to design, develop and successfully deliver research questionnaires.

Readership: Business & Management students on Masters courses.
Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781446273579 • 184pp
1st edition • Feb-15 • £23.99
SAGE Publications Ltd
UNDERSTANDING RESEARCH FOR BUSINESS STUDENTS

A Complete Student’s Guide
Jonathan Wilson

This book covers everything first-time researchers need to successfully complete their business research project, increase their employability and develop transferable skills.

Readership: For undergraduate and management students doing a research project for the first time.

Subject: Research Methods for Business & Management
Category: Core Textbook
Paperback • 9781473953574 • 568pp
1st edition • Dec-21 • £46.99
SAGE Publications Ltd

QUALITATIVE CONSUMER AND MARKETING RESEARCH

Russell W. Belk, Eileen Fischer, Robert V Kozinets

Designed for students, scholars, and marketing research practitioners, this book is designed to take readers through the basics to an advanced understanding in qualitative marketing and consumer research.

Readership: Students, scholars and marketing research practitioners.

Subject: Research Methods for Business & Management
Category: Supplementary Textbook
Paperback • 9780857027672 • 240pp
1st edition • Dec-12 • £38.99
SAGE Publications Ltd

THE SAGE HANDBOOK OF SMALL BUSINESS AND ENTREPRENEURSHIP

Robert Blackburn, Dirk De Clercq, Jarna Heinonen

The SAGE Handbook of Small Business and Entrepreneurship offers contemporary chapters on all aspects of this rapidly-evolving discipline. Contributions from the best international scholars explore Entrepreneurship as an academic field, investigate its key current debates and consider its future directions.

Readership: Academics, researchers and students in business and management.

Subject: Small Business/Entrepreneurship
Category: College Handbooks
Hardcover • 9781473925236 • 680pp
1st edition • Dec-17 • £125
SAGE Publications Ltd

ENTREPRENEURSHIP - INTERNATIONAL STUDENT EDITION

The Practice and Mindset
Heidi Marie Neck, Christopher P. Neck, Emma L. Murray

Entrepreneurship: The Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
Paperback • 9781071808078
2nd edition • Jan-20 • £66
SAGE Publications, Inc

EXPLORING ENTREPRENEURSHIP

Richard Blundel, Nigel Lockett, Catherine Wang, Suzanne Mawson

A detailed and critical analysis of the multiple types of entrepreneurship, helping students to understand the practical skills and theoretical concepts needed to create their very own entrepreneurial venture.

Readership: For undergraduate and postgraduate students of Entrepreneurship or Small Business Management.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
Paperback • 9781529733716 • 504pp
3rd edition • Oct-21 • £49.99
SAGE Publications Ltd

MARKETING FOR ENTREPRENEURS

Concepts and Applications for New Ventures
Frederick G. Crane

Provide students with practical insights, strategies, and tips on how applying marketing concepts can increase the chances of new venture success.

Subject: Small Business/Entrepreneurship
Category: Core Textbook
Paperback • 9781483391342 • 280pp
3rd edition • Dec-21 • £64.99
SAGE Publications, Inc
CORPORATE SOCIAL RESPONSIBILITY
Definition, Core Issues, and Recent Developments
Brent David Beal
This concise supplement is designed to allow strategy faculty to bring ideas about how to define CSR into a strategy class and debate them.

Readership: Business and Management students studying business policy or leadership.

Subject: Strategic Management & Business Policy
Category: Supplementary Textbook
Paperback • 9781452291567 • 112pp
1st edition • Sep-13 • £22.99
SAGE Publications, Inc

THE SAGE HANDBOOK OF STRATEGIC SUPPLY MANAGEMENT
Christine Harland, Guido Nassimbeni, Eugene Schneller
Written and edited by leading scholars from around the globe, this handbook presents a unique overview of strategic supply management, for the first time lending a conceptual cohesion to a collection of disparate perspectives on all aspects of this multidisciplinary field.

Readership: Advanced undergraduates, graduate students and academics in business and management.

Subject: Supply Chain Management
Category: College Handbooks
Hardcover • 9781412924085 • 544pp
1st edition • Jan-13 • £130
SAGE Publications Ltd

ADVERTISING CREATIVE - INTERNATIONAL STUDENT EDITION
Strategy, Copy, and Design
Thomas B. Altstiel, Jean Marie Grow, Marcel Jennings
Focusing on the key principles and practical information of advertising that students and working professionals can use, the new edition continues to weave discussion about digital messaging through every chapter.

Subject: Advertising (Analysis)
Category: Core Textbook
Paperback • 9781544370361
5th edition • Jun-19 • £79
SAGE Publications, Inc

THE DIGITAL DISCONNECT
The Social Causes and Consequences of Digital Inequalities
Ellen Helsper
Ellen Helsper goes beyond questions of digital divides and who’s connected or not. She makes an urgent call to broaden our horizons, to expand our theoretical and methodological toolkits, and work collectively to achieve a fairer digital future for all.

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
Paperback • 9781526463401 • 248pp
1st edition • Feb-21 • £27.99
SAGE Publications Ltd
ANALYSING POLITICS AND PROTEST IN DIGITAL POPULAR CULTURE

A Multimodal Introduction

Lyndon Way

Supporting readers 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. 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

Paperback • 9781529707670 • 88pp
1st edition • Feb-20 • £9.99
SAGE Publications Ltd

ENVIROMENTAL COMMUNICATION AND THE PUBLIC SPHERE

J. “James” Robert Cox, Phaedra Carmen Pezzullo

The latest edition of a book that remains the only comprehensive student introduction to the increasingly popular field of environmental communication.

Readership: Undergraduate students of environmental communication.

Subject: Communication and Media Studies

Category: Core Textbook

Paperback • 9781483444331 • 440pp
4th edition • Jul-15 • £70
SAGE Publications, Inc

INTRODUCING MEDIA PRACTICE

The Essential Guide

Matthew Kerry, Georgia Stone

Taking readers from media students to media professionals, Introducing Media Practice brings together the ‘why’ and the ‘how to’ of media studies. It explains how adding theory to practice improves students’ media projects, and shows them how to develop the kind of project skills they need for a career in the creative and media industries.

Subject: Communication and Media Studies

Category: Core Textbook

Paperback • 9781473906518 • 224pp
1st edition • Mar-18 • £28.99
SAGE Publications Ltd

DIGITAL MEDIA AND SOCIETY

Simon Lindgren

Cutting-edge student exploration of what it means to live in a digital society. Introduces key concepts and research essential for digital media, social media and media/data and society modules.

Readership: Undergraduate students of digital media, social media, media and society, data and society, media sociology, and internet studies.

Subject: Communication and Media Studies

Category: Core Textbook

Paperback • 9781529708158 • 320pp
2nd edition • Jan-22 • £34.99
SAGE Publications Ltd

RESEARCH FOR DESIGNERS

A Guide to Methods and Practice

Gjoko Muratovski

This book is the guide to understanding and doing evidence-based research in design.


Subject: Communication Research Methods

Category: Core Textbook

Paperback • 9781529708158 • 320pp
2nd edition • Jan-22 • £34.99
SAGE Publications Ltd
DATA LITERACY
A User’s Guide
David L. Herzog
A practical, skill-based introduction to data analysis and data literacy. Accompanied by a student study website.

Subject: Communication Research Methods
Category: Supplementary Textbook
Paperback • 9781483333465 • 224pp
1st edition • Apr-15 • £34.99
SAGE Publications, Inc

RESEARCHING INTERACTIVE COMMUNICATION BEHAVIOR
A Sourcebook of Methods and Measures
C. Arthur VanLear, Daniel James Canary
This sourcebook provides students and experienced researchers with tools for studying communication behaviors through direct observation. It covers cutting-edge and well-established systems, measurements, and procedures, as well as detailed information on measurement selection, coding, reliability assessment, and analysis.

Subject: Communication Research Methods
Category: Core Textbook
Paperback • 9781483333024 • 304pp
1st edition • Feb-16 • £34.99
SAGE Publications, Inc

THE SAGE ENCYCLOPEDIA OF INTERCULTURAL COMPETENCE
Janet M. Bennett
The SAGE Encyclopedia of Intercultural Competence is an authoritative and rigorous source on intercultural competence and related issues, making it a must-have reference for all academic libraries.

Readership: Academics and researchers in intercultural communication, cultural studies and international business and management.

Subject: Intercultural Communication
Category: Reference
Hardcover • 9781452244280 • 1024pp
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