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## Advertising Management in a Digital Environment

Text and Cases



**Larry D. Kelley, Kim Bartel Sheehan**

The book blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of management. It covers advertising management and human capital management, as well as strategic planning, decision making and brand strategy. This new edition textbook offers an integrated and global approach to Advertising Management and should be core or recommended reading for undergraduate and postgraduate students of Media Management, Advertising, Marketing Management and Strategy, Communications and PR. It is also suitable for those in executive education and studying for professional qualifications.

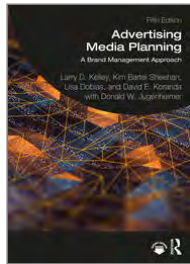
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5TH EDITION

## Advertising Media Planning

A Brand Management Approach



**Larry D. Kelley, Kim Bartel Sheehan, Lisa Dobias, David E. Koranda, Donald W. Jugenheimer**

Advertising Media Planning blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of media planning. A highly regarded new edition, this practical and integrated textbook should be core reading for advanced undergraduate and postgraduate students studying Media Planning, Advertising Management, Integrated Marketing Communication and Brand Management. Instructor resources include PowerPoint slides, a test bank and an instructor manual.

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\* For full contents and more information, visit: [www.routledge.com/9781032192154](http://www.routledge.com/9781032192154)

## Introduction to Advertising

Understanding and Managing the Advertising Process



**Emmanuel Mogaji**

This book is an introductory roadmap to the advertising process. Advertising is explored as a creative communication message from a brand, created by advertising agencies and distributed across different media to target the right consumers. The book provides an understanding of the benefits of advertising, its role in the economy, and even more so acknowledges that advertisements are not all about selling but are also about effectively communicating a message. Taking students step by step through the advertising process, it is important reading for undergraduate and postgraduate students studying Advertising, Brand Management, Marketing Communications and Media Planning.

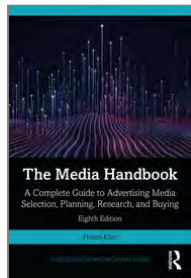
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8TH EDITION

## The Media Handbook

A Complete Guide to Advertising Media Selection, Planning, Research, and Buying



**Helen Katz**

Series: *Routledge Communication Series*

The eighth edition continues to provide a practical introduction to the media planning and buying processes. It features a new chapter on how audiences are defined and created, reorganization of the media channel chapters to cover planning and buying together, expanded coverage of digital formats in all channels, added discussion of measurement, and completely updated data and examples throughout. Supplemental online resources for both students and instructors are also available. The book is the ideal text for courses in media planning and buying in advertising/communication departments.

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4TH EDITION

## Air Transport Economics

From Theory to Applications



**Bijan Vasigh, Brian Pearce**

Air Transport Economics: From Theory to Applications uniquely merges the institutional and technical aspects of the aviation industry with their theoretical economic underpinnings. Its integrative approach offers a fresh point of view that will find favor with many students of aviation.

Routledge

January 2024:548

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5TH EDITION

## Flying Off Course

Airline Economics and Marketing



**Rigas Doganis**

This fifth edition of Flying Off Course provides a complete, practical introduction to the fundamentals of airline economics and marketing, exploring the structure of the market, the nature of airline costs, pricing and demand, and the latest developments in e-commerce. Examples are drawn from passenger, charter and freight airlines to provide a rounded view of the entire industry. The book also presents a compelling account of the current state of the airline industry including the impact of the economic crisis, fluctuations in fuel prices and the rapid expansion of Gulf-based airlines. This book provides all the tools necessary to understand and analyse the airline industry.

Routledge

January 2019:358

Hb: 978-1-138-22423-0: £150

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eBook: 978-1-315-40298-7

\* For full contents and more information, visit: [www.routledge.com/9781138224247](http://www.routledge.com/9781138224247)

3RD EDITION

## Foundations of Airline Finance

Methodology and Practice

**Bijan Vasigh, Zane C. Rowe**

This book is an accessible, up-to-date introduction to the current state of the aviation industry which provides readers with the tools necessary to understand the volatile and often complicated nature of airline finance. Foundations of Airline Finance provides an introduction to the basics of finance – including time value of money, the valuation of assets, and revenue management – and the particular intricacies of airline finance where there can be wild fluctuations in both revenues and costs. The third edition of this text has been extensively updated to reflect the many changes in the air transport industry that have taken place since the publication of the second edition.

Routledge

July 2019:678

Hb: 978-1-138-36776-0: £175

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eBook: 978-0-429-42929-3

\* For full contents and more information, visit: [www.routledge.com/9781138367814](http://www.routledge.com/9781138367814)

9TH EDITION

## Air Transportation

A Global Management Perspective



**John Wensveen**

Now in its 9th edition, *Air Transportation: A Global Management Perspective* by John G. Wensveen is a well-proven, accessible textbook that offers a comprehensive introduction to the theory and practice of air transport management. This wide-ranging textbook is appropriate for nearly all aviation programs that feature business and management. Its student-friendly structure and style make it highly suitable for modular courses and distance-learning programs, or for self-directed study and continuing personal professional development.

Routledge

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Hb: 978-0-367-36448-9: **£125**Pb: 978-0-367-36447-2: **£81.99**

eBook: 978-0-429-34615-6

\* For full contents and more information, visit: [www.routledge.com/9780367364472](http://www.routledge.com/9780367364472)

2ND EDITION

## Airline Operations and Management

A Management Textbook



**Gerald N. Cook, Bruce G. Billig**

*Airline Operations and Management: A Management Textbook* presents a survey of the airline industry, with a strong managerial perspective. It integrates and applies the fundamentals of several management disciplines, particularly operations, marketing, economics and finance, to develop a comprehensive overview.

Routledge

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Hb: 978-1-032-26873-6: **£175**Pb: 978-1-032-26872-9: **£54.99**

eBook: 978-1-003-29030-8

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2ND EDITION

## Airport Marketing



**Nigel Halpern, Anne Graham**

This accessible, up-to-date, comprehensive, and in-depth textbook introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. This textbook written by two airport marketing experts will be essential reading for air transport students and future managers.

Routledge

November 2021: 440

Hb: 978-0-367-48373-9: £135

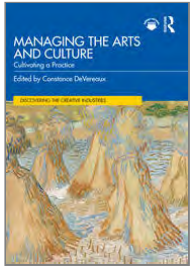
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## Managing the Arts and Culture

Cultivating a Practice



Edited by **Constance De Vereaux**

Series: *Discovering the Creative Industries*

Managing cultural organisations requires insight into a range of areas including marketing, fundraising, programming, finances, and leadership. This book integrates practical and theoretical insights, blending academic and practitioner voices to help readers "speak the language" in the creative industries. With contributions from a team of international experts, this book provides a one-stop-shop for students of arts and cultural management and will also provide a valuable resource for those currently in the field.

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Hb: 978-0-367-62263-3: **£125**

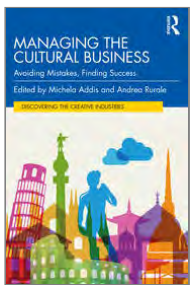
Pb: 978-0-367-62261-9: **£39.99**

eBook: 978-1-003-10864-1

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## Managing the Cultural Business

Avoiding Mistakes, Finding Success



Edited by **Michela Addis, Andrea Rurale**

Series: *Discovering the Creative Industries*

The advent of the global health crisis greatly has amplified pre-existing challenges in the creative and cultural industries. This text analyses classic management problems, illuminating strategic mistakes made in overcoming such challenges and providing case-based insights into real world examples from Italy - the world's leading cultural sector. Speaking to current and student arts managers, this insightful book channels national and supranational cultural heritage to provide essential reading for managers of present and future arts and cultural organizations.

Routledge

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eBook: 978-1-003-02245-9

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2ND EDITION

## Marketing Strategy for the Creative and Cultural Industries



**Bonita M. Kolb**

*Series: Discovering the Creative Industries*

Developing and executing marketing strategies is a vital aspect of any business and few books currently cover this with relation to creative industries. This textbook provides students and managers in the creative industries with a solid grounding in how to maximize the impact of their marketing efforts across a range of business types in the creative and cultural industries.

Routledge

September 2020:332

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2ND EDITION

## Marketing the Arts

Breaking Boundaries



*Edited by* **Finola Kerrigan, Chloe Preece**

With contributions from international scholars of marketing and consumer studies, this renowned text engages directly with a range of contemporary themes, including: • The importance of arts consumption and its socio-political dimensions • The importance of the aesthetic experience itself, and how to research it • Arts policy development • The art versus commerce debate • The role of the arts marketer as market-maker This book is core reading for advanced undergraduate and postgraduate students studying arts marketing and management. Online resources include chapter-by-chapter PowerPoint slides and a test bank.

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## Fundamentals of International Aviation Law and Policy



**Benjamyn I. Scott, Andrea Trimarchi**

*Series: Aviation Fundamentals*

Fundamentals of International Aviation Law and Policy offers students a systematic, tailored and dynamic approach to understanding the legal scenario concerning international civil aviation. The book dynamically covers the major areas of international aviation law, and provides an introduction to the multifaceted international regulation of aviation activities in the sphere of public and private law.

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## The Aerospace Business

Management and Technology



**Wesley Spreen**

This textbook provides a detailed overview of industry-specific business management and technology management practices in aerospace for relevant bachelors and MBA programs. The Aerospace Business: Management and Technology sequentially addresses familiar management disciplines such as production management, labor relations, program management, business law, quality assurance, engineering management, supply chain management, marketing, finance, among others.

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3RD EDITION

## Brand Management

Mastering Research, Theory and Practice



**Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre**

Brand Management is a valuable resource for those looking to understand how a brand can be conceptualized and thus managed in all its complexity. Going beyond the "quick fixes" of branding, it offers a comprehensive overview of brand management theories from the last 35 years. A highly regarded textbook, this fully updated third edition brings fresh perspectives on the latest research in, and analysis of, the various approaches to brand management. Perfectly marrying theory with practice, this comprehensive text is particularly useful for advanced undergraduate and postgraduate students of brand management, strategy and marketing.

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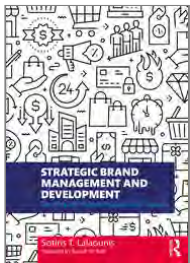
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## Strategic Brand Management and Development

Creating and Marketing Successful Brands



**Sotiris T. Lalaounis**

Bringing together theories and concepts from brand management, consumer culture theory, marketing, communications, and design, this book provides an understanding of how organisations can successfully develop, market, and manage their brands. It draws extensively from scholarly research published in social sciences and humanities to provide a detailed discussion of the process of brand management and development. This book explores how organisations can design brand identities, develop brand marketing programmes, measure brand performance, and sustain brand equity, combining psychological, sociological, cultural, and management perspectives.

Routledge

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## Business, Society and Government Essentials

Strategy and Applied Ethics

**Robert N. Lussier, Herbert Sherman**

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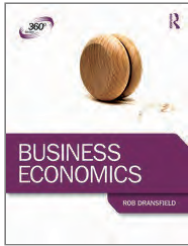
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2ND EDITION

## Business Ethics



**K. Praveen Parboteeah, John B. Cullen**

This textbook offers students a thorough and comprehensive introduction to business ethics. Using a strategic stakeholder approach to the subject – one that emphasizes the importance of balancing the needs of multiple stakeholders – students develop the critical skills they need to analyze complex ethical issues and make decisions that are ethical, while still ensuring business success.

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Hb: 978-1-138-74533-9: **£300**

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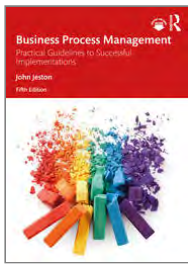
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5TH EDITION

## Business Process Management

Practical Guidelines to Successful Implementations



**John Jeston**

Business Process Management has helped thousands of leaders and BPM practitioners successfully implement BPM projects, enabling them to add impactful and measurable value to their organizations. The book covers all major frameworks, including LEAN and Six Sigma, and offers a unique emphasis on BPM's interrelationship with organizational management, culture, and leadership. It is an accessible core text for advanced undergraduate and postgraduate students studying Business Process Management, Operations, Production and Strategic Management, as well as an indispensable guide to any senior business executive or chief financial officer.

Routledge

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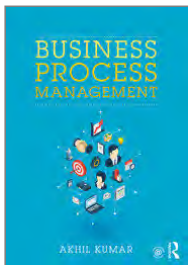
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## Business Process Management



**Akhil Kumar**

In this book, Kumar argues for the value of looking at businesses as a collection of processes that cut across departments and for breaking down functional silos. He introduces students to the topic, beginning with basic concepts and moving to more advanced topics such as flexible processes, resource assignment, and social networks. Blending a strong grounding in current research with a focus on concepts and tools, this is an accessible textbook full of practical examples and cases that will appeal to upper level students.

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5TH EDITION

## Essentials of Business Research Methods



**Joe Hair Jr., Michael Page, Niek Brunsveld, Adam Merkle, Natalie Cleton**

Essentials of Business Research Methods provides an accessible and comprehensive introduction to research methods and analytical techniques for business students. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make relevant and timely business decisions. A realistic continuing case used throughout the book, applied research examples and ethical dilemma mini cases, enable upper-level undergraduate and postgraduate students to see how business research information is used in the real world.

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## Management Research

Applying the Principles of Business Research Methods



**Susan Rose, Nigel Spinks, Ana Isabel Canhoto**

Management Research supports new researchers on every step of the research journey, from defining a project to communicating its findings, as well as balancing the technical aspects of research with the management of the project itself. Management Research provides essential reading for undergraduate and postgraduate students undertaking a dissertation, thesis or research project, as well as professionals currently practicing in the field.

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## Researching and Analysing Business

Research Methods in Practice



*Edited by* **Pantea Foroudi, Charles Dennis**

Researching and Analysing Business provides an accessible and practical guide to various data collection and data analysis techniques within management. Unique in its practical approach, this book is required and recommended reading for advanced undergraduate and postgraduate students studying research methods.

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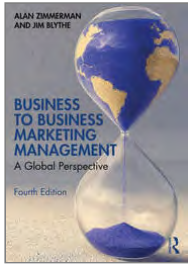
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4TH EDITION

## Business to Business Marketing Management

A Global Perspective

**Alan Zimmerman, Jim Blythe**

Business to Business (B2B) markets are considerably more challenging than consumer markets and demand a more specific skillset from marketers. B2B buyers, often dealing with highly complex products, have more specialist product knowledge than the average consumer. This textbook takes a uniquely international approach to this complex environment. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introductory B2B and intensive courses. It is also comprehensive enough to cover all the aspects of B2B marketing management that any marketer needs, whether they are students or practitioners seeking to improve their knowledge.

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December 2021: 536

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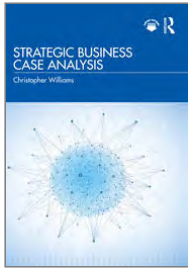
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eBook: 978-1-003-16403-6

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## Strategic Business Case Analysis



**Christopher Williams**

This textbook provides students with the skills and techniques necessary to analyse business case studies from a strategic perspective. As case study analysis continues as a core component of teaching across business schools, this unique text will help to build key skills in undergraduate, postgraduate, MBA and executive education students.

Routledge

December 2023:222

Hb: 978-1-032-26572-8: **£150**

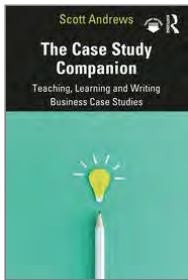
Pb: 978-1-032-26569-8: **£42.99**

eBook: 978-1-003-28891-6

\* For full contents and more information, visit: [www.routledge.com/9781032265698](http://www.routledge.com/9781032265698)

## The Case Study Companion

Teaching, Learning and Writing Business Case Studies



**Scott Andrews**

The Case Study method of teaching and learning, adopted by business schools and management centres globally, provides an important function in management education, but employing it effectively can often be a challenge. This book provides practical insights, tools and approaches for both case teaching and writing, drawing on perspectives from expert practitioners around the world. This book is designed for lecturers using cases within their teaching across all management disciplines, as well as those training for Professional Development and Management Education qualifications. It will also be useful for postgraduate, MBA and Executive Education students.

Routledge

May 2021:228

Hb: 978-0-367-42697-2: **£130**

Pb: 978-0-367-42696-5: **£35.99**

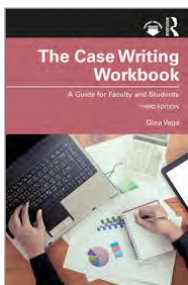
eBook: 978-0-367-85449-2

\* For full contents and more information, visit: [www.routledge.com/9780367426965](http://www.routledge.com/9780367426965)

3RD EDITION

## The Case Writing Workbook

A Guide for Faculty and Students



**Gina Vega**

This textbook offers a modular set of chapters that focus specifically on the challenges related to case writing and teaching to support academics and students. Exercises, worksheets, and training activities guide readers sequentially through the entire process of researching and writing long and short cases, building the Instructor's Manual or Teaching Note, publishing a case, teaching with cases, and student case writing. Designed as an individualized workshop to assist case authors to structure their writing, this book combines the easy-to-understand, student-focused language with new material covering the latest developments and challenges in the world of case writing.

Routledge

March 2022:310

Hb: 978-1-032-06980-7: **£210**

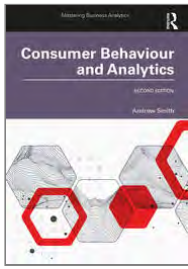
Pb: 978-1-032-06986-9: **£58.99**

eBook: 978-1-003-20487-9

\* For full contents and more information, visit: [www.routledge.com/9781032069869](http://www.routledge.com/9781032069869)

2ND EDITION

## Consumer Behaviour and Analytics



**Andrew Smith**

The 2nd edition of *Consumer Behaviour and Analytics* provides a consumer behaviour textbook for the new marketing reality. In a world of Big Data, machine learning and artificial intelligence, this key text reviews the issues, research and concepts essential for navigating this new terrain. *Consumer Behaviour and Analytics* provides a unique distillation from a vast array of social and behavioural research merged with the knowledge potential of digital insight.

Routledge  
November 2023:230  
Hb: 978-1-032-38837-3: **£140**  
Pb: 978-1-032-38834-2: **£39.99**  
eBook: 978-1-003-34703-3

\* For full contents and more information, visit: [www.routledge.com/9781032388342](http://www.routledge.com/9781032388342)

## Consumer Behaviour and Digital Transformation



**Ayantunji Gbadamosi**

*Series: Business and Digital Transformation*

This textbook explores how technological developments and emerging technologies impact on and engage with consumer behaviour and decision-making globally. The book will enable readers to develop a coherent understanding of the basic underpinnings of consumer behaviour as they relate to individual and group-oriented consumption decisions. This book will be accompanied by online resources for the use of instructors, including PowerPoint slides and a test bank.

Routledge  
March 2024:382  
Hb: 978-1-032-14975-2: **£150**  
Pb: 978-1-032-14976-9: **£42.99**  
eBook: 978-1-003-24203-1

\* For full contents and more information, visit: [www.routledge.com/9781032149769](http://www.routledge.com/9781032149769)

3RD EDITION

## Contemporary Issues in Marketing and Consumer Behaviour



**Elizabeth Parsons, Pauline Maclaran, Andreas Chatzidakis, Rachel Ashman**

This third edition of *Contemporary Issues in Marketing and Consumer Behaviour* has been revised and updated to reflect the fast-changing world we live in. The new chapter on digital marketing digs deeply into two new frontiers of marketing which have significant impact on contemporary social life: influencer marketing and online gaming. This popular text links marketing theory with practice, locating marketing ideas and applications within wider contexts. It provides a complete overview for postgraduate, MBA and advanced undergraduate modules in marketing and consumer behaviour and a useful resource for dissertation study at undergraduate and postgraduate levels.

Routledge  
July 2023:206  
Hb: 978-1-032-06199-3: **£145**  
Pb: 978-1-032-06200-6: **£39.99**  
eBook: 978-1-003-20115-1

\* For full contents and more information, visit: [www.routledge.com/9781032062006](http://www.routledge.com/9781032062006)

## Digital Consumer Management

Understanding and Managing Consumer Engagement in the Digital Environment



**Emmanuel Mogaji**

Integrating consumer behaviour, digital marketing, digital platform management, web analytics and marketing insights, *Digital Consumer Management* provides a holistic understanding - from a brand perspective - of the management of consumers and consumption in the digital ecosystem. Providing a comprehensive picture of digital consumption activities, digital consumer behaviour across platforms, and how brands can manage and engage with the digital consumer, this text works as core and recommended reading for students studying digital consumer behaviour, digital marketing and marketing management.

Routledge  
October 2023:254  
Hb: 978-1-032-48603-1: **£140**  
Pb: 978-1-032-48602-4: **£39.99**  
eBook: 978-1-003-38984-2

\* For full contents and more information, visit: [www.routledge.com/9781032486024](http://www.routledge.com/9781032486024)

2ND EDITION

## Essentials of Consumer Behavior

An Applied Approach



**Debra L. Stephens**

Suitable for Marketing and Consumer Behavior students at advanced undergraduate and postgraduate levels, this clearly written and thorough textbook will keep students engaged and help them to become savvy marketers. Online resources include links to videos and podcasts, further reading, questions and exercises. Instructor supplements include PowerPoint slides and chapter quizzes.

Routledge  
March 2023:225  
Hb: 978-0-367-42688-0: **£180**  
Pb: 978-0-367-42686-6: **£51.99**  
eBook: 978-0-367-42689-7

\* For full contents and more information, visit: [www.routledge.com/9780367426866](http://www.routledge.com/9780367426866)

3RD EDITION

## International Corporate Governance

**Thomas Clarke**

Thomas Clarke's *International Corporate Governance* offers a panoramic guide to corporate governance and examines the recurring crises in governance and the reform around the world.

Routledge

August 2023: 818

Hb: 978-1-032-01938-3: £175

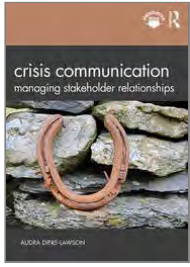
Pb: 978-1-032-01937-6: £51.99

eBook: 978-1-003-18111-8

\* For full contents and more information, visit: [www.routledge.com/9781032019376](http://www.routledge.com/9781032019376)

## Crisis Communication

### Managing Stakeholder Relationships



**Audra Diers-Lawson**

Crises come in many shapes and sizes, including media blunders, social media activism, extortion, product tampering, security issues, natural disasters, accidents, or negligence – just to name a few. For organizations, crises are pervasive, challenging and catastrophic, as well as opportunities for organizations to thrive and emerge stronger. Demonstrating the connection between theory, decision-making, and strategy development in a crisis context, this is a vital text for advanced undergraduate and postgraduate students of Communications, Public Relations, Marketing and Strategic Management.

Routledge

October 2019: 342

Hb: 978-1-138-34625-3: **£130**

Pb: 978-1-138-34624-6: **£38.99**

eBook: 978-0-429-43738-0

\* For full contents and more information, visit: [www.routledge.com/9781138346246](http://www.routledge.com/9781138346246)



5TH EDITION

## Customer Relationship Management

Concepts, Applications and Technologies



**Daniel D. Prior, Francis Buttle, Stan Maklan**

This highly regarded textbook provides the definitive account of Customer Relationship Management (CRM) concepts, applications and technologies, focusing on how companies can create and maintain mutually beneficial relationships with customers. Customer Relationship Management is essential reading for advanced undergraduate and postgraduate students studying CRM, Sales Management, Customer Experience Management and Relationship Marketing, as well as executives who oversee CRM functions.

Routledge

January 2024:372

Hb: 978-1-032-28060-8: **£210**

Pb: 978-1-032-24744-1: **£59.99**

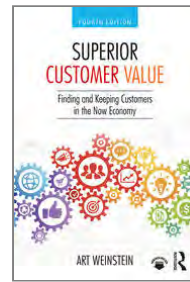
eBook: 978-1-003-29515-0

\* For full contents and more information, visit: [www.routledge.com/9781032247441](http://www.routledge.com/9781032247441)

4TH EDITION

## Superior Customer Value

Finding and Keeping Customers in the Now Economy



**Art Weinstein**

Superior Customer Value is a state-of-the-art guide to designing, implementing, and evaluating a customer value strategy in service, technology, and information-based organizations. A customer-centric culture provides focus and direction for an organization, driving and enhancing market performance. This edition features a stronger emphasis on marketing thinking, planning and strategy, as well as new material on the Now Economy, Millennials, segmentation and personalized marketing, customer engagement, and technology. This practical and action-oriented book will give students and managers an edge in improving their marketing operations to create superior customer experiences.

Routledge

December 2018:222

Hb: 978-0-815-38000-9: **£160**

Pb: 978-0-815-39093-0: **£51.99**

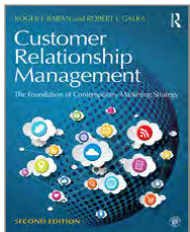
eBook: 978-1-351-21434-6

\* For full contents and more information, visit: [www.routledge.com/9780815390930](http://www.routledge.com/9780815390930)

2ND EDITION

## Customer Relationship Management

The Foundation of Contemporary Marketing Strategy



**Roger J. Baran, Robert J. Galka**

This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important, aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace.

Routledge

December 2016:456

Hb: 978-1-138-91951-8: **£325**

Pb: 978-1-138-91952-5: **£110**

eBook: 978-1-315-68783-4

\* For full contents and more information, visit: [www.routledge.com/9781138919525](http://www.routledge.com/9781138919525)

## Experiential Marketing

Case Studies in Customer Experience



**Wided Batat**

Experiential marketing has become an indispensable tool for all types of businesses across multiple sectors. This book provides an all-encompassing, practical and conceptual map of contemporary experiential case studies, which together offer insights into this exciting approach to customer experience. This is a must-read for advanced undergraduate and postgraduate Marketing and Customer Experience students and an excellent teaching resource. It should also be of great use to and practitioners – particularly those studying for professional qualifications – who are interested in learning experiential marketing strategies.

Routledge

December 2020:346

Hb: 978-0-367-90091-5: **£150**

Pb: 978-0-367-90092-2: **£42.99**

eBook: 978-1-003-02256-5

\* For full contents and more information, visit: [www.routledge.com/9780367900922](http://www.routledge.com/9780367900922)

## Contemporary Issues in Digital Marketing



Edited by **Outi Niininen**

This book presents a comprehensive overview of the key topics, best practices, future opportunities and challenges in the Digital Marketing discourse. Unique in its rigorous, research-driven and accessible approach to the subject of Digital Marketing, this text is valuable supplementary reading for advanced undergraduate and postgraduate students studying Digital and Social Media Marketing, Customer Experience Management, Digital Analytics and Digital Transformation.

Routledge  
November 2021:198  
Hb: 978-0-367-55533-7: **£150**  
Pb: 978-0-367-55535-1: **£43.99**  
eBook: 978-1-003-09390-9

\* For full contents and more information, visit: [www.routledge.com/9780367555351](http://www.routledge.com/9780367555351)

## Digital Content Marketing

Creating Value in Practice



Edited by **Agata Krowinska, Christof Backhaus, Benjamin Becker, Fabian Bosser**

Digital Content Marketing introduces the principles of the content marketing discipline and serves as a guide to any professional or student who wants to learn how to successfully plan and implement digital content marketing strategies. The textbook offers a good balance of both theory and practice and is suitable for advanced undergraduate students and postgraduate students studying content marketing, digital marketing or social media marketing.

Routledge  
November 2023:256  
Hb: 978-1-032-38737-6: **£140**  
Pb: 978-1-032-34679-3: **£39.99**  
eBook: 978-1-003-34650-0

\* For full contents and more information, visit: [www.routledge.com/9781032346793](http://www.routledge.com/9781032346793)

4TH EDITION

## Digital Marketing

A Practical Approach



Alan Charlesworth

Building on the previous editions, this fully updated 4th edition takes an approach that prepares students for an active role in digital marketing. As well as topic-based exercises, the text also includes practical case-study exercises - based on theory and recognized good practice. This essential text equips advanced undergraduate, postgraduate and executive education students with the tools to undertake any digital marketing role within a variety of organizations. Comprehensive support material available online for both students and instructors includes links to articles and opinion pieces, PowerPoint lecturer slides and questions based on the chapter material.

Routledge  
November 2022:370  
Hb: 978-0-367-70658-6: **£155**  
Pb: 978-0-367-70659-3: **£43.99**  
eBook: 978-1-003-14741-1

\* For full contents and more information, visit: [www.routledge.com/9780367706593](http://www.routledge.com/9780367706593)

2ND EDITION

## Digital Marketing

Integrating Strategy, Sustainability, and Purpose



Ira Kaufman, Chris Horton, Mariusz Soltanifar

Digital Marketing: Integrating Strategy, Sustainability, and Purpose, 2e draws on the latest digital tactics and strategic insights to help students understand how to generate sustainable growth through digital integration. Updated examples, a broader set of case studies, and interactive exercises support students at all stages of digital literacy, making Digital Marketing 2e the go-to guidebook. An updated companion website also offers instructors a richer set of support material, including a test bank.

Routledge  
June 2023:508  
Hb: 978-1-138-49727-6: **£155**  
Pb: 978-1-138-49728-3: **£43.99**  
eBook: 978-1-351-01918-7

\* For full contents and more information, visit: [www.routledge.com/9781138497283](http://www.routledge.com/9781138497283)

6TH EDITION

## Digital Marketing Excellence

Planning, Optimizing and Integrating Online Marketing



Dave Chaffey, PR Smith

Now in its sixth edition, the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans, combining established approaches to marketing planning with the creative use of new digital models and digital tools.

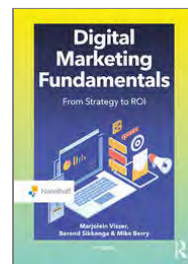
Routledge  
July 2022:676  
Hb: 978-0-367-44401-3: **£175**  
Pb: 978-0-367-44475-4: **£47.99**  
eBook: 978-1-003-00949-8

\* For full contents and more information, visit: [www.routledge.com/9780367444754](http://www.routledge.com/9780367444754)

2ND EDITION

## Digital Marketing Fundamentals

From Strategy to ROI



Marjolein Visser, Berend Sikkenga, Mike Berry

Series: *Routledge-Noordhoff International Editions*

Marketing is now fundamentally a digital process, and this textbook was the first to comprehensively analyse marketing through a digital lens. As the field is evolving rapidly, this edition is fully updated to cover the latest developments in theory and practice, incorporating many international examples and cases. The field is covered comprehensively, including expert insights into strategy, market research, product development, branding, and the customer journey. With contributions from over twenty digital marketing experts, Digital Marketing Fundamentals is essential reading for students and reflective marketing practitioners.

Routledge  
July 2021:650  
Hb: 978-1-032-06741-4: **£220**  
Pb: 978-9-001-74984-2: **£61.99**  
eBook: 978-1-003-20365-0

\* For full contents and more information, visit: [www.routledge.com/9789001749842](http://www.routledge.com/9789001749842)

## Influencer Marketing

Building Brand Communities and Engagement



*Edited by* **Sevil Yesiloglu, Joyce Costello**

This is one of the first textbooks to explore the Influencer Marketing phenomenon and how it fits within marketing communications to build brands and their communities. Influencers make extensive use of digital and traditional communications platforms, offering brands the ability to deliver the "right" communication and marketing messages to specific target audiences. This is important reading for advanced, postgraduate and executive education students of Marketing, Digital Marketing, Marketing Communications, Brand Management and PR. With its accessible style and practical content, it is highly valuable for Marketing Communications, Branding and PR specialists.

Routledge

November 2020:322

Hb: 978-0-367-33866-4: **£110**

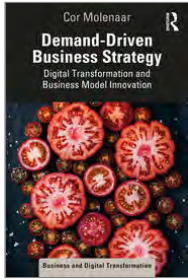
Pb: 978-0-367-33868-8: **£29.99**

eBook: 978-0-429-32250-1

\* For full contents and more information, visit: [www.routledge.com/9780367338688](http://www.routledge.com/9780367338688)

## Demand-Driven Business Strategy

Digital Transformation and Business Model Innovation



**Cor Molenaar**

*Series: Business and Digital Transformation*

This book explains the ways of transforming business models from supply driven to demand driven through digital technologies and big data analytics. It covers important topics such as digital leadership, the role of Artificial Intelligence, and platform firms and their role in business model transformation. Students are walked through the nature of supply and demand driven models and how organizations transform from one to the other. Comprehensive and practical, this is an essential text for advanced undergraduate and postgraduate students studying Strategic Management, Marketing, Business Innovation, Consumer Behaviour, Digital Transformation and Entrepreneurship.

Routledge

February 2022:192

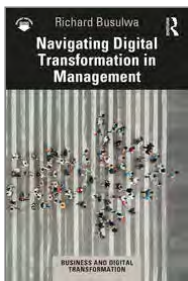
Hb: 978-1-032-12765-1: **£150**

Pb: 978-1-032-12766-8: **£44.99**

eBook: 978-1-003-22616-1

\* For full contents and more information, visit: [www.routledge.com/9781032127668](http://www.routledge.com/9781032127668)

## Navigating Digital Transformation in Management



**Richard Busulwa**

*Series: Business and Digital Transformation*

Navigating Digital Transformation in Management provides a thorough introduction to the implications of digital transformation for leaders and managers. The book clearly outlines what new or enhanced roles and activities digital transformation requires of them. The book takes a practical approach and shapes an actionable guide that students can take with them into their future careers as managers themselves. With core theoretical grounding, the book explains how the digital transformation imperative requires all organizations to continuously undertake digital business transformation to adapt to ongoing digital disruption and to effectively compete as digital businesses

Routledge

October 2022:506

Hb: 978-1-032-18407-4: **£125**

Pb: 978-1-032-18404-3: **£39.99**

eBook: 978-1-003-25461-4

\* For full contents and more information, visit: [www.routledge.com/9781032184043](http://www.routledge.com/9781032184043)

## Strategic Digital Transformation

A Results-Driven Approach



*Edited by Alex Fenton, Gordon Fletcher, Marie Griffiths*

*Series: Business and Digital Transformation*

Emerging technologies are having a profound impact upon business, as individuals and organisations increasingly embrace the benefits of the 'always on' attitude that digital technologies produce. Offering results-driven solutions that successfully transform organisations into data-driven, people-focused businesses capable of sustainably competing at a global level, this textbook is a vital resource for postgraduate and undergraduate students of digital business, innovation and transformation. It will also prepare business owners, business directors and management to take strategic advantage of new and emerging technologies to stay ahead of their competition.

Routledge

December 2019:226

Hb: 978-0-367-03106-0: **£130**

Pb: 978-0-367-03107-7: **£36.99**

eBook: 978-0-429-02046-9

\* For full contents and more information, visit: [www.routledge.com/9780367031077](http://www.routledge.com/9780367031077)

3RD EDITION

## Diversity in the Workforce

Current Issues and Emerging Trends



Edited by **Marilyn Y. Byrd, Chaunda L. Scott**

This comprehensive, integrated teaching resource provides students with the tools and methodologies they need to effectively negotiate the multiple dynamics that emerge from difference, and to appropriately respond to issues of marginalization and social injustice.

Routledge

January 2024:348

Hb: 978-1-032-24623-9: £200

Pb: 978-1-032-24618-5: £69.99

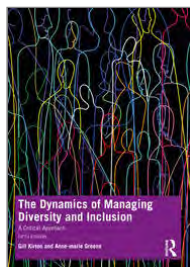
eBook: 978-1-003-27951-8

\* For full contents and more information, visit: [www.routledge.com/9781032246185](http://www.routledge.com/9781032246185)

5TH EDITION

## The Dynamics of Managing Diversity and Inclusion

A Critical Approach



Gill Kirton, Anne-marie Greene

The Dynamics of Managing Diversity and Inclusion was one of the first books to respond to growing academic coverage of the topic of diversity management at degree level. This fifth edition has been fully updated to reflect new working practices, labour market data, organisational policies and developments in equality and diversity law, as well as including new case studies and analysis of current and emerging areas of debate in the UK and across Europe.

Routledge

December 2021:370

Hb: 978-1-032-03048-7: £210

Pb: 978-1-032-02937-5: £58.99

eBook: 978-1-003-18639-7

\* For full contents and more information, visit: [www.routledge.com/9781032029375](http://www.routledge.com/9781032029375)

2ND EDITION

## Comparative Employment Relations in the Global Economy



Edited by **Carola Frege, John Kelly**

Comparative Employment Relations in the Global Economy presents a cross-section of country studies, including the UK, Germany, the USA, Brazil, India, Russia, China and South Africa, alongside integrative thematic chapters covering essential topics such as theoretical approaches, collective representation and employment regulation. This second edition benefits from: Careful updates to theory and real-life development; fuller treatment of topics such as labour migration, gender and discrimination, global value chains and corporate governance; and a more logical ordering of chapters, with globalization issues appearing earlier

Routledge

February 2020:560

Hb: 978-1-138-68301-3: **£130**

Pb: 978-1-138-68302-0: **£34.99**

eBook: 978-1-315-54479-3

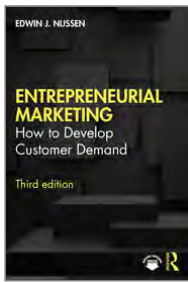
\* For full contents and more information, visit: [www.routledge.com/9781138683020](http://www.routledge.com/9781138683020)



3RD EDITION

## Entrepreneurial Marketing

How to Develop Customer Demand

**Edwin J. Nijssen**

How do you sell an innovative product to a market that does not yet exist? Entrepreneurial businesses often create products and services based on radically new technology that have the power to change the marketplace. Existing market research data will be largely irrelevant in these cases, making sales and marketing of innovative new products especially challenging to entrepreneurs. Entrepreneurial Marketing focuses on this challenge. It equips advanced undergraduate and postgraduate students of marketing strategy, entrepreneurial marketing and entrepreneurship with the fundamental tools to succeed in marketing.

Routledge

September 2021: 178

Hb: 978-0-367-44531-7: £155

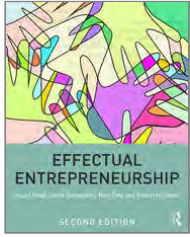
Pb: 978-0-367-44532-4: £43.99

eBook: 978-1-003-01019-7

\* For full contents and more information, visit: [www.routledge.com/9780367445324](http://www.routledge.com/9780367445324)

2ND EDITION

## Effectual Entrepreneurship



**Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank**

Whether you're dreaming about starting a business, learning about entrepreneurship or on the brink of creating a new opportunity right now, don't wait. Open this updated bestseller. Inside you'll find everything you need. With refreshed case studies and improved features, the text also benefits from new material on topics such as forecasting, error analysis and social media.

Routledge

September 2016:324

Hb: 978-1-138-92377-5: £195

Pb: 978-1-138-92378-2: £61.99

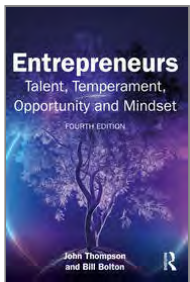
eBook: 978-1-315-68482-6

\* For full contents and more information, visit: [www.routledge.com/9781138923782](http://www.routledge.com/9781138923782)

4TH EDITION

## Entrepreneurs

Talent, Temperament, Opportunity and Mindset



**John Thompson, Bill Bolton**

What does it take to be – or to become – a successful entrepreneur? Are there specific personality types that are best suited to entrepreneurship? And can these types, or rather the traits that combine to forge them, be learned or acquired? In this book, John Thompson answers these questions – and many more – to let the reader see through the eyes of the entrepreneur. *Entrepreneurs: Talent, Temperament, Opportunity and Mindset* introduces the world of entrepreneurship from a person-centred perspective.

Routledge

May 2024:528

Hb: 978-1-032-47372-7: £130

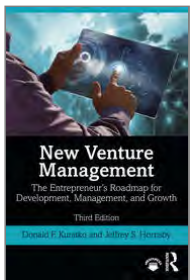
Pb: 978-1-032-47370-3: £54.99

\* For full contents and more information, visit: [www.routledge.com/9781032473703](http://www.routledge.com/9781032473703)

3RD EDITION

## New Venture Management

The Entrepreneur's Roadmap for Development, Management, and Growth



**Donald F. Kuratko, Jeffrey S. Hornsby**

The third edition of this practical textbook provides an introduction to the world of new and emerging ventures and to the fundamentals of effective new venture management, including such diverse activities as planning, marketing, financing, and growth. Presented in an easy-to-understand style, this book will be a valuable resource for undergraduate and postgraduate students in entrepreneurship and new venture management classes, as well as active new venture owners and managers. Online resources include an instructor's manual, test bank, PowerPoint slides, and additional materials to aid instructors and students in applying their knowledge.

Routledge

December 2020:374

Hb: 978-0-367-47236-8: £180

Pb: 978-0-367-46672-5: £71.99

eBook: 978-1-003-03429-2

\* For full contents and more information, visit: [www.routledge.com/9780367466725](http://www.routledge.com/9780367466725)

4TH EDITION

## Coaching

Evoking Excellence in Others

**James Flaherty**

Now in its fourth edition, the bestselling, seminal book by James Flaherty, *Coaching: Evoking Excellence in Others*, is an insightful, thought-provoking guide that dissects the art and science of coaching. It includes two brand new chapters: the first on finding one's inner guidance and purpose in traversing the world of work, especially in more uncertain working environments; and the second is on the topic of somatic intelligence.

Routledge

April 2022: 276

Hb: 978-1-032-07317-0: **£135**Pb: 978-1-032-07318-7: **£37.99**

eBook: 978-1-003-20642-2

\* For full contents and more information, visit: [www.routledge.com/9781032073187](http://www.routledge.com/9781032073187)

## Fashion Entrepreneurship

The Creation of the Global Fashion Business



**Neri Karra**

*Series: Mastering Fashion Management*

This book provides the first authoritative history of the global fashion industry, from its emergence to the present day, with a focus on the entrepreneurs at the nucleus of many of the world's influential brands. It shows how successive generations of entrepreneurs built and developed the brands too, democratizing access to fashion brands and extending fashion's reach. This book includes case studies and interviews that Neri Karra have conducted over 10 years with designers, managers, CEOs, and influential figures in fashion. It explores the emerging culture of street style and blogging, comparing that to the dawn of the nineteenth-century fashion brands and industry.

Routledge

November 2021:256

Hb: 978-1-138-20860-5: **£130**

Pb: 978-1-138-20861-2: **£38.99**

eBook: 978-1-315-45877-9

\* For full contents and more information, visit: [www.routledge.com/9781138208612](http://www.routledge.com/9781138208612)

## Fashion Business and Digital Transformation

Technology and Innovation across the Fashion Industry



**Charlene Gallery, Jo Conlon**

*Series: Mastering Fashion Management*

Fashion Business and Digital Transformation provides a practical and holistic overview of the fashion industry and the key technologies impacting the fashion supply chain. It covers product design and development, production, sales and customer experiences in physical, online and virtual environments.

Routledge

June 2024:272

Hb: 978-1-032-42850-5: £130

Pb: 978-1-032-42847-5: £39.99

\* For full contents and more information, visit: [www.routledge.com/9781032428475](http://www.routledge.com/9781032428475)

## Sustainable Fashion Management



**Claudia E. Henninger, Kirsi Niinimäki, Marta Blazquez, Celina Jones**

*Series: Mastering Fashion Management*

This book provides a holistic and accessible approach to Sustainable Fashion Management. It offers an interdisciplinary and practical outlook, combining theory with practical application from a management perspective and underpinned by the Sustainable Development Goals throughout. This is an essential textbook for those investigating sustainable fashion, whether from a design or management perspective, providing the knowledge and tools for a future career. It is designed to serve Fashion courses, at all levels, and will also be valuable reading for those already working within the fashion industry and studying for professional qualifications.

Routledge

July 2022:256

Hb: 978-0-367-56454-4: £155

Pb: 978-0-367-56455-1: £45.99

eBook: 978-1-003-09784-6

\* For full contents and more information, visit: [www.routledge.com/9780367564551](http://www.routledge.com/9780367564551)

## The Fashion Business

Theory and Practice in Strategic Fashion Management



**Dario Golizia**

This book provides a clear understanding of the different business strategies and models across all markets of the fashion industry. It provides a wholistic and practical approach to strategic fashion management and marketing, the book covers brand image, supply chain, communication, price point, and social media. Each chapter features interviews with experts, student activities and reflection points. Theoretically grounded yet practical in its approach, this is important reading for advanced undergraduate and postgraduate students of Strategic Fashion Management, Fashion Marketing and Communications, Fashion Merchandising and Luxury Fashion.

Routledge

July 2021:238

Hb: 978-0-367-49053-9: £150

Pb: 978-0-367-49055-3: £39.99

eBook: 978-1-003-04424-6

\* For full contents and more information, visit: [www.routledge.com/9780367490553](http://www.routledge.com/9780367490553)

## Fashion Marketing and Communication

Theory and Practice Across the Fashion Industry



**Olga Mitterfellner**

*Series: Mastering Fashion Management*

This book draws together interdisciplinary approaches from marketing, branding, promotion and critical media studies as tools for understanding the way in which fashion works today, and re-evaluates what makes certain fashion marketing tactics fashionable. Examining the last 100 years of marketing and communications, current theory and practice, as well as questions on the ethics of the fashion industry, this broad-ranging and critical text is perfect for undergraduate and postgraduate students of fashion marketing, branding and communication.

Routledge

November 2019:214

Hb: 978-1-138-32308-7: **£115**

Pb: 978-1-138-32309-4: **£33.99**

eBook: 978-0-429-45159-1

\* For full contents and more information, visit: [www.routledge.com/9781138323094](http://www.routledge.com/9781138323094)

## Luxury Fashion Brand Management

Unifying Fashion with Sustainability



**Olga Mitterfellner**

*Series: Mastering Fashion Management*

This textbook examines fashion luxury brand management, providing students with a comprehensive understanding of its origins, unique components, current practices, global trade and the application of sustainable models to the industry. A truly global and holistic textbook, *Luxury Fashion Brand Management* should be core and recommended reading for advanced undergraduate and postgraduate students studying *Luxury Fashion Management*, *Luxury Brand Management*, *Sustainable Fashion and Responsible Business*, *Fashion Marketing and Communications*. Supplementary online resources include chapter-by-chapter PowerPoint slides and a test bank.

Routledge

July 2023:266

Hb: 978-0-367-64358-4: **£145**

Pb: 978-0-367-64360-7: **£39.99**

eBook: 978-1-003-12418-4

\* For full contents and more information, visit: [www.routledge.com/9780367643607](http://www.routledge.com/9780367643607)

## Fashion Supply Chain Management

Integrating Sustainability through the Fashion Supply Chain



**Virginia Grose, Nicola Mansfield**

*Series: Mastering Fashion Management*

Fashion Supply Chain Management provides a comprehensive guide to the entire supply chain management process as it relates to the fashion industry: how fashion supply chains work from raw material to finished product, and how generic supply chain concepts are applied in the fashion context. It focuses on contemporary strategic issues that the sector is currently confronted with, some of its current challenges and the innovative ways the sector has developed to respond to these challenges. This key work is an essential textbook for students studying Fashion Supply Chain, Operations and Logistics as part of Fashion Management undergraduate and postgraduate degrees.

Routledge

June 2023: 198

Hb: 978-0-367-70340-0: **£135**

Pb: 978-0-367-69745-7: **£45.99**

eBook: 978-1-003-14578-3

\* For full contents and more information, visit: [www.routledge.com/9780367697457](http://www.routledge.com/9780367697457)



3RD EDITION

## Financial Services Marketing

An International Guide to Principles and Practice



**Christine Ennew, Nigel Waite, Róisín Waite**

Now in its 3rd edition, Financial Services Marketing offers a balanced and useful guide to the topic that is both conceptual and practical. The authors have drawn from extensive international experience to ensure that this text will resonate with users across the globe. This edition is complemented by numerous international references, examples and case studies featuring companies such as American Express, Direct Line, Barclays, NatWest RBS, Aviva and HSBC. Financial Services Marketing 3e will be hugely beneficial to academic students of marketing and finance, as well as essential reading to those industry-based and studying for professional qualifications.

Routledge

November 2017: 612

Hb: 978-1-138-68451-5: **£145**

Pb: 978-1-138-68452-2: **£59.99**

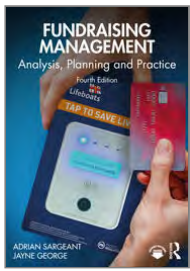
eBook: 978-1-315-54376-5

\* For full contents and more information, visit: [www.routledge.com/9781138684522](http://www.routledge.com/9781138684522)

4TH EDITION

## Fundraising Management

Analysis, Planning and Practice

**Adrian Sargeant, Jayne George**

This comprehensive how-to guide provides a thorough grounding in the principles underpinning professional practices and critically examines the key issues in fundraising policy, planning and implementation. Combining scholarly analysis with practical real-life examples, Fundraising Management has been endorsed by the Chartered Institute of Fundraising, and is mapped to the Certificate and Diploma in Fundraising, making it the definitive guide to best practice both in the UK and globally. This is a clear, problem-solving guide that no fundraising student or professional should be without.

Routledge

September 2021: 526

Hb: 978-0-367-56370-7: **£215**Pb: 978-0-367-56371-4: **£61.99**

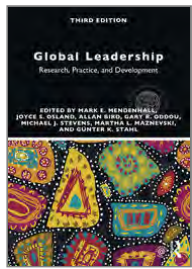
eBook: 978-1-003-09743-3

\* For full contents and more information, visit: [www.routledge.com/9780367563714](http://www.routledge.com/9780367563714)

3RD EDITION

## Global Leadership

Research, Practice, and Development



*Edited by* **Mark E. Mendenhall, Joyce Osland, Allan Bird, Gary R. Oddou, Michael J. Stevens, Martha Maznevski, Günter K. Stahl**

*Series: Global HRM*

This text offers a comprehensive, up-to-date view of the global leadership field. Focusing on leading across cultural, economic, social, national and political boundaries simultaneously, *Global Leadership* presents the field's latest studies and practices in a succinct and engaging style that helps students grasp the complexities of being a global leader.

Routledge

October 2017:432

Hb: 978-1-138-29243-7: **£180**

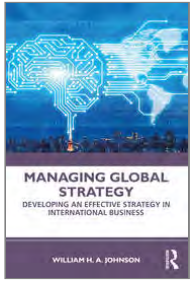
Pb: 978-1-138-29244-4: **£58.99**

eBook: 978-1-315-23290-4

\* For full contents and more information, visit: [www.routledge.com/9781138292444](http://www.routledge.com/9781138292444)

## Managing Global Strategy

Developing an Effective Strategy in International Business



**William H. A. Johnson**

This concise, practical textbook clearly explains how to go about developing and implementing a global strategy for any organization, from Born Global start-ups, to more established large companies struggling to manage their global extensions, to nonprofits including non-governmental organizations (NGOs) and charities. Upper-level undergraduate and postgraduate students of global business will appreciate this accessible guide to a highly complex endeavor, as will practicing managers in global organizations seeking a ready reference. Instructors will also value the outline of a semester-long project keyed to the book, developed and tested by the author.

Routledge

October 2020: 186

Hb: 978-0-367-46855-2: **£130**

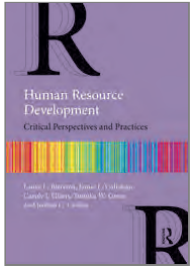
Pb: 978-0-367-46285-7: **£39.99**

eBook: 978-1-003-03152-9

\* For full contents and more information, visit: [www.routledge.com/9780367462857](http://www.routledge.com/9780367462857)

## Human Resource Development

Critical Perspectives and Practices



**Laura L. Bierema, Jamie L. Callahan, Carole J. Elliott, Tomika W. Greer, Joshua C. Collins**

This is a landmark textbook on HRD scholarship and practice. It presents a new way of thinking about the three core elements of HRD (training and development; career development; and organization development) and what it means to be a practitioner in this field. Using an accessible framework, the authors build an understanding of HRD that addresses key, and contested, issues of practice associated with relating, learning, changing and organizing for organizations.

Routledge

October 2023:386

Hb: 978-0-367-23474-4: £135

Pb: 978-0-367-23475-1: £35.99

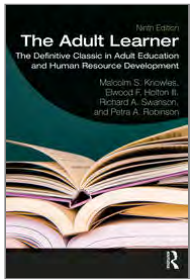
eBook: 978-0-429-28000-9

\* For full contents and more information, visit: [www.routledge.com/9780367234751](http://www.routledge.com/9780367234751)

9TH EDITION

## The Adult Learner

The Definitive Classic in Adult Education and Human Resource Development



**Malcolm S. Knowles, Elwood F. Holton III, Richard A. Swanson, RICHARD SWANSON, Petra A. Robinson**

How do you tailor education to the learning needs of adults? Do they learn differently from children? How does their life experience inform their learning? These were the questions at the heart of Malcolm Knowles' theory of andragogy which transformed education theory in the 1970s. This 9th edition has been revised to reflect the latest advancements, with the addition of two new chapters on diversity and inclusion in adult learning, and the online adult learner, as well as an updated supporting website for instructors. This is the definitive book on adult learning for any researcher, practitioner, training manager and those involved in human resource development.

Routledge

December 2020:406

Hb: 978-0-367-23425-6: £135

Pb: 978-0-367-41765-9: £61.99

eBook: 978-0-429-29961-2

\* For full contents and more information, visit: [www.routledge.com/9780367417659](http://www.routledge.com/9780367417659)

2ND EDITION

## Human Resource Management

A Critical Approach



*Edited by* **David G. Collings, Geoffrey T. Wood, Leslie T. Szamosi**

Written by an international team of respected scholars, this updated textbook adopts a critical perspective to examine the core management function of HRM in all its complexity – including its darker sides. Human Resource Management: A Critical Approach opens with a critique of the very concept of HRM, tracing its development over time, and then systematically analyses the context, practice, and international perspectives on HRM. New chapters commissioned for this second edition look at HRM and the issues of diversity, migration, global supply chains and economic crisis.

Routledge

August 2018:450

Hb: 978-1-138-23754-4: **£130**Pb: 978-1-138-23755-1: **£56.99**

eBook: 978-1-315-29955-6

\* For **full contents** and more information, visit: [www.routledge.com/9781138237551](http://www.routledge.com/9781138237551)

2ND EDITION

## Creativity for Innovation Management

Tools and Techniques for Creative Thinking in Practice



**Ina Goller, John Bessant**

Creativity for Innovation Management is a rigorous yet applied guide, which illustrates what creativity is, why it matters, and how it can be developed at both individual and group levels. Unlike many technique-oriented books, this book combines theory with practice, drawing on the latest research in psychology, organizational behaviour, innovation and entrepreneurship. This textbook is ideal for postgraduate students of Innovation and Creativity and Entrepreneurship, as well as professionals who want to excel by developing and applying their own creativity at work.

Routledge

July 2023:282

Hb: 978-1-032-12768-2: £150

Pb: 978-1-032-12769-9: £42.99

eBook: 978-1-003-22617-8

\* For full contents and more information, visit: [www.routledge.com/9781032127699](http://www.routledge.com/9781032127699)

## Innovation and New Product Planning



**Kenneth B. Kahn, Mayo Mohan**

The book delves deeply into the front-end of innovation and formal product development activities, examines opportunity identification, concept generation and evaluation, technical development, product design, testing, and launch strategies, focuses on effective product management, looking at aspects of life-cycle management, brand management, and the vital elements that determine international success. Throughout, the book excels at providing relevant examples and applied tools that augment the concepts to offer a valuable connection to real-world product planning efforts.

Routledge

December 2020:270

Hb: 978-0-367-45788-4: £170

Pb: 978-0-367-68524-9: £46.99

eBook: 978-1-003-02531-3

\* For full contents and more information, visit: [www.routledge.com/9780367685249](http://www.routledge.com/9780367685249)

## Unlocking Strategic Innovation

Competitive Success in a Disruptive Environment



**Surja Datta, Sandeep Roy, Tobias Kutzewski**

This new book explores how firms achieve competitive advantage in a disruptive, digital, and globalised business landscape. It is uniquely practical in its approach, combining theoretical understanding with international case studies and real-life examples throughout each chapter. Unlocking Strategic Innovation is concise, applied reading for postgraduate students studying international business, corporate strategy, innovation and digital strategy, as well as academics in the field. It should also be important reading for practitioners looking to gain further understanding of how firms compete and flourish in a global and technology-driven environment.

Routledge

March 2021:158

Hb: 978-0-367-32249-6: £130

Pb: 978-0-367-32250-2: £35.99

eBook: 978-0-429-31751-4

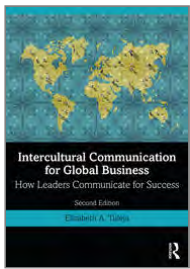
\* For full contents and more information, visit: [www.routledge.com/9780367322502](http://www.routledge.com/9780367322502)



2ND EDITION

## Intercultural Communication for Global Business

How Leaders Communicate for Success

**Elizabeth A. Tuleja**

As concise and practical as ever, this new edition brings together principles and new theories in intercultural communication, focusing on communication as the foundation for management and global leadership. It examines the concepts associated with understanding culture and communication in the global business environment. This fully updated new edition also includes completely updated case studies, with an increased emphasis on non-US perspectives, to show real-world applications across the globe. Richly illustrated with new examples and activities, this text is ideal for any business student or manager dedicated to communicating more effectively in a globalized society.

Routledge

August 2021: 334

Hb: 978-1-032-00078-7: **£260**Pb: 978-0-367-37556-0: **£76.99**

eBook: 978-0-367-42382-7

\* For full contents and more information, visit: [www.routledge.com/9780367375560](http://www.routledge.com/9780367375560)

2ND EDITION

## Fundamentals of International Aviation



**Suzanne K. Kearns**

*Series: Aviation Fundamentals*

International aviation is a massive and complex industry that is crucial to our global economy and way of life. Designed for the next generation of aviation professionals, this book flips the traditional approach to aviation education by introducing readers to the air transport sector on a global scale with a broad view of all the interconnected professional groups. This accessible and engaging new edition provides a foundation of industry awareness that will support a range of aviation careers. It also offers current air transport professionals an enriched understanding of the practices and challenges that make up the rich fabric of international aviation.

Routledge

March 2021: 504

Hb: 978-0-367-46795-1: **£135**

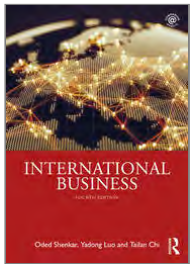
Pb: 978-0-367-46794-4: **£43.99**

eBook: 978-1-003-03115-4

\* For full contents and more information, visit: [www.routledge.com/9780367467944](http://www.routledge.com/9780367467944)

4TH EDITION

## International Business



**Oded Shenkar, Yadong Luo, Tailan Chi**

This fully revised and updated fourth edition of International Business offers an action-focused, practical approach to the topic, helping students understand the global business environment and its repercussions for executives. The book provides thorough coverage, delving into fundamental concepts and theory; the cultural, political, and economic environment; international business strategies; and even functional management areas.

Routledge

December 2021:772

Hb: 978-0-367-47237-5: **£210**

Pb: 978-0-367-46673-2: **£84.99**

eBook: 978-1-003-03431-5

\* For full contents and more information, visit: [www.routledge.com/9780367466732](http://www.routledge.com/9780367466732)

2ND EDITION

## International Business

Attitudes and Alternatives



**Alan Sitkin**

This eagerly awaited update of a popular text has been substantially revised and updated to incorporate developments in the field of International Business. It continues to do so in Alan Sitkin's characteristically direct, lively, and accessible style which is ideal for introductory students.

Routledge

November 2021:526

Hb: 978-0-367-74680-3: **£130**

Pb: 978-0-367-74677-3: **£56.99**

eBook: 978-1-003-15905-6

\* For full contents and more information, visit: [www.routledge.com/9780367746773](http://www.routledge.com/9780367746773)

6TH EDITION

## International Human Resource Management

Policies and Practices for Multinational Enterprises



**Ibraiz Tarique, Dennis R. Briscoe, Randall S. Schuler**

Series: *Global HRM*

The updated sixth edition of International Human Resource Management is an authoritative resource that focuses on international human resource management (IHRM) within multinational enterprises (MNEs). The book includes fifteen chapters with rich pedagogy students have come to expect and is organized into four sections: Strategic Context, National and Cultural Context, Global Talent Management and Role and the Future of IHRM.

Routledge

January 2022:522

Hb: 978-1-138-48949-3: **£150**

Pb: 978-1-138-48950-9: **£76.99**

eBook: 978-0-429-44146-2

\* For full contents and more information, visit: [www.routledge.com/9781138489509](http://www.routledge.com/9781138489509)

4TH EDITION

## Managing a Global Workforce



**Charles Vance, Yongsun Paik, Fabian Jintae Froese, Torben Andersen**

Managing a Global Workforce examines important human resource management issues and practices in today's global marketplace, helping current and future managers and leaders, regardless of nationality, in making effective human talent management decisions for optimal organizational performance.

Routledge

July 2023:422

Hb: 978-1-032-16147-1: **£135**

Pb: 978-1-032-16145-7: **£35.99**

eBook: 978-1-003-24725-8

\* For full contents and more information, visit: [www.routledge.com/9781032161457](http://www.routledge.com/9781032161457)

3RD EDITION

## Comparative International Management



**Arndt Sorge, Niels Noorderhaven, Carla Koen**

Comparative International Management is a classic textbook for International Business that teaches the core concepts of International Business through a systematic comparison of management practice in countries across the world. With student and instructor friendly online resources such as chapter summaries, mini-case scenarios, larger case studies and power-point slides, this book is essential core reading for advanced level and postgraduate students in International Business and International Management.

Routledge

September 2023:498

Hb: 978-1-032-19489-9: **£150**

Pb: 978-1-032-19487-5: **£49.99**

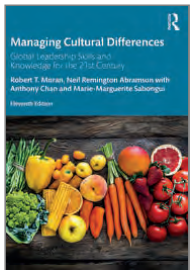
eBook: 978-1-003-25943-5

\* For full contents and more information, visit: [www.routledge.com/9781032194875](http://www.routledge.com/9781032194875)

11TH EDITION

## Managing Cultural Differences

Global Leadership Skills and Knowledge for the 21st Century



**Robert T. Moran, Neil Remington Abramson, Anthony Chan, Sabongui Marie-Marguerite**

This new edition of the bestselling textbook, Managing Cultural Differences, guides students and practitioners to an understanding of how to do business internationally, providing practical advice on how competitive advantage can be gained through effective cross-cultural management.

Routledge

September 2023:568

Hb: 978-1-032-28588-7: **£250**

Pb: 978-1-032-26790-6: **£71.99**

eBook: 978-1-003-29756-7

\* For full contents and more information, visit: [www.routledge.com/9781032267906](http://www.routledge.com/9781032267906)

3RD EDITION

## Global Marketing

Strategy, Practice, and Cases



**Ilan Alon, Eugene Jaffe, Christiane Prange, Donata Vianelli**

Global Marketing, 3rd edition, provides students with a truly international treatment of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively within a fiercely competitive environment. A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

Routledge  
August 2020:666  
Hb: 978-0-367-19608-0: **£230**  
Pb: 978-0-367-19609-7: **£68.99**  
eBook: 978-0-429-20334-3

\* For full contents and more information, visit: [www.routledge.com/9780367196097](http://www.routledge.com/9780367196097)

5TH EDITION

## Global Marketing



**Kate Gillespie, K. Scott Swan**

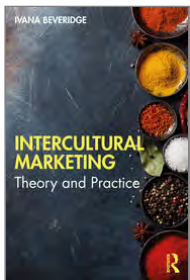
Strategic, comprehensive, and concise, the fifth edition of this popular textbook introduces students to the important concepts of global marketing today, and their managerial implications. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. Global Marketing takes a strategic approach, recognizing the need to address both the forces of globalization and those of localization. Written in a student-friendly style, this fully updated new edition continues to be the textbook of choice for students of global marketing.

Routledge  
September 2021:570  
Hb: 978-1-138-32606-4: **£325**  
Pb: 978-0-367-69412-8: **£170**  
eBook: 978-1-003-14170-9

\* For full contents and more information, visit: [www.routledge.com/9780367694128](http://www.routledge.com/9780367694128)

## Intercultural Marketing

Theory and Practice



**Ivana Beveridge**

With companies actively marketing products and services beyond their borders, marketers must understand culturally ingrained consumer behavior throughout the world. Focusing on psychological and social dimensions of these behaviors, this textbook brings together academic research and contemporary case studies from the marketing practice. Upper-level undergraduate and postgraduate students of marketing and international business will benefit from the book's concepts and methods, as well as clear objectives, examples, and discussion topics in each chapter. Instructors will appreciate the inclusion of a semester-long project for students, allowing them to wear the 'practitioner's hat'.

Routledge  
November 2020:244  
Hb: 978-0-367-45791-4: **£150**  
Pb: 978-0-367-90254-4: **£48.99**  
eBook: 978-1-003-02534-4

\* For full contents and more information, visit: [www.routledge.com/9780367902544](http://www.routledge.com/9780367902544)

## Marketing and Globalization



**Aurélie Durand**

This concise text focuses squarely on the issues facing several marketers in an increasingly global world. It identifies several trends, linking them together, and positioning them as marketing practices that companies implement as a way of responding to the major consequences of globalization. The book also includes case studies to illustrate new practices, and allow students to discuss issues of market selection, entry modes, segmentation, targeting and positioning, as well as product, price, distribution, promotion, and corporate communication policies in a globalized world.

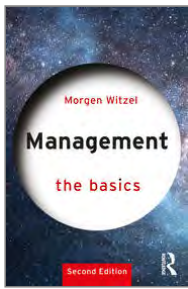
Routledge  
July 2018:596  
Hb: 978-1-138-20233-7: **£130**  
Pb: 978-1-138-20234-4: **£51.99**  
eBook: 978-1-315-47417-5

\* For full contents and more information, visit: [www.routledge.com/9781138202344](http://www.routledge.com/9781138202344)

2ND EDITION

## Management

The Basics

**Morgen Witzel***Series: The Basics*

Management: The Basics provides an easy, jargon-free introduction to the fundamental principles and practices of modern management. Using examples ranging from people management at Cadbury and the Enron crisis to the marketing of fried chicken in China, the book explains key aspects of management.

Routledge

March 2022:222

Hb: 978-0-367-77513-1: £94.99

Pb: 978-0-367-77512-4: £19.99

eBook: 978-1-003-17172-0

\* For full contents and more information, visit: [www.routledge.com/9780367775124](http://www.routledge.com/9780367775124)



## Contemporary Issues in Luxury Brand Management



Edited by **Sylvie Studente, Eleonora Cattaneo**

Series: *Mastering Luxury Management*

This book provides a comprehensive overview of the key themes surrounding luxury brand management and the core issues faced by luxury firms today. The luxury industry has undergone a series of dynamic changes in the past twenty years. Economic trends, digital transformation and changing consumer habits are creating a new competitive landscape where traditional strategies will not necessarily provide continued growth and profitability. With additional PowerPoint slides and a test bank of questions available online, this comprehensive textbook should be core reading for postgraduate students studying luxury brand management or luxury strategy.

Routledge

March 2023:180

Hb: 978-0-367-85928-2: **£145**

Pb: 978-0-367-85930-5: **£39.99**

eBook: 978-1-003-01582-6

\* For full contents and more information, visit: [www.routledge.com/9780367859305](http://www.routledge.com/9780367859305)

## Strategic Luxury Management

Value Creation and Creativity for Competitive Advantage



**David Millán Planelles**

Series: *Mastering Luxury Management*

Strategic Luxury Management is a case-rich and practical overview of how luxury creates value and why some firms are more successful than others. Luxury is rarely discussed from a strategic perspective: how luxury managers make complex decisions relative to their competitive environment. With examples and case studies from international firms illustrating each chapter, this book is essential reading for postgraduate, MBA and executive education students studying luxury management, luxury brand management, luxury creativity and innovation, and strategic management, as well as reflective practitioners within the luxury industry.

Routledge

November 2021:262

Hb: 978-0-367-85834-6: **£130**

Pb: 978-0-367-85837-7: **£36.99**

eBook: 978-1-003-01532-1

\* For full contents and more information, visit: [www.routledge.com/9780367858377](http://www.routledge.com/9780367858377)

## International Luxury Brand Strategy



**Pierre Xiao Lu**

This book looks at luxury brand management and strategy from theory to practice and presents new theoretical models and solutions for how to create and develop a worldwide luxury brand in the twenty-first century. From the international brand management perspective this book is a useful reference for anyone who wants to learn more about luxury brand management and to better understand how the international market has evolved and how products may change the rules of the game.

Routledge

November 2021:260

Hb: 978-1-138-61483-3: **£130**

Pb: 978-1-138-61484-0: **£36.99**

eBook: 978-0-429-46388-4

\* For full contents and more information, visit: [www.routledge.com/9781138614840](http://www.routledge.com/9781138614840)

## Research Methods in Luxury Management



**Michael J. G. Parnwell, Kelly Meng**

Series: *Mastering Luxury Management*

This is one of the first textbooks to explore the research process within the specific context of luxury brand management. It adopts a case-rich approach, informed by original research, to guide the reader through the various stages of the research process from conception to completion and application. Research Methods in Luxury Management should be essential reading for postgraduate and advanced undergraduate courses in Luxury Brand Management, Luxury Marketing and Luxury Strategy. It will also be a useful tool for practitioners and problem-solvers within and beyond the luxury industry.

Routledge

July 2023:230

Hb: 978-1-032-28117-9: **£140**

Pb: 978-1-032-28110-0: **£39.99**

eBook: 978-1-003-29537-2

\* For full contents and more information, visit: [www.routledge.com/9781032281100](http://www.routledge.com/9781032281100)

6TH EDITION

## Management Consulting Projects

A Step-by-Step Experiential Guide

**Ronald Cook, Michael Harris, Dennis Barber III**

This textbook provides students with an easy to use, proven roadmap for completing a successful consulting project from start to finish. It's structure first explains the consulting process to students and then depicts it in a chronological flow, using real-life examples to demonstrate practical application. This well-renowned model promotes a conceptual understanding of the consulting process and the interactions between and among students, the team, the client and the instructor. It should be essential reading for experiential Business Consulting modules, Small Business Management and Strategic Management at postgraduate and MBA level.

Routledge

August 2021:162

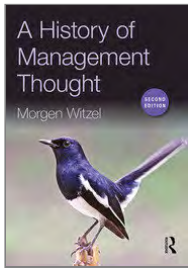
Hb: 978-1-032-00515-7: **£150**Pb: 978-1-032-00516-4: **£44.99**

eBook: 978-1-003-17451-6

\* For full contents and more information, visit: [www.routledge.com/9781032005164](http://www.routledge.com/9781032005164)

2ND EDITION

## A History of Management Thought

**Morgen Witzel**

This book charts the evolution of management as an intellectual discipline, from ancient times to the present day. Contemporary management challenges, including sustainability, technology and data, and legitimacy are analysed through an historical lens and with the benefit of new case studies. Essential reading as a core textbook in management history, the book is also valuable supplementary reading across the humanities and social sciences.

Routledge

December 2016:394

Hb: 978-1-138-91162-8: **£190**Pb: 978-1-138-91163-5: **£66.99**

eBook: 978-1-315-69251-7

\* For full contents and more information, visit: [www.routledge.com/9781138911635](http://www.routledge.com/9781138911635)

## Management of Shipping Companies



**Ioannis Theotokas**

*Series: Routledge Maritime Masters*

This book analyses the business environment of shipping companies and examines the approaches they adopt in organising and managing their activities so as to increase their competitiveness. To ensure a thorough comprehension of the terms and the definitions analysed in the chapters, the theoretical analysis is accompanied by case studies and analysis of best practices implemented by shipping companies worldwide. This book is an ideal text for students in maritime studies programs as well as readers interested in learning about the basic aspects of maritime industry and businesses.

Routledge  
April 2018:322  
Hb: 978-1-138-19009-2: **£180**  
Pb: 978-1-138-19010-8: **£36.99**  
eBook: 978-1-315-64129-4

\* For full contents and more information, visit: [www.routledge.com/9781138190108](http://www.routledge.com/9781138190108)

3RD EDITION

## Maritime Economics 3e



**Martin Stopford**

The new edition of Maritime Economics combines a sophisticated historical and theoretical analysis of this large and complex market with a practical explanation of all aspects of the shipping industry. New and enlarged chapters in this substantially revised third edition cover: 5000 years of commercial shipping history shipping cycles back to 1741; the four shipping markets (freight rates and freight derivatives, second hand ships, newbuilding, demolition); latest developments in ship financing techniques the theory of maritime trade With over 200 illustrations and tables Maritime Economics: third edition is essential reading for students and professionals with an interest in the shipping industry.

Routledge  
December 2008:840  
Hb: 978-0-415-27557-6: **£185**  
Pb: 978-0-415-27558-3: **£68.99**  
eBook: 978-0-429-23954-0

\* For full contents and more information, visit: [www.routledge.com/9780415275583](http://www.routledge.com/9780415275583)

2ND EDITION

## Port Economics



**Wayne K. Talley**

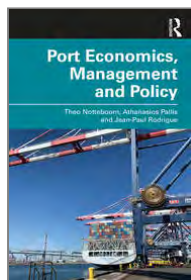
*Series: Routledge Maritime Masters*

This book provides a detailed discussion of port freight service users such as freight water and land carriers that have their ships and vehicles, respectively, serviced by ports and have their cargoes unloaded from and to their ships and vehicles, respectively as well as a detailed discussion of port passenger service users such as passenger ferry carriers that have their ferry vessels and passengers serviced by ferry passenger ports. This text continues to enhance our understanding of port economics by exploring the economic theories, supply and demand curves, and the actual and opportunity costs, relating to the carriers, shippers and passengers who use ports.

Routledge  
December 2017:286  
Hb: 978-1-138-95218-8: **£150**  
Pb: 978-1-138-95219-5: **£59.99**  
eBook: 978-1-315-66772-0

\* For full contents and more information, visit: [www.routledge.com/9781138952195](http://www.routledge.com/9781138952195)

## Port Economics, Management and Policy



**Theo Notteboom, Theo Notteboom, Athanasios Pallis, Athanasios Pallis, Jean-Paul Rodrigue, Jean-Paul Rodrigue**

Port Economics, Management and Policy provides a comprehensive analysis of the contemporary port industry, showing how ports are organized to serve the global economy and support regional and local development. Structured in nine sections, this textbook examines a wide range of seaport topics, covering maritime shipping and international trade, port terminals, port governance, port competition, port policy and much more.

Routledge  
January 2022:690  
Hb: 978-0-367-33156-6: **£125**  
Pb: 978-0-367-33155-9: **£54.99**  
eBook: 978-0-429-31818-4

\* For full contents and more information, visit: [www.routledge.com/9780367331559](http://www.routledge.com/9780367331559)

2ND EDITION

## Creating Value with Data Analytics in Marketing

Mastering Data Science



**Peter C. Verhoef, Edwin Kooge, Natasha Walk, Jaap E. Wieringa**

*Series: Mastering Business Analytics*

This book is a refreshingly practical yet theoretically sound roadmap to leveraging data analytics and data science. The vast amount of data generated about us and our world is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organisations to leverage the information to create value in marketing. By tying data and analytics to specific goals and processes for implementation, this book is essential reading for advanced undergraduate and postgraduate students and specialists of data analytics, marketing research, marketing management, and customer relationship management.

Routledge

November 2021:336

Hb: 978-0-367-81978-1: £150

Pb: 978-0-367-81979-8: £44.99

eBook: 978-1-003-01116-3

\* For full contents and more information, visit: [www.routledge.com/9780367819798](http://www.routledge.com/9780367819798)

2ND EDITION

## Digital Analytics for Marketing



**A. Karim Feroz, Gohar F. Khan, Marshall Sponder**

*Series: Mastering Business Analytics*

This second edition of Digital Analytics for Marketing provides students with a comprehensive overview of the tools needed to measure digital activity and implement best practices when using data to inform marketing strategy. It is the first text of its kind to introduce students to analytics platforms from a practical marketing perspective. Filled with engaging, interactive exercises, and interesting insights from industry experts, this book will appeal to undergraduate and postgraduate students of digital marketing, online marketing, and analytics.

Routledge

January 2024:320

Hb: 978-0-367-45792-1: £160

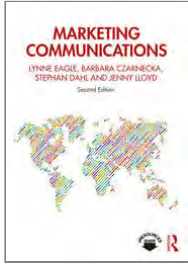
Pb: 978-0-367-45641-2: £44.99

eBook: 978-1-003-02535-1

\* For full contents and more information, visit: [www.routledge.com/9780367456412](http://www.routledge.com/9780367456412)

2ND EDITION

## Marketing Communications



**Lynne Eagle, Barbara Czarnecka, Stephan Dahl, Jenny Lloyd**

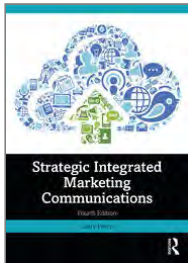
Marketing communication is a dynamic industry, which continues to change and adapt to new technologies, media consumption patterns and communication interfaces between marketers and their target markets. At the same time, the fundamental communication processes and well-established theories and models are very much applicable in this dynamic environment. This revised second edition blends the well-established with the new and emerging aspects of marketing communications. It will be essential reading for both students and professionals in marketing, communications and public relations.

Routledge  
September 2020:420  
Hb: 978-1-138-33182-2: **£125**  
Pb: 978-0-429-44704-4: **£38.99**  
eBook: 978-1-003-08929-2

\* For full contents and more information, visit: [www.routledge.com/9780429447044](http://www.routledge.com/9780429447044)

4TH EDITION

## Strategic Integrated Marketing Communications



**Larry Percy**

This book provides a disciplined, systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications (IMC) programme. Throughout, attention is paid to balancing theory with practical application, how to successfully implement theory for effective communication. A detailed, practical overview of the strategic planning process is provided, illustrated by numerous examples and cases, along with 'desktop' tools and worksheets for developing and implementing an IMC plan.

Routledge  
March 2023:318  
Hb: 978-0-367-77061-7: **£155**  
Pb: 978-0-367-77062-4: **£43.99**  
eBook: 978-1-003-16963-5

\* For full contents and more information, visit: [www.routledge.com/9780367770624](http://www.routledge.com/9780367770624)

## The Dark Side of Marketing Communications

Critical Marketing Perspectives



**Tim Hill, Pierre McDonagh**

*Series: Routledge Studies in Critical Marketing*

What fuels capitalism and what stops it from collapsing? Does marketing communications support and sustain the economic and political status quo? This book argues that marketing communications plays an increasingly important role in bolstering contemporary capitalism. Bringing theories from marketing and consumer research, sociology, cultural studies, technology and media studies to bear on marketing communications, this book is necessary reading for undergraduate and postgraduate students and academics who wish to understand the broader role of marketing communications in the reproduction of contemporary capitalism.

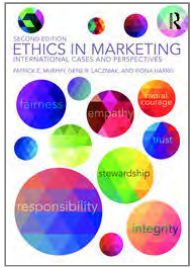
Routledge  
October 2020:134  
Hb: 978-1-138-58712-0: **£130**  
Pb: 978-1-138-58713-7: **£35.99**  
eBook: 978-0-429-50415-0

\* For full contents and more information, visit: [www.routledge.com/9781138587137](http://www.routledge.com/9781138587137)

2ND EDITION

## Ethics in Marketing

International cases and perspectives



**Patrick E. Murphy, Gene R. Laczniak, Fiona Harris**

Understanding and appreciating the ethical dilemmas associated with business is growing ever more important, as matters of corporate social responsibility are becoming increasingly part of marketing's domain. This new edition of Ethics in Marketing has been thoroughly updated and includes new international cases from globally recognized organisations on zero-hour contracts, sustainability, nudge marketing, multiculturalism, sweat shop labour and gamification. This unique case-book provides students with a global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society.

Routledge

December 2016: 212

Hb: 978-1-138-64808-1: £150

Pb: 978-1-138-64809-8: £56.99

eBook: 978-1-315-62664-2

\* For full contents and more information, visit: [www.routledge.com/9781138648098](http://www.routledge.com/9781138648098)

## Qualitative Marketing Research

Understanding Consumer Behaviour



### Dominika Maison

This perfect guide to understanding the core principles of qualitative marketing research is situated within the broader context of marketing and managerial decisions, consumer psychology and contemporary knowledge about unconscious and automatic processes. Different types of qualitative marketing research methods are examined, which enable marketing researchers to discover and understand real consumer motivations, needs, values, and attitudes. With the research process examined step-by-step and illustrated by numerous international case studies, including PepsiCo, Unilever, Danone, Nestle, Aviva and Citibank, the book is uniquely practical in its approach.

Routledge

October 2018:246

Hb: 978-1-138-60774-3: **£175**

Pb: 978-1-138-60776-7: **£34.99**

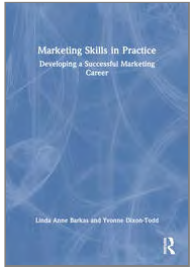
eBook: 978-0-429-46702-8

\* For full contents and more information, visit: [www.routledge.com/9781138607767](http://www.routledge.com/9781138607767)



## Marketing Skills in Practice

Developing a Successful Marketing Career



**Linda Anne Barkas, Yvonne Dixon-Todd**

Marketing Skills in Practice helps students to develop their professional identity, as well as the key skills required by employers in the industry. This text is suitable for all marketing students, and particularly as core reading for any modules based on Marketing in Practice and Professional Development.

Routledge

December 2023: 170

Hb: 978-1-032-42975-5: £140

Pb: 978-1-032-42974-8: £39.99

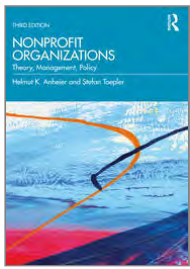
eBook: 978-1-003-36513-6

\* For full contents and more information, visit: [www.routledge.com/9781032429748](http://www.routledge.com/9781032429748)

3RD EDITION

## Nonprofit Organizations

Theory, Management, Policy

**Helmut K. Anheier, Stefan Toepler**

Anheier and Toepler cover the full range of nonprofit organizations – service providers, membership organizations, foundations, community groups – in different fields, such as arts and culture, health and social services, and education. Introducing central terms such as philanthropy, charity, social entrepreneurship, social investment, and civil society, they explain how the field relates to public management and administration. Nonprofit Organizations: Theory, Management, Policy is an ideal resource for students of both undergraduate and post-graduate courses.

Routledge

August 2022: 622

Hb: 978-1-138-62548-8: £150

Pb: 978-1-138-62549-5: £58.99

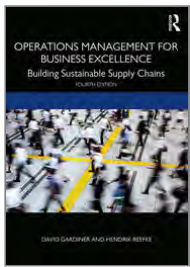
eBook: 978-0-429-29968-1

\* For full contents and more information, visit: [www.routledge.com/9781138625495](http://www.routledge.com/9781138625495)

4TH EDITION

## Operations Management for Business Excellence

Building Sustainable Supply Chains



**David Gardiner, Hendrik Reefke**

All businesses strive for excellence in today's technology-based environment in which customers want solutions at the touch of a button. This highly regarded textbook provides in-depth coverage of the principles of operations and supply chain management, and explains how to design, implement, and maintain processes for sustainable competitive advantage. Fully comprehensive with an emphasis on the practical, this textbook should be core reading for advanced undergraduate and postgraduate students of Operations Management and Supply Chain Management. It would also appeal to executives who desire an understanding of how to achieve and maintain 'excellence' in business.

Routledge  
November 2019:484  
Hb: 978-0-367-13597-3: **£170**  
Pb: 978-0-367-13598-0: **£52.99**  
eBook: 978-0-367-13599-7

\* For full contents and more information, visit: [www.routledge.com/9780367135980](http://www.routledge.com/9780367135980)

## Sustainable Operations Management

Key Practices and Cases



**Breno Nunes, Luciano Batista, Donato Masi, David Bennett**

This book applies the issues of sustainability to all strategic decisions of operations: capacity management, supply network, process technology, and development and organisation and extends the existing literature of operations management that for years has been paramount in creating economic value with little consideration of environment and social dimensions.

Routledge  
December 2022:200  
Hb: 978-0-367-44379-5: **£125**  
Pb: 978-0-367-44383-2: **£39.99**  
eBook: 978-1-003-00937-5

\* For full contents and more information, visit: [www.routledge.com/9780367443832](http://www.routledge.com/9780367443832)

4TH EDITION

## Strategic Operations Management



**Steve Brown, John Bessant, Fu Jia**

Strategic Operations Management 4E is a core operations management textbook that places operations design within the context of strategic planning, making it ideal for strategic level courses and courses taking a qualitative approach. This well-established text is structured around four core themes: strategy, innovation, services, and supply. Students taking MBA, MSc and MBM classes on operations management, advanced operations management, and strategic operations management will find this textbook fulfills all their requirements whilst advanced undergraduate classes in these areas will also find the book an essential read.

Routledge  
July 2018:552  
Hb: 978-1-138-56612-5: **£170**  
Pb: 978-1-138-56613-2: **£56.99**  
eBook: 978-1-315-12337-0

\* For full contents and more information, visit: [www.routledge.com/9781138566132](http://www.routledge.com/9781138566132)

## Sustainable Operations and Supply Chain Management



**Melanie E. Keyre**

Sustainable Operations and Supply Chain Management consolidates the tools, concepts and methods of operations and supply chain management relevant for reaching sustainable development goals. The book includes not only descriptions of the theories and models, but also practical cases based on the most recent developments in different industry sectors, including user electronics, healthcare, fashion and energy. Relevant student exercises are also included for use in the classroom or in personal study.

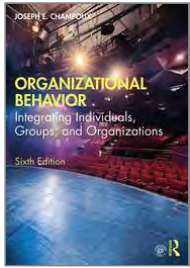
Routledge  
January 2023:166  
Hb: 978-1-032-38440-5: **£125**  
Pb: 978-1-032-38436-8: **£35.99**  
eBook: 978-1-003-34507-7

\* For full contents and more information, visit: [www.routledge.com/9781032384368](http://www.routledge.com/9781032384368)

6TH EDITION

## Organizational Behavior

Integrating Individuals, Groups, and Organizations



**Joseph E. Champoux**

The new edition of this essential resource in organizational behavior provides a balanced framework to understand the impact of increasing dynamism and complexity, the importance of collaboration, and the implications for organizational strategy. Covering both psychological and sociological perspectives on organizational behavior, this clearly written and presented textbook offers a comprehensive review of classic organizational behavior theories and approaches, illustrated with updated case studies. Upper-level business and technology students, as well as professionals in executive education courses, will find the book a useful guide to all facets of organizational behavior.

Routledge

April 2020:536

Hb: 978-0-367-18746-0: **£210**

Pb: 978-0-367-43004-7: **£91.99**

eBook: 978-1-003-00058-7

\* For full contents and more information, visit: [www.routledge.com/9780367430047](http://www.routledge.com/9780367430047)

3RD EDITION

## Organizational Behavior

Securing Competitive Advantage



**John A. Wagner III, John R. Hollenbeck**

The management of organizational behavior is a critically important source of competitive advantage in today's organizations. In this book, John Wagner and John Hollenbeck make the key connection between theory and practice to help students excel as managers charged with the task of securing competitive advantage. This ideal book for upper-level undergraduate and postgraduate students of organizational behavior is written to motivate exceptional student performance and contribute to their lasting managerial success. Online resources, including PowerPoint slides and test banks, round out this essential resource for instructors and students of organizational behavior.

Routledge

December 2020:472

Hb: 978-0-367-44417-4: **£280**

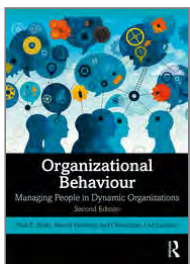
Pb: 978-0-367-44416-7: **£150**

eBook: 978-1-003-00958-0

\* For full contents and more information, visit: [www.routledge.com/9780367444167](http://www.routledge.com/9780367444167)

## Organizational Behaviour

Managing People in Dynamic Organizations



**Paul E. Smith, Wendy Yellowley, Christopher J. McLachlan**

This innovative textbook features a clear and thought-provoking introduction to organizational behaviour; relevant, cutting-edge case studies with a global focus; hot topics such as emotional intelligence, corporate social responsibility, Generation Y and ethics that keep you up-to-date with current business thinking; plus summaries, activities, key theme boxes and review questions to help reinforce your understanding.

Routledge

October 2020:224

Hb: 978-0-367-23371-6: **£130**

Pb: 978-0-367-23372-3: **£34.99**

eBook: 978-0-429-27956-0

\* For full contents and more information, visit: [www.routledge.com/9780367233723](http://www.routledge.com/9780367233723)

## Managing and Leading Organizational Change



**Mark Hughes**

In this unique organizational change textbook, important ongoing debates about managing change and leading change are combined, giving a broader perspective that encourages readers to engage with both management and leadership. *Managing and Leading Organizational Change* speaks both to the applied and practical aspects of organizational change, as well as questioning the research and evidence base of organizational change practices. Chapters contain real-world insights, coverage of the major theories, case studies and questions. This textbook will be particularly beneficial for final year undergraduates and postgraduates.

Routledge

October 2018:354

Hb: 978-1-138-57740-4: **£175**

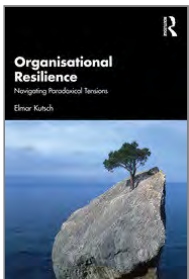
Pb: 978-1-138-57741-1: **£52.99**

eBook: 978-1-351-26596-6

\* For full contents and more information, visit: [www.routledge.com/9781138577411](http://www.routledge.com/9781138577411)

## Organisational Resilience

Navigating Paradoxical Tensions



**Elmar Kutsch**

This book provides a guide to navigating the paradoxical tensions of organisational resilience and presents a framework to aid individuals and businesses to become more open-minded, flexible and mindful in managing the unexpected and anticipating crises. This is an ideal book for advanced students and executive education courses in risk management, crisis management and business continuity, as well as thoughtful practitioners.

Routledge

December 2022:222

Hb: 978-0-367-53732-6: **£125**

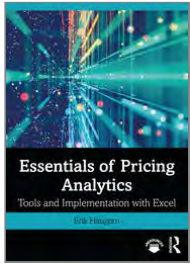
Pb: 978-0-367-53731-9: **£45.99**

eBook: 978-1-003-08311-5

\* For full contents and more information, visit: [www.routledge.com/9780367537319](http://www.routledge.com/9780367537319)

## Essentials of Pricing Analytics

Tools and Implementation with Excel



**Erik Haugom**

*Series: Mastering Business Analytics*

This book provides a broad introduction to the field of pricing as a tactical function in the daily operations of the firm, and a toolbox for implementing and solving a wide range of pricing problems. It demonstrates implementation using the highly accessible Excel software, analytical tools, real life examples and global case studies. It is a uniquely accessible and practical text for advanced undergraduate, MBA and postgraduate students of pricing strategy, entrepreneurship, small business management, marketing strategy, sales and operations. It is important reading for practitioners looking for accessible methods to implement pricing strategy and maximize profits.

Routledge

November 2020:290

Hb: 978-0-367-36322-2: **£135**

Pb: 978-0-367-36323-9: **£39.99**

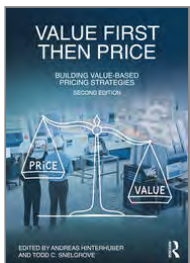
eBook: 978-0-429-34531-9

\* For full contents and more information, visit: [www.routledge.com/9780367363239](http://www.routledge.com/9780367363239)

2ND EDITION

## Value First, Then Price

Building Value-Based Pricing Strategies



*Edited by* **Andreas Hinterhuber, Todd C. Snelgrove**

Value-based pricing—pricing a product or service according to its value to the customer rather than its cost—is the most effective and profitable pricing strategy. This innovative collection proposes a quantitative methodology to value pricing, which it road-tests through a wide variety of real-life industrial and B2B cases. With contributions from global industry experts this book combines cutting edge research on value quantification and value quantification capabilities with real-life, practical examples. It is essential reading for postgraduate students in Sales and Marketing with an interest in Pricing Strategy, sales and pricing specialists, as well as business strategists.

Routledge

December 2021:288

Hb: 978-1-032-01219-3: **£155**

Pb: 978-1-032-01212-4: **£45.99**

eBook: 978-1-003-17793-7

\* For full contents and more information, visit: [www.routledge.com/9781032012124](http://www.routledge.com/9781032012124)

## Digital Pricing Strategy

Capturing Value from Digital Innovations



Edited by **Stephan M. Liozu, Andreas Hinterhuber**

Digital Pricing Strategy provides a best practice overview of how companies design, analyse and execute digital pricing strategies. Bringing together insights from academic and professional experts globally, the text covers essential areas of the value and pricing of data, platform pricing, pricing of subscriptions and monetization of the global environment. Comprehensive and applied in its approach, this text provides postgraduate, MBA and Executive Education students with an understanding of the capabilities, processes and tools that enable executives to effectively implement digital transformations and capture value from digital innovations.

Routledge

June 2023:340

Hb: 978-1-032-12771-2: **£145**

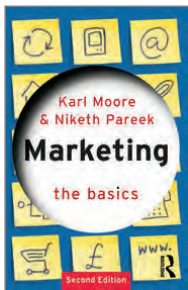
Pb: 978-1-032-12772-9: **£39.99**

eBook: 978-1-003-22619-2

\* For full contents and more information, visit: [www.routledge.com/9781032127729](http://www.routledge.com/9781032127729)

2ND EDITION

## Marketing: The Basics



**Karl Moore, Niketh Pareek**

Series: *The Basics*

This lively and user-friendly introduction is perfect for professionals seeking to learn more about subject, and recommended for sixth-form, first-year undergraduate and MBA students.

Routledge

November 2009:256

Hb: 978-0-415-77899-2: **£94.99**

Pb: 978-0-415-77900-5: **£19.99**

eBook: 978-0-203-87034-1

\* For full contents and more information, visit: [www.routledge.com/9780415779005](http://www.routledge.com/9780415779005)

4TH EDITION

## Inventory and Production Management in Supply Chains



**Edward A. Silver, David F. Pyke, Douglas J. Thomas**

Authored by a team of experts, the new edition of this bestseller presents practical techniques for managing inventory and production throughout supply chains. It covers the current context of inventory and production management, replenishment systems for managing individual inventories within a firm, managing inventory in multiple locations and firms, and production management. The book presents sophisticated concepts and solutions with an eye towards today's economy of global demand, cost-saving, and rapid cycles. It explains how to decrease working capital and how to deal with coordinating chains across boundaries.

CRC Press

September 2021:812

Hb: 978-1-466-55861-8: **£81.99**

Pb: 978-1-032-17932-2: **£32.99**

eBook: 978-1-315-37440-6

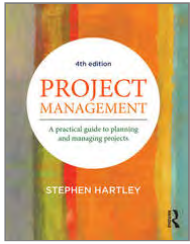
\* For **full contents** and more information, visit: [www.routledge.com/9781032179322](http://www.routledge.com/9781032179322)



4TH EDITION

## Project Management

A practical guide to planning and managing projects



**Stephen Hartley**

With project management acknowledged as a cross-industry management framework, this revised fourth edition aligns with PMBOK and reviews PRINCE2, Agile and Lean methodologies. Including best-practice templates, it guides both the novice and practitioner in planning and managing their diverse projects.

Routledge

February 2018:480

Hb: 978-0-367-71909-8: £135

Pb: 978-1-760-63178-9: £36.99

eBook: 978-1-003-11688-2

\* For full contents and more information, visit: [www.routledge.com/9781760631789](http://www.routledge.com/9781760631789)

6TH EDITION

## Project Management for Engineering, Business and Technology



**John M. Nicholas, Herman Steyn**

This highly regarded textbook addresses project management across all industries. First covering the essential background, the bulk of the book is dedicated to concepts and techniques for practical application. Coverage includes project initiation and proposals, scope and task definition, scheduling, budgeting, risk analysis, control, project selection and portfolio management, program management, project organization, and all-important "people" aspects. This is an ideal resource and reference for all advanced undergraduate and graduate students in project management courses as well as practicing project managers across all industry sectors.

Routledge

August 2020:754

Hb: 978-0-367-27730-7: £145

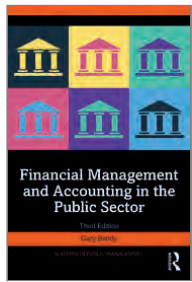
Pb: 978-0-367-27734-5: £61.99

eBook: 978-0-429-29758-8

\* For full contents and more information, visit: [www.routledge.com/9780367277345](http://www.routledge.com/9780367277345)

3RD EDITION

## Financial Management and Accounting in the Public Sector

**Gary Bandy***Series: Masters in Public Management*

In *Financial Management and Accounting in the Public Sector*, Gary Bandy employs a clear and concise narrative to introduce the core concepts of public financial management to help those managers to deliver programmes, projects and services that are value for money.

Routledge

March 2023:414

Hb: 978-1-032-16891-3: £125

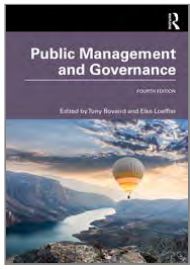
Pb: 978-1-032-15730-6: £33.99

eBook: 978-1-003-25083-8

\* For full contents and more information, visit: [www.routledge.com/9781032157306](http://www.routledge.com/9781032157306)

4TH EDITION

## Public Management and Governance



Edited by **Tony Bovaird, Elke Loeffler**

Public Management and Governance is the leading text in international public management and governance and an ideal introduction to all aspects of this field. This highly respected text is an essential resource for all students on undergraduate and postgraduate courses in public management, public administration, government, and public policy as well as for policymakers and practitioners seeking an up-to-date guide to the field.

Routledge

September 2023: 434

Hb: 978-1-032-25373-2: **£165**

Pb: 978-1-032-23259-1: **£45.99**

eBook: 978-1-003-28283-9

\* For full contents and more information, visit: [www.routledge.com/9781032232591](http://www.routledge.com/9781032232591)

2ND EDITION

## Managing Public Relations

Business Principles and Tools for Strategic Communication, 2e



**Peter M. Smudde**

Managing Public Relations, 2e introduces students to the key concepts and practices involved in the day-to-day running of a PR operation, whether it is a company department, an independent agency, or any organized group focused on PR. A highly practical and comprehensive guide, this textbook should be essential reading for advanced undergraduate and postgraduate students studying Public Relations Management, Strategic Communications and Marketing Management.

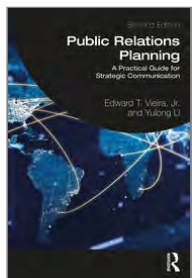
Routledge  
March 2023:352  
Hb: 978-1-032-07680-5: **£210**  
Pb: 978-1-032-07676-8: **£58.99**  
eBook: 978-1-003-20828-0

\* For full contents and more information, visit: [www.routledge.com/9781032076768](http://www.routledge.com/9781032076768)

2ND EDITION

## Public Relations Planning

A Practical Guide for Strategic Communication



**Edward T. Vieira, Jr., Yulong Li**

Public Relations Planning provides students with an in-depth understanding of the steps involved in planning and executing a successful PR campaign. Taking a strategic approach to the subject, the authors bring years of practical experience to the project, helping students see how theoretical elements fit together in reality and preparing them for the workplace. Providing a solid foundation to the PR planning process, this text is core reading for advanced undergraduate, postgraduate and executive education students studying Public Relations Strategy, Public Relations Campaigns, and Strategic Communications.

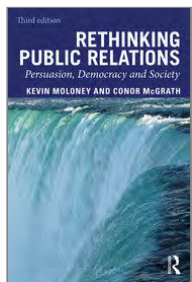
Routledge  
June 2024:684  
Hb: 978-1-032-56581-1: **£210**  
Pb: 978-1-032-56580-4: **£59.99**

\* For full contents and more information, visit: [www.routledge.com/9781032565804](http://www.routledge.com/9781032565804)

3RD EDITION

## Rethinking Public Relations

Persuasion, Democracy and Society



**Kevin Moloney, Conor McGrath**

This third edition of Rethinking Public Relations continues the argument of previous editions that public relations is weak propaganda. However, while earlier editions focused on PR as representative of the uneven power distribution in society, this book goes further, conceiving the power of PR as more than just structural but also as having an important rhetorical component. Maintaining the rigorous and critical stance of previous editions, this new edition will also prove accessible to Masters level and final-year undergraduate students studying public relations, media and communications studies. It will also be of great value to practitioners who seek to widen PR's 'voice'.

Routledge  
July 2019:206  
Hb: 978-1-138-59365-7: **£170**  
Pb: 978-0-367-31300-5: **£42.99**  
eBook: 978-0-429-48931-0

\* For full contents and more information, visit: [www.routledge.com/9780367313005](http://www.routledge.com/9780367313005)

2ND EDITION

## Strategic Public Relations Leadership



**Anne Gregory, Paul Willis**

This revised and updated edition provides a framework to enable public relations professionals to clearly articulate and demonstrate their own contribution to organisational effectiveness, while also setting out the specific capabilities public relations leaders must exhibit to operate at the highest levels of the organisation.

Routledge  
July 2022:242  
Hb: 978-1-032-02799-9: **£150**  
Pb: 978-1-032-02801-9: **£39.99**  
eBook: 978-1-003-18525-3

\* For full contents and more information, visit: [www.routledge.com/9781032028019](http://www.routledge.com/9781032028019)

5TH EDITION

## Quality Management

Reconsidered for the Digital Economy



**John Beckford**

Quality Management: Reconsidered for the Digital Economy continues to provide a one-stop-shop for anyone studying the theory and practice of quality management. Exploring the essentials of management theory and the work of the 'quality gurus' who have formed the foundation of current practice, this new edition builds upon the previous editions' unique critical perspective of quality. Replete with examples, vignettes and diagrams, this comprehensive textbook is ideal for those new to the field of quality management and for students on advanced undergraduate and postgraduate courses in Operations Management.

Routledge

August 2022:350

Hb: 978-0-367-86301-2: **£185**Pb: 978-0-367-86302-9: **£54.99**

eBook: 978-1-003-01826-1

\* For full contents and more information, visit: [www.routledge.com/9780367863029](http://www.routledge.com/9780367863029)

5TH EDITION

## Total Quality Management and Operational Excellence

Text with Cases



**John S. Oakland, Robert J. Oakland, Michael A. Turner**

The notion of "Quality" in business performance has exploded since the first edition of this classic text in 1989. Today there is a plethora of performance improvement frameworks including Lean, Six Sigma and the latest version of ISO 9001. Incorporating the frameworks that succeeded it, this revised TQM model redefines Quality by accelerating change, reducing cost and protecting reputation. The practical, jargon-free writing style, along with ten supporting case studies, effortlessly ties the model to its real-life applications. This exciting update is all the busy student or professional will need to understand how to manage Quality and achieve Operational Excellence.

Routledge

July 2020:556

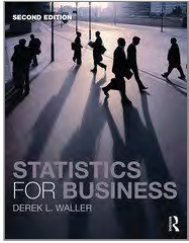
Hb: 978-1-138-67340-3: **£130**Pb: 978-1-138-67341-0: **£43.99**

eBook: 978-1-315-56197-4

\* For full contents and more information, visit: [www.routledge.com/9781138673410](http://www.routledge.com/9781138673410)

2ND EDITION

## Statistics for Business

**Derek L. Waller**

Statistics for Business explains the fundamentals of statistical analysis in a lucid, pragmatic way. This book is packed with features to aid understanding and help ensure that every aspect of your knowledge of statistics is applicable to practice. New to this edition: Over 200 new, worked examples A brand new companion website including PowerPoint slides, instructor's manual of case exercises and a test bank. New chapters on decision making and risk, six-sigma and statistical process control. With a clear and accessible style this formula-driven, applied textbook it is ideal for business and management students that need to learn how to apply statistics to the real world.

Routledge

December 2016: 672

Hb: 978-0-415-70375-8: **£180**Pb: 978-0-415-70371-0: **£69.99**

eBook: 978-1-315-89004-3

\* For full contents and more information, visit: [www.routledge.com/9780415703710](http://www.routledge.com/9780415703710)

4TH EDITION

## Reputation Management

The Key to Successful Public Relations and Corporate Communication



**John Doorley, Helio Fred Garcia**

Reputation Management is an established how-to guide for students and professionals, as well as CEOs and other business leaders. This fourth edition, fully updated throughout and featuring notable contributions from some of the world's leaders in public relations, corporate communication, business and academia, reflects leading-edge thought, practice and scholarship. This book was the first book on reputation management and, now in its fourth edition, is still a must have resource for students taking classes in Public Relations Management, Corporate Communication, and Communication Management, as well as CEOs, business leaders, and professionals working in these areas.

Routledge

July 2020:472

Hb: 978-0-815-37695-8: £135

Pb: 978-0-815-37697-2: £74.99

eBook: 978-1-351-23502-0

\* For full contents and more information, visit: [www.routledge.com/9780815376972](http://www.routledge.com/9780815376972)

## Social Media Storms

Empowering Leadership Beyond Crisis Management



**Pernille Rydén, Muhammad Ismail Hossain, Efthymia Kottika, Vatroslav Škare**

This fascinating new book explores the benefits and dynamics of social media storms and identifies the possible opportunities that they present for further engagement with customers. It provides actionable managerial advice on planning for, measuring and navigating social media storms in an innovative way. Social Media Storms provides advanced undergraduate and postgraduate digital marketing, marketing communications, strategy and crisis management students with a comprehensive understanding of the social media storm phenomenon and helps marketing and communications professionals to leverage the opportunities that social media storms are bringing.

Routledge

August 2021:174

Hb: 978-0-367-42530-2: £130

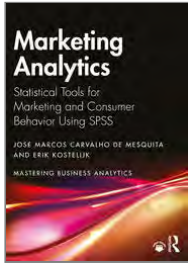
Pb: 978-0-367-42527-2: £36.99

eBook: 978-0-367-85329-7

\* For full contents and more information, visit: [www.routledge.com/9780367425272](http://www.routledge.com/9780367425272)

## Marketing Analytics

Statistical Tools for Marketing and Consumer Behavior Using SPSS



**José Marcos Carvalho de Mesquita, Erik Kosteljik**

*Series: Mastering Business Analytics*

Marketing Analytics provides guidelines in the application of statistics using SPSS for students and professionals using quantitative methods in Marketing and Consumer Behaviour. With simple language and a practical, screenshot-led approach, the book presents eleven multivariate techniques and the steps required to perform analysis.

Routledge

November 2021:210

Hb: 978-1-032-05218-2: **£135**

Pb: 978-1-032-05219-9: **£39.99**

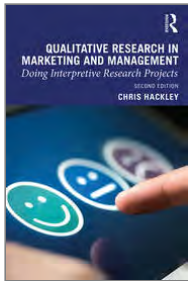
eBook: 978-1-003-19661-7

\* For full contents and more information, visit: [www.routledge.com/9781032052199](http://www.routledge.com/9781032052199)

2ND EDITION

## Qualitative Research in Marketing and Management

Doing Interpretive Research Projects



**Chris Hackley**

This is a practical and accessible, yet sophisticated introduction to interpretive methods for doing qualitative research projects and dissertations. Utilising a uniquely pragmatic approach, it bridges the gap between advanced, specialised books on research traditions with more general introductory business research books. It is perfect for advanced undergraduate and postgraduate students of marketing, management, consumer behaviour and research methods. It will also be useful as a primer for practitioners in qualitative research.

Routledge

December 2019:278

Hb: 978-1-138-33219-5: **£130**

Pb: 978-1-138-33221-8: **£39.99**

eBook: 978-0-429-44680-1

\* For full contents and more information, visit: [www.routledge.com/9781138332218](http://www.routledge.com/9781138332218)



2ND EDITION

## Responsible Leadership



*Edited by* **Nicola Pless, Thomas Maak**

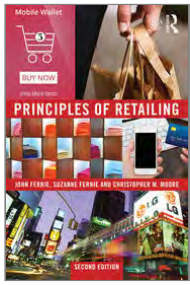
The second edition of *Responsible Leadership* offers orienting knowledge on how to lead in a world of contested values—a world where leadership work extends beyond leaders and direct reports to a whole range of stakeholders inside and outside an organization.

Routledge  
December 2021: 530  
Hb: 978-0-367-32100-0: **£150**  
Pb: 978-0-367-32101-7: **£49.99**  
eBook: 978-1-003-24841-5

\* For full contents and more information, visit: [www.routledge.com/9780367321017](http://www.routledge.com/9780367321017)

2ND EDITION

## Principles of Retailing



**John Fernie, Suzanne Fernie, Christopher Moore**

To be strong candidates for careers in retail, one of the biggest and most important sectors in today's economy, graduates need a solid knowledge of its core principles. Principles of Retailing Second Edition is a topical, engaging and authoritative text by three leading experts in retail management designed to be a digestible introduction to retailing for management and marketing students. This new edition has been comprehensively reworked in response to the rapid changes to the industry with new sections on e-tail logistics, retail security, corporate social responsibility, green logistics and the fashion supply chain.

Routledge

May 2015:368

Hb: 978-1-138-79194-7: **£160**

Pb: 978-1-138-79195-4: **£77.99**

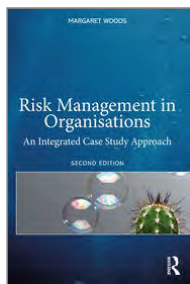
eBook: 978-1-315-76243-2

\* For full contents and more information, visit: [www.routledge.com/9781138791954](http://www.routledge.com/9781138791954)

2ND EDITION

## Risk Management in Organisations

An Integrated Case Study Approach



**Margaret Woods**

Risk management is vital to organisational success, from government down to small businesses and the discipline has developed rapidly over the last decade. Learning lessons from the good and bad practice of others is a key feature of this book, which includes multiple illustrative examples of risk management practice, in addition to detailed case studies. This completely revised edition contains updates on regulations and practice, together with new chapters covering technology risk and Covid 19, which are major risks faced by all organisations today. It is essential reading for risk management professionals and postgraduate and executive learners.

Routledge

June 2022:244

Hb: 978-1-138-63233-2: **£130**

Pb: 978-1-138-63231-8: **£34.99**

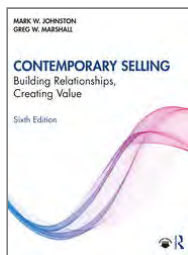
eBook: 978-1-315-20833-6

\* For full contents and more information, visit: [www.routledge.com/9781138632318](http://www.routledge.com/9781138632318)

6TH EDITION

## Contemporary Selling

Building Relationships, Creating Value



**Mark W. Johnston, Greg W. Marshall**

Contemporary Selling is the only book that combines full coverage of up-to-date personal selling processes with a straightforward look at sales management practices, delivered in a way that students want to learn and instructors want to teach. The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers. This fully updated new edition is an invaluable resource for students of personal selling at both undergraduate and postgraduate levels. Supplementary resources include an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

Routledge

August 2021:436

Hb: 978-0-367-85952-7: £325

Pb: 978-0-367-43517-2: £86.99

eBook: 978-1-003-13469-5

\* For full contents and more information, visit: [www.routledge.com/9780367435172](http://www.routledge.com/9780367435172)

11TH EDITION

## Sales Management

Analysis and Decision Making



**Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr, Michael R. Williams**

This eleventh edition of Sales Management continues the tradition of blending the most recent sales management research with the real-life "best practices" of leading sales organizations and sales professionals. This text is core reading for postgraduate, MBA and executive education students studying Sales Management. An updated online instructor's manual with solutions to cases and exercises, revised test bank, and updated PowerPoints, is available to adopters.

Routledge

January 2024:376

Hb: 978-1-032-42634-1: £200

Pb: 978-1-032-42635-8: £79.99

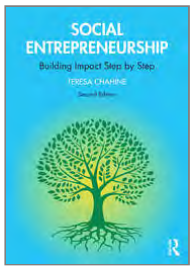
eBook: 978-1-003-36358-3

\* For full contents and more information, visit: [www.routledge.com/9781032426358](http://www.routledge.com/9781032426358)

2ND EDITION

## Social Entrepreneurship

Building Impact Step by Step



**Teresa Chahine**

Social Entrepreneurship provides a twelve-step framework for building impactful ventures in new and existing organizations. The book summarizes the basic steps and tools needed to understand the challenge you are tackling, develop potential solutions, build a business model, measure, and grow your impact. This fully updated 2nd edition builds on the concepts and tools introduced previously, broadening the scope to those working or preparing to work in organizations globally. The book's applied 12-step approach, and those in Executive Education, as well as professionals and entrepreneurs looking to equip themselves with the tools needed to succeed.

Routledge

December 2022:278

Hb: 978-0-367-55686-0: £185

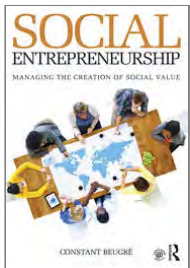
Pb: 978-0-367-55687-7: £51.99

eBook: 978-1-003-09471-5

\* For full contents and more information, visit: [www.routledge.com/9780367556877](http://www.routledge.com/9780367556877)

## Social Entrepreneurship

Managing the Creation of Social Value



**Constant Beugré**

Social Entrepreneurship comprehensive, cutting edge book introduces students to the unique challenges that face social ventures. A comparison with mainstream entrepreneurship helps students understand the differences between these types of ventures, and rich global cases help students truly understand the principles.

Routledge

November 2016:330

Hb: 978-0-415-81736-3: £200

Pb: 978-0-415-81737-0: £64.99

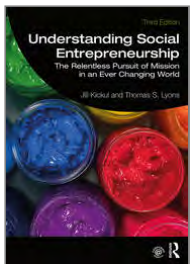
eBook: 978-0-203-44260-9

\* For full contents and more information, visit: [www.routledge.com/9780415817370](http://www.routledge.com/9780415817370)

3RD EDITION

## Understanding Social Entrepreneurship

The Relentless Pursuit of Mission in an Ever Changing World



**Jill Kickul, Thomas S. Lyons**

Understanding Social Entrepreneurship is the leading textbook that provides students with a comprehensive overview of the field. It brings the mindset, principles, strategies, tools, and techniques of entrepreneurship into the social sector to present innovative solutions to today's vexing social issues

Routledge

April 2020:374

Hb: 978-0-367-22031-0: £250

Pb: 978-0-367-22032-7: £76.99

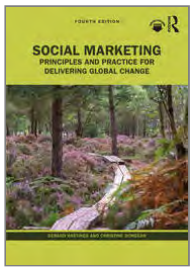
eBook: 978-0-429-27040-6

\* For full contents and more information, visit: [www.routledge.com/9780367220327](http://www.routledge.com/9780367220327)

4TH EDITION

## Social Marketing

Principles and Practice for Delivering Global Change

**Gerard Hastings, Christine Domegan**

Social Marketing shows how marketing techniques can be used to social ends and tackle the immense challenges humankind faces. Social inequalities have driven popular revolts, from Black Lives Matter to Brexit; the climate is in crisis; and COVID-19 has highlighted power imbalances across the globe. This popular introductory textbook has been fully updated to enable you to challenge the bad, champion the good and enact meaningful change.

Routledge

April 2023: 374

Hb: 978-1-032-05966-2: **£165**Pb: 978-1-032-05967-9: **£45.99**

eBook: 978-1-003-20008-6

\* For full contents and more information, visit: [www.routledge.com/9781032059679](http://www.routledge.com/9781032059679)

2ND EDITION

## Digital and Social Media Marketing

A Results-Driven Approach

*Edited by* **Aleksej Heinze, Gordon Fletcher, Ana Cruz**

This textbook is an up to date, industry-led results-driven guide to digital marketing. Mixing academic theory with practical examples from a range of different organisations worldwide, it provides insight into, and techniques to enable, the creation, development and maintenance of a successful digital presence. This accessible textbook provides a hands-on, user-friendly platform to turn skills and knowledge into strategic advantage. It is ideal for advanced undergraduate and postgraduate students of digital marketing and marketing strategy, and for practitioners aiming to be at the cutting edge of Digital and Social Media Marketing.

Routledge

April 2020:364

Hb: 978-0-367-23590-1: **£115**Pb: 978-0-367-23602-1: **£33.99**

eBook: 978-0-429-28068-9

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2ND EDITION

## Sports Business Management

Decision Making Around the Globe

**George Foster, Norm O'Reilly, Antonio Dávila**

This new edition of a widely adopted textbook equips students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing, and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Content specific to each of the vital stakeholders in the sport business is included. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management, supported by a fully updated companion website featuring PowerPoint slides, test questions, teaching notes, and other tools for instructors.

Routledge  
August 2020: 626  
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7TH EDITION

## Management Communication

A Case Analysis Approach



**James S. O'Rourke**

This new edition of Management Communication is a case-based textbook that introduces students to the strategic communication methods that are crucial to master in order for them to develop into effective and ethical managers at all levels of business. Effective communication skills are necessary for success in the business world, and O'Rourke has written a highly readable book filled with anecdotes and examples to engage students in the learning process.

Routledge

March 2023:528

Hb: 978-1-032-36348-6: **£175**Pb: 978-1-032-36349-3: **£81.99**

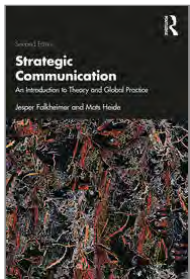
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2ND EDITION

## Strategic Communication

An Introduction to Theory and Global Practice



**Jesper Falkheimer, Mats Heide**

This textbook provides an overview of the core concepts, theories and methods in strategic communication, using examples from research and experiences from practice. The content of this 2nd edition has been fully updated to incorporate the latest research and practice examples, including a new chapter on 'The Future of Strategic Communication'. After reading the book the student or reader will be able to define and reflect upon strategic communication as an academic field and professional practice, describe relevant theories and apply these to communication problems. It is primarily aimed towards Advanced Undergraduate and Postgraduate students.

Routledge

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## Strategic Human Resource Management

A Systems Approach



**Nigel Bassett-Jones**

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Routledge

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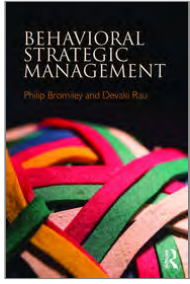
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## Behavioral Strategic Management



**Philip Bromiley, Devaki Rau**

This unique text examines strategic management and its implementation in the context of what we know about how individuals and organizations actually make decisions. Through this behavioral approach, students gain a richer, more realistic understanding of how to create coherent strategies that take advantage of their organization's strengths and build their capabilities.

Routledge  
September 2017:274  
Hb: 978-1-138-29235-2: **£180**  
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## Corporate Level Strategy

Theory and Applications



**Olivier Furrer**

The challenges faced by diversified corporations—firms that operate in more than one industry or market—have changed over the years. In this new edition, Olivier Furrer helps students of corporate strategy to consider the impact of critical changes in resources, businesses and headquarters roles on the firm's ability for establishing and sustaining corporate advantage. A companion website supplements the book which includes PowerPoint slides, a test bank of questions, and lists of case studies.

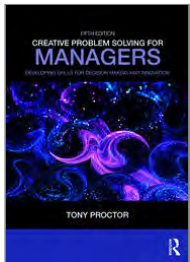
Routledge  
April 2016:298  
Hb: 978-0-415-72721-1: **£180**  
Pb: 978-0-415-72722-8: **£51.99**  
eBook: 978-1-315-85557-8

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5TH EDITION

## Creative Problem Solving for Managers

Developing Skills for Decision Making and Innovation



**Tony Proctor**

This prestigious textbook provides a complete overview of the creative problem-solving process and its relevance to modern managers in the private and public sectors. It introduces ideas, skills and models to help students understand how creative thinking can aid problem solving, and how different techniques may help people who have different thinking and learning styles. Creative Problem Solving for Managers will continue to be an ideal resource for undergraduate and postgraduate students studying problem-solving, strategic management, creativity and innovation management, as well as managers looking to develop their decision-making abilities.

Routledge  
October 2018:392  
Hb: 978-1-138-31236-4: **£135**  
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eBook: 978-0-429-45825-5

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5TH EDITION

## Learning to Think Strategically



**Julia Sloan**

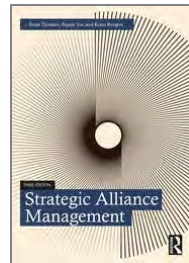
Strategic thinking has become a core capability for business leaders globally. Now in its fifth edition, this comprehensive text is an original primer for how successful strategists learn to think strategically. Learning to Think Strategically is vital reading for MBA, Strategy, Leadership Development, and Executive Education students. Its practical nature also makes it valuable for business and policy executives, as well as for managers and emerging leaders looking to develop their strategic thinking skills. Online resources include PowerPoint slides, a test bank and video clips.

Routledge  
June 2024:354  
Hb: 978-1-032-56878-2: **£175**  
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3RD EDITION

## Strategic Alliance Management



**Brian Tjemkes, Pepijn Vos, Koen Burgers**

Strategic Alliance Management presents an academically grounded alliance development framework, detailing eight stages of alliance development with consideration for specific management challenges. For each stage, readers are presented with theoretical insights, evidence-based managerial guidelines and a business case illustration. The textbook remains highly valuable core and recommended reading for postgraduate students of Strategic Management and Corporate Strategy, MBA and Executive MBA, as well as reflective practitioners in the field.

Routledge  
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Hb: 978-1-032-11928-1: **£160**  
Pb: 978-1-032-11925-0: **£44.99**  
eBook: 978-1-003-22218-7

\* For full contents and more information, visit: [www.routledge.com/9781032119250](http://www.routledge.com/9781032119250)

2ND EDITION

## Strategic Management

From Theory to Practice



**Allen Amason, Andrew Ward**

This book is designed to help students think critically and understand fully how to strategically manage their future firms. By conveying enduring and fundamental principles of economic and human behavior rather than simply reporting on the latest innovations, this book succeeds in preparing students to excel in the business environment over time, regardless of how it evolves.

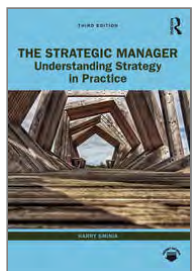
Routledge  
August 2020:342  
Hb: 978-0-367-43005-4: **£250**  
Pb: 978-0-367-43006-1: **£76.99**  
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3RD EDITION

## The Strategic Manager

Understanding Strategy in Practice



**Harry Sminia**

The Strategic Manager provides a comprehensive, logical and applied insight in strategic management. Unlike some more theory-heavy texts, this book focuses on how strategy works in everyday practice, taking readers' expectations and understanding beyond that of strategy as a matter of planning only. It enables the reader to learn and reflect upon their practical skills and knowledge, and critically evaluate the strategy process and their own decision-making. Essential reading for postgraduate students of Strategic Management, MBA students and those in executive education, this text will also be a useful tool for reflective managers trying to develop a better understanding.

Routledge

July 2021:222

Hb: 978-0-367-46808-8: **£170**

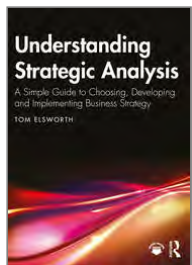
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## Understanding Strategic Analysis

A Simple Guide to Choosing, Developing and Implementing Business Strategy



**Tom Elsworth**

Understanding Strategic Analysis is a concise and practical guide for organisational strategic analysis, strategy development, decision-making and implementation. Refreshing and concise, this text provides valuable and practical reading for postgraduate, MBA and Executive Education students of Strategic Management, as well as practicing managers in organisations of all sizes. Online resources include a short Instructor's Manual, chapter-by-chapter PowerPoint slides and a test bank of exam questions.

Routledge

September 2023:150

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## Strategic Content Marketing

Creating Effective Content in Practice



**Dan Farkas, Rebecca Geier**

Strategic Content Marketing offers a comprehensive guide to plan, create, implement and analyse an effective content marketing strategy in practice. This comprehensive text is perfect core and recommended reading for advanced undergraduate and postgraduate students studying Content Marketing, Inbound Marketing, Marketing Communications, Digital and Social Media Marketing and Public Relations. In practice, the book is also highly valuable for practising professionals studying for professional qualifications and looking to develop their skills.

Routledge

January 2024:280

Hb: 978-1-032-43849-8: **£120**

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eBook: 978-1-003-36910-3

\* For full contents and more information, visit: [www.routledge.com/9781032438481](http://www.routledge.com/9781032438481)

2ND EDITION

## Strategic Marketing Planning

A Step-by-Step Approach



**Karel Jan Alsem**

This book provides a uniquely practical approach to strategic marketing planning. Combining a comprehensive overview of theory with practice, each chapter takes the reader step by step through the strategic marketing process. With a broad range of international case studies that bring the theory to life, this well-renowned text is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing. It should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process.

Routledge

November 2023:478

Hb: 978-1-032-46393-3: **£165**

Pb: 978-1-032-46383-4: **£45.99**

eBook: 978-1-003-38148-8

\* For full contents and more information, visit: [www.routledge.com/9781032463834](http://www.routledge.com/9781032463834)

## Essentials of Sustainability for Business

A Practical Approach



**Peter McManners**

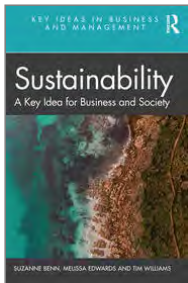
Essentials of Sustainability for Business teaches the core principles of sustainability in a concise format for those new to issues at the intersection of sustainability and business. The book plots a path through the contradictions and confusions in the debates about sustainability, to get to the heart of why it matters, how to respond, and where it leads. This is an ideal resource to educate students, inform policy makers, challenge business executives, and above all arm all those with power and influence with the tools to deliver sustainability.

Routledge  
October 2023:198  
Hb: 978-1-032-47934-7: **£130**  
Pb: 978-1-032-47935-4: **£34.99**  
eBook: 978-1-003-38662-9

\* For full contents and more information, visit: [www.routledge.com/9781032479354](http://www.routledge.com/9781032479354)

## Sustainability

A Key Idea for Business and Society



**Suzanne Benn, Melissa Edwards, Tim Williams**

*Series: Key Ideas in Business and Management*

The heightening impact of ecological and societal crises makes sustainability an increasingly urgent imperative, requiring a fundamental shift in how we understand and practice management and business. In this book, the authors set out the key characteristics of sustainability such as its temporal and multilevel effects and highlight the complex array of sustainability risks and opportunities for business and management. It challenges students and scholars to draw from across the sciences and social sciences to understand, reflect upon and deliver responsible business outcomes in contemporary society.

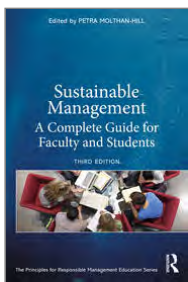
Routledge  
September 2021:164  
Hb: 978-0-367-07701-3: **£130**  
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\* For full contents and more information, visit: [www.routledge.com/9780367077020](http://www.routledge.com/9780367077020)

3RD EDITION

## Sustainable Management

A Complete Guide for Faculty and Students



*Edited by Petra Molthan-Hill*

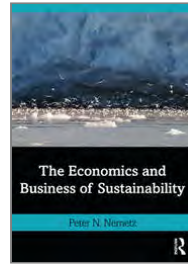
*Series: The Principles for Responsible Management Education Series*

Sustainable Management: A Complete Guide for Faculty and Students is both a textbook for students, as well as a teaching guide for educators. With a full introduction to sustainable management, the book covers a wide range of subject areas relevant to business and management students. It enables faculty to incorporate sustainability and climate solutions into their modules, and is also very accessible for self-directed studies.

Routledge  
August 2023:620  
Hb: 978-1-032-27920-6: **£135**  
Pb: 978-1-032-25375-6: **£35.99**  
eBook: 978-1-003-29466-5

\* For full contents and more information, visit: [www.routledge.com/9781032253756](http://www.routledge.com/9781032253756)

## The Economics and Business of Sustainability



**Peter N. Nemetz**

Given the emergence of sustainability as the defining issue of our time, it is essential for university graduates, and especially business and economics students, to have a fundamental grasp of the key issues in this emerging multidisciplinary field of study. This book accentuates the value and importance of a strong sustainability approach in an age of climate change emergency. It is an ideal companion for instructors and students of sustainability in business, economics, and related disciplines such as geography and political science.

Routledge  
September 2021:372  
Hb: 978-0-367-77311-3: **£130**  
Pb: 978-0-367-77309-0: **£34.99**  
eBook: 978-1-003-17073-0

\* For full contents and more information, visit: [www.routledge.com/9780367773090](http://www.routledge.com/9780367773090)

2ND EDITION

## Sustainable Marketing Planning



**Neil Richardson**

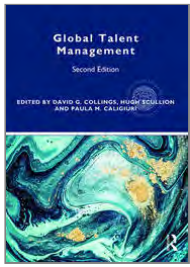
Showing how to embed sustainability in these strategies, students will be shown how to implement changes while being encouraged to reflect on why they are needed. The text reflects on contemporary themes that impact on Sustainable Marketing Planning, including consumer behaviour, entrepreneurialism, internal marketing, services, international marketing, event management and digital marketing.

Routledge  
April 2024:298  
Hb: 978-1-032-56173-8: **£140**  
Pb: 978-1-032-56172-1: **£39.99**  
eBook: 978-1-003-43421-4

\* For full contents and more information, visit: [www.routledge.com/9781032561721](http://www.routledge.com/9781032561721)

2ND EDITION

## Global Talent Management



Edited by **David G. Collings, Hugh Scullion, Paula M. Caligiuri**

Series: *Global HRM*

The second edition of *Global Talent Management (GTM)* offers a state of the art overview of the key areas of talent management in theory and practice. Drawing on contributions from the leading global contributors to talent management research, the book is structured around three key sections. The chapters in the volume provide advanced undergraduate or postgraduate students with an interest in global talent management with a cutting-edge overview of the key topics in the field. It is also an invaluable resource for the reflective practitioner looking for an overview of key research in this important area of practice.

Routledge

October 2018: 250

Hb: 978-1-138-71244-7: **£135**

Pb: 978-1-138-71245-4: **£36.99**

eBook: 978-1-315-20017-0

\* For full contents and more information, visit: [www.routledge.com/9781138712454](http://www.routledge.com/9781138712454)

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## Managing Information Technology Outsourcing



**Erik Beulen, Pieter M. Ribbers**

For decades, outsourcing has been a major international phenomenon in business. The areas of Technology, Information Technology and Management represent a unique case for outsourcing both in terms of benefits and potential interorganisational problems. This fully updated text focuses on both sides of the outsourcing relationship, providing a balanced exploration of the ways in which these partnerships can be managed successfully. Accessible and cutting-edge, this third edition provides an in-depth, practical perspective on this important and far-reaching challenge in information technology management. It is an ideal text for students, academics and practitioners alike.

Routledge

November 2021: 254

Hb: 978-1-032-12253-3: £170

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eBook: 978-1-003-22378-8

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