

International catalogues

Business & Management

Media & Communication

New and key backlist titles
Spring 2024

 Sage

Welcome to Sage's Spring 2024 catalogue

We hope you find this edited selection of our new publishing and key bestsellers both interesting and useful.

Please visit our website at www.sagepublications.com for all our titles and more detailed information about their content and resources.

All of our catalogues are available online at:

uk.sagepub.com/en-gb/eur/sage-books-catalogues

To find your local representative please go to:

uk.sagepub.com/en-gb/eur/sales-information

Happy browsing - please do contact us if you have any questions about our titles.

The Sage Book Sales Team

RESEARCH METHODS IN ACCOUNTING

Malcolm Smith

This unique and popular text, now in a Sixth Edition, clearly and succinctly guides Accounting students and researchers in their understanding and conducting of research from conception to completion, across a wide range of research methods, including quantitative, qualitative and mixed-methods research.

Readership: The book is aimed at Accounting students and researchers.

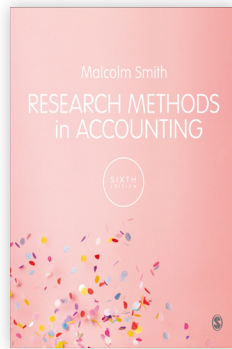
Subject: Accounting/Finance (General)

Category: Core Textbook

Paperback • 9781529779776 • 352pp

6th edition • May-22 • £48.99

Sage Publications Ltd



INFLUENCERS AND CREATORS

Business, Culture and Practice

Robert Kozinets, Ulrike Gretzel, Rossella Gambetti

This textbook combines cutting-edge conceptual and critical thinking with practical advice for those interested in the way influencers and content creators have profoundly impacted business and culture.

Readership: Primary Target Course: Influencer Marketing Secondary Target Course: Influencer Relations, Promotional Media, Advertising, PR, Digital Marketing, Social Media Marketing.

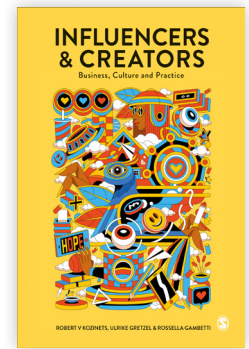
Subject: Advertising (Analysis)

Category: Core Textbook

Paperback • 9781529768640 • 384pp

1st edition • May-23 • £34.99

Sage Publications Ltd



ADVERTISING CREATIVE

Strategy, Copy, and Design

Thomas B. Altstiel, Jean Marie Grow, Dan Augustine, Joanna L. Jenkins

Advertising Creative, Sixth Edition gets right to the point of advertising by stressing key principles and practical information students and working professionals can use.

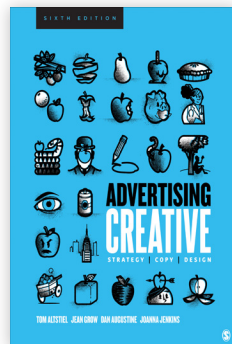
Subject: Advertising (Analysis)

Category: Core Textbook

Paperback • 9781071846650 • 384pp

6th edition • Aug-22 • £104

Sage Publications, Inc



BRAND MANAGEMENT

Co-creating Meaningful Brands

Michael Beverland, Pinar Cankurtaran

This popular textbook introduces students to contemporary brand management and innovation with a focus on how companies and consumers are interacting and co-creating brands today.

Readership: Undergraduate and postgraduate students studying brand management.

Subject: Brand Management

Category: Core Textbook

Paperback • 9781529616972 • 400pp

3rd edition • Apr-24 • £46.99

Sage Publications Ltd



ADVERTISING IN THE DIGITAL AGE

Theories and Practices

Sevil Yesiloglu, Joyce Costello

A cutting-edge exploration of advertising theory and practice in the context of today's digital media environment, built around the BA in Advertising at the London College of Communication.

Readership: Suitable for undergraduates and graduates studying in media studies and advertising.

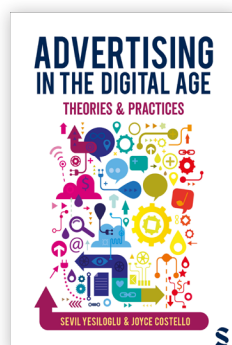
Subject: Advertising (Analysis)

Category: Core Textbook

Paperback • 9781529601978 • 288pp

1st edition • May-24 • £38.99

Sage Publications Ltd



AN INTRODUCTION TO MANAGEMENT CONSULTANCY

Marc G. Baaij

A practical, step-by-step guide to learn and develop the proven successful methods and techniques of the world's leading management consultancy firms.

Readership: This title is suitable for students on upper level undergraduate or postgraduate course on Management Consulting and Management Consultancy.

Subject: Business & Academic Skills

Category: Core Textbook

Paperback • 9781529758429 • 376pp

2nd edition • Jan-22 • £49.99

Sage Publications Ltd



BUSINESS ETHICS

The Sustainable and Responsible Way

Sunil G. Savur

This new business ethics textbook takes a highly practical approach, including a rich array of global case studies and reflective questions to develop students' ability to respond to ethical decisions in their future careers.

Readership: Business Ethics courses - primarily UG2 and UG3 but can also be PG and MBA.

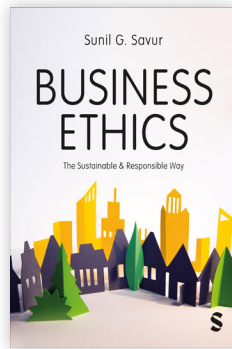
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781529604443 • 376pp

1st edition • Mar-24 • £39.99

Sage Publications Ltd



DIGITAL BUSINESS

Strategy, Management & Transformation

Annamarie Hanlon

Featuring a wealth of teaching tools, case examples from around the globe, ethical insights and Digital Tools which signpost and introduce students to a range of tools used by digital business professionals, this textbook covers the key issues in digital business.

Readership: Aimed at undergraduate/postgraduate students studying a digital business course.

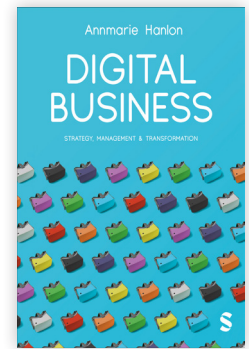
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781529624229 • 272pp

1st edition • Apr-24 • £44.99

Sage Publications Ltd



BUSINESS SKILLS FOR THE 21ST CENTURY

Marc G. Baaij

This new student textbook, using a wide range of learning features, covers essential skills such as creative and critical thinking, communication and cooperation as well as data-driven decision-making for businesses and societies at large, as they encounter problems, identify opportunities and seek solutions during complex and turbulent times.

Readership: Undergraduate students taking a business/study skills module.

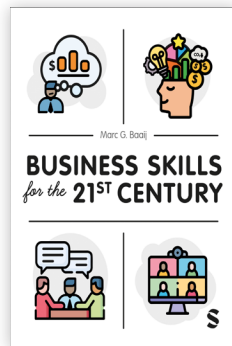
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781529600001 • 384pp

1st edition • Jan-24 • £34.99

Sage Publications Ltd



DISCOVERING LEADERSHIP

Designing Your Success

Anthony E. Middlebrooks, Scott J. Allen, Mindy S. McNutt, James L. Morrison

Discovering Leadership: Designing Your Success, Second Edition provides a comprehensive practice-based introduction to leadership. The text guides students to design their leadership purposefully and mindfully as they develop their leadership knowledge, skills, and dispositions.

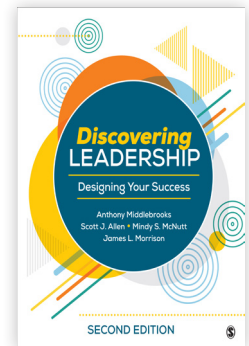
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781071866986 • 608pp

2nd edition • Jul-23 • £88

Sage Publications, Inc



DESIGN THINKING FOR STUDENT PROJECTS

Tony Morgan, Lena J. Jaspersen

Created with direct input from students and packed with advice and guidance from leading industry experts, this textbook walks readers through the steps necessary to deliver a team-based project, facilitating the development of key employability skills along the way.

Readership: Suitable for undergraduates and postgraduates across all disciplines undertaking team-based modules and courses, as well as those studying independently.

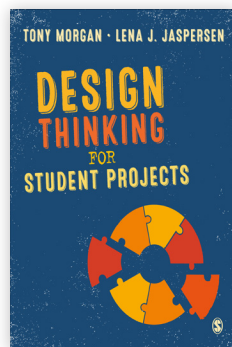
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781529761696 • 392pp

1st edition • May-22 • £43.99

Sage Publications Ltd



ENTREPRENEURSHIP

A Contemporary & Global Approach

David Deakins, Jonathan M. Scott

This popular text on Entrepreneurship has been completely revised for its Second Edition. The text retains the favourably-reviewed features of the First Edition which include the importance of context, diversity and differing international entrepreneurial practice, and now contains new sections on entrepreneurship in the face of multiple global crises, evidence on entrepreneurial resilience, new case study material on examples of international entrepreneurship from developing countries including.

Readership: Undergraduate and postgraduate students studying entrepreneurship.

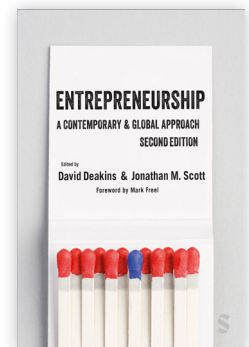
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781529621877 • 320pp

2nd edition • Apr-24 • £49.99

Sage Publications Ltd



INTERCULTURAL MANAGEMENT

Concepts, Practice, Critical Reflection

Dirk Holtbrügge

This textbook explores the reasons for intercultural differences and their effects on the behavior of individuals and organizations within the context of management.

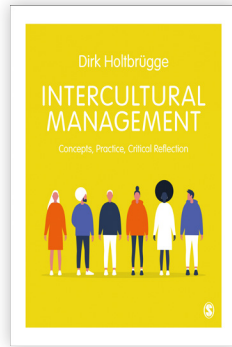
Readership: This textbook is essential reading for students taking university courses related to intercultural management.

Subject: Business & Management (General)
Category: Core Textbook

Paperback • 9781529789744 • 416pp

1st edition • Mar-22 • £48.99

Sage Publications Ltd



LEADERSHIP - INTERNATIONAL STUDENT EDITION

Theory, Application, & Skill Development

Robert N. Lussier, Christopher F. Achua

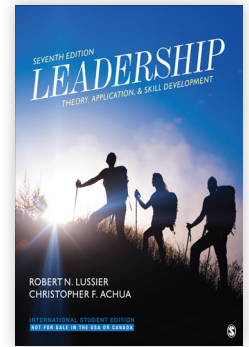
Using current examples and step-by-step behavioral models, the Seventh Edition of **Leadership: Theory, Application, and Skill Development** equips your students with the leadership skills they need to thrive in today's business world.

Subject: Business & Management (General)
Category: Core Textbook

Paperback • 9781071870594 • 648pp

7th edition • Jun-22 • £76.99

Sage Publications, Inc



JOB AND WORK ANALYSIS

Methods, Research, and Applications for Human Resource Management

Frederick Phillip Morgeson, Michael Thomas Brannick, Edward L. Levine

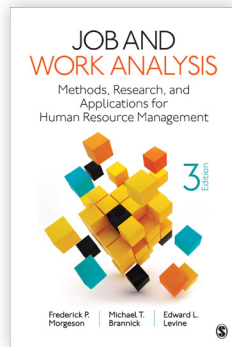
It provides an in-depth exploration of job analysis, unpacking the best job analysis methods and illustrating how to apply these to solve some of the most common workplace problems.

Subject: Business & Management (General)
Category: Core Textbook

Paperback • 9781544329529 • 400pp

3rd edition • May-19 • £104

Sage Publications, Inc



MANAGEMENT FUNDAMENTALS - INTERNATIONAL STUDENT EDITION

Concepts, Applications, and Skill Development

Robert N. Lussier

Packed with experiential exercises, self-assessments, and group activities, this book develops essential management skills students can use in their personal and professional lives.

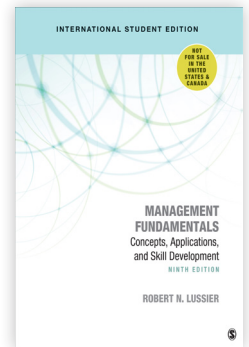
Readership: For students of Management.

Subject: Business & Management (General)
Category: Core Textbook

Paperback • 9781071808061

9th edition • Jan-20 • £100

Sage Publications, Inc



LEADERSHIP - INTERNATIONAL STUDENT EDITION

Theory and Practice

Peter G. Northouse

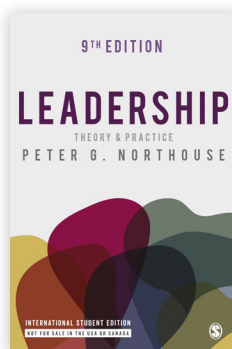
Successfully combining an academically robust account of the major theories and models of leadership, this text uses a consistent format for each chapter so students can compare the various theories.

Subject: Business & Management (General)
Category: Core Textbook

Paperback & Interactive eBook • 9781071856611 • 600pp

9th edition • Jun-21 • £64.99

Sage Publications, Inc



MANAGING DIVERSITY - INTERNATIONAL STUDENT EDITION

Toward a Globally Inclusive Workplace

Michalle E. Mor Barak

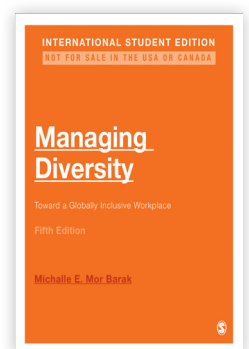
The award-winning **Managing Diversity** uses an interdisciplinary approach to provide students with an understanding of diversity from a global perspective.

Subject: Business & Management (General)
Category: Core Textbook

Paperback • 9781071840986 • 512pp

5th edition • Mar-22 • £76.99

Sage Publications, Inc



MEETING THE ETHICAL CHALLENGES OF LEADERSHIP

Casting Light or Shadow

Craig E. Johnson

Meeting the Ethical Challenges of Leadership takes a multidisciplinary approach, drawing from many fields of research to help readers make ethical decisions, lead with integrity, and create an ethical culture. Packed with real-world case studies, examples, self-assessments, and applications, the fully-updated Eighth Edition is designed to increase ethical competence and leadership abilities.

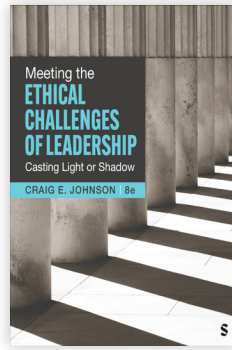
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781071904244 • 520pp

8th edition • Jan-24 • £88

Sage Publications, Inc



ORGANIZATIONAL CHANGE MANAGEMENT

Inclusion, Collaboration and Digital Change in Practice

Danielle Tucker, Stefano Cirella, Paul Kelly

This new change management textbook takes a unique approach, looking at change management from the perspective of change-agents who will be putting change into practice, and is full of rich case studies and activities.

Readership: Postgraduate students studying Organizational Change Management / Change Management / Managing Change.

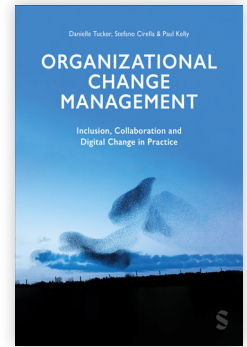
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781529792249 • 384pp

1st edition • Feb-24 • £41.99

Sage Publications Ltd



MUSIC BUSINESS HANDBOOK AND CAREER GUIDE

David Baskerville, Timothy Baskerville, Serona Elton

This powerhouse best-selling text remains the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that **Music Business Handbook and Career Guide, Thirteenth Edition** offers surpasses any other resource available.

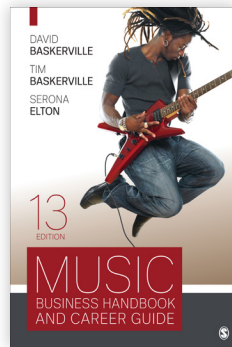
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781071854211 • 584pp

13th edition • Mar-23 • £104

Sage Publications, Inc



PRINCIPLES OF BUSINESS & MANAGEMENT

Practicing Ethics, Responsibility, Sustainability

Oliver Laasch

This popular, UN-endorsed textbook supports introductory student learning of business and management alongside the Sustainable Development Goals (SDGs) and their '5Ps' prioritization of people, partnership, planet, peace and prosperity for all.

Readership: Aimed at undergraduate and postgraduate students studying a management or sustainability module/course.

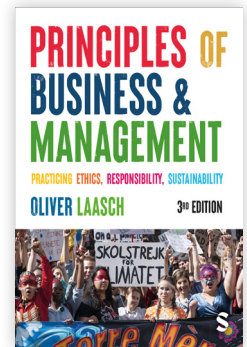
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781529610819 • 936pp

3rd edition • Mar-24 • £54.99

Sage Publications Ltd



NEGOTIATION

Moving From Conflict to Agreement

Kevin Walter Rockmann, Claus W. Langfred, Matthew A. Cronin

Negotiation: Moving from Conflict to Agreement helps students see how negotiation is all around them. Using both every day and business examples, the authors emphasize not just what to do during a negotiation - but also why. With an emphasis on the psychology of negotiation levers such as reciprocity, uncertainty, power, and alternatives, the text helps students understand when to use certain tactics to get more.

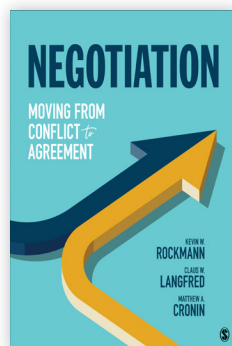
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781544320441 • 400pp

1st edition • May-20 • £104

Sage Publications, Inc



PRINCIPLES OF MANAGEMENT

Practicing Ethics, Responsibility, Sustainability

Oliver Laasch

Following the impacts of the financial crisis and growing awareness around climate change, this accessible textbook aimed at 'Introduction to Management' courses empowers students to become responsible managers in today's modern world.

Readership: The textbook can be used for introductory management courses as well as courses that cover business ethics, business and society, corporate social responsibility (CSR), sustainability and responsible management.

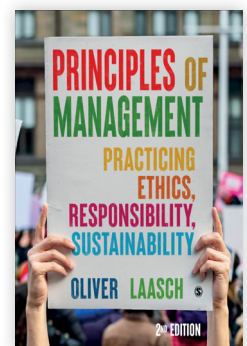
Subject: Business & Management (General)

Category: Core Textbook

Paperback • 9781529732054 • 1024pp

2nd edition • Apr-21 • £52.99

Sage Publications Ltd



STRATEGIC MANAGEMENT

From Confrontation to Transformation

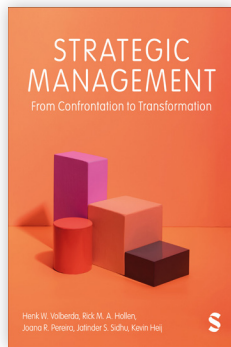
Henk W. Volberda, Rick M. A. Hollen,
Joana R. Pereira, Jatinder S. Sidhu,
Kevin Heij

In the quest for competitive advantage, navigating change can be daunting. Following a unique, four-part structure focussing on confronting strategic issues, sensing opportunities and threats, choosing strategies and transforming organizations, this essential textbook offers a fresh and provocative perspective on strategic management.

Readership: Suitable for undergraduate and postgraduate students of Strategy or Strategic Management and Global Strategic Management.

Subject: Business & Management (General)
Category: Core Textbook

Paperback • 9781529770575 • 680pp
1st edition • Jan-24 • £54.99
Sage Publications Ltd



BUSINESS & SOCIETY

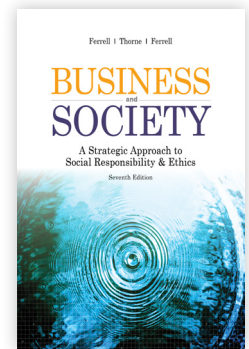
A Strategic Approach to Social Responsibility & Ethics

O.C. Ferrell, Debbie M. Thorne,
Linda Ferrell

Business and Society provides a strategic framework that integrates business and society into organizational strategies to showcase social responsibility as a highly actionable and practical field of interest, grounded in sound theory. This innovative text ensures that business students understand and appreciate concerns about philanthropy, employee well-being, corporate governance, consumer protection, social issues, and sustainability, helping to prepare them for the social responsibility challenges and opportunities they will face throughout their careers.

Subject: Business Policy
Category: Core Textbook

Paperback • 9781948426169 • 606pp
7th edition • Jul-23 • £104
Sage Publications, Inc



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

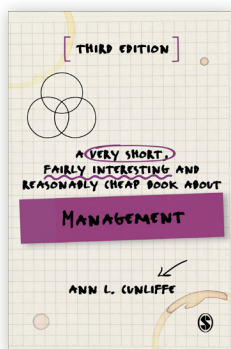
Ann L. Cunliffe

The new edition of this bestselling text is more international, with updated content and examples to explain alternative ways of thinking about management and managing people.

Readership: Ann Cunliffe's book will stretch, surprise and reward business and management students at undergraduate, postgraduate and MBA levels.

Subject: Business & Management (General)
Category: Supplementary Textbook

Paperback • 9781529710069 • 200pp
3rd edition • Mar-21 • £15.99
Sage Publications Ltd



BUSINESS-TO-BUSINESS MARKETING

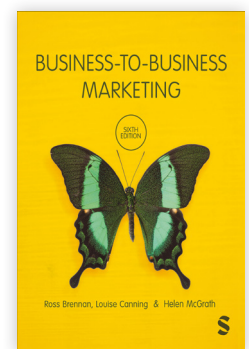
Ross Brennan, Louise Canning,
Helen McGrath

The leading, authoritative, comprehensive and only updated textbook for teaching and learning B2B Marketing.

Readership: Undergraduate and Postgraduate students studying B2B marketing and Industrial Marketing.

Subject: Business -to-Business Marketing
Category: Core Textbook

Paperback • 9781529791501 • 416pp
6th edition • Mar-24 • £51.99
Sage Publications Ltd



BUSINESS AND PROFESSIONAL COMMUNICATION - INTERNATIONAL STUDENT EDITION

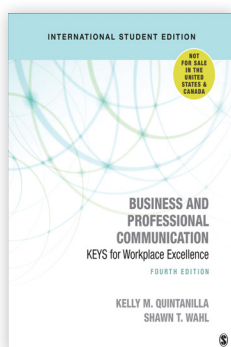
KEYS for Workplace Excellence

Kelly Quintanilla Miller, Shawn T. Wahl

This Fourth Edition provides the knowledge and skills needed to empower students to handle important work-related activities, including job interviewing, working in teams, strategically utilizing visual aids and providing feedback to supervisors.

Subject: Business Communication
Category: Core Textbook

Paperback • 9781544371771
4th edition • Jan-19 • £89
Sage Publications, Inc



BUSINESS-TO-BUSINESS MARKETING

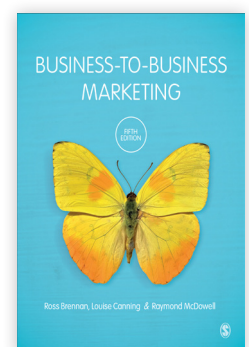
Ross Brennan, Louise Canning,
Raymond McDowell

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

Readership: Upper undergraduate to early postgraduate Marketing students.

Subject: Business -to-Business Marketing
Category: Core Textbook

Paperback • 9781526494399 • 424pp
5th edition • May-20 • £49.99
Sage Publications Ltd



THE COMPLETE HANDBOOK OF COACHING

Elaine Cox, Tatiana Bachkirova,
David A. Clutterbuck

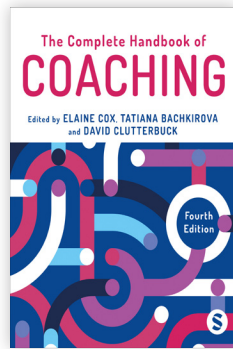
This book provides a wide-ranging guide to the complex, multidisciplinary area of coaching, exploring coaching theories and approaches, genres and settings, and professional issues.

Readership: Coaching trainees, including students taking a coach practitioner course or coaching module.

Subject: Coaching & Mentoring
Category: Core Textbook

Paperback • 9781529604887 • 592pp
4th edition • Oct-23 • £38.99

Sage Publications Ltd



COMMUNICATION IN EVERYDAY LIFE - INTERNATIONAL STUDENT EDITION

A Survey of Communication

Steve Duck, David Travis McMahan

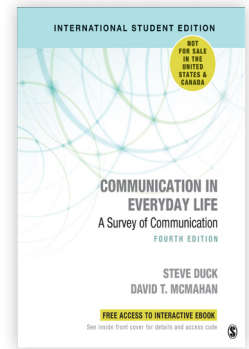
The Fourth Edition remains the only introductory communication book to explore fundamental concepts, theories and skills aimed at helping readers apply the material to their personal and professional lives.

Readership: International undergraduate students of media, culture and communication.

Subject: Communication and Media Studies (General)
Category: Core Textbook

Paperback & Interactive eBook • 9781071808238 • 384pp
4th edition • Feb-20 • £73

Sage Publications, Inc



DATA JUSTICE

Lina Dencik, Arne Hintz,
Joanna Redden, Emiliano Treré

From data capitalism and data colonialism, to data harms to data activism - the book is an expert guide to the debates central to understanding the injustices of life in a datafied society.

Readership: Ideal for upper level undergraduates and postgraduate students studying about Data and Society and related disciplines such as Sociology, Media and Politics.

Subject: Communication and Media Studies (General)
Category: Academic

Paperback • 9781529720945 • 184pp
1st edition • Sep-22 • £30.99

Sage Publications Ltd



DIGITAL CULTURE AND SOCIETY

Kate Orton-Johnson

Taking a sociological approach and focusing on methodology, this book offers a broad guide to the various areas of our lives that are impacted by digital technology, equipping the reader to analyse digital media in their own work.

Readership: Ideal for upper level undergraduate and postgraduate students studying new media, digital sociology and cultural studies.

Subject: Communication and Media Studies (General)
Category: Core Textbook

Paperback • 9781526431769 • 288pp
1st edition • Apr-24 • £33.99

Sage Publications Ltd



COMMUNICATION AND SPORT

Surveying the Field

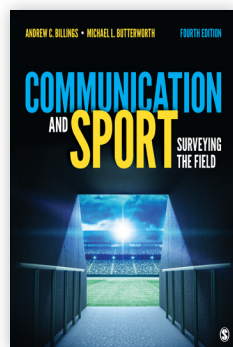
Andrew C. Billings,
Michael Laurence Butterworth

Communication and Sport: Surveying the Field provides students with an understanding of sports media, rhetoric, culture, and organizations through an examination of a wide range of topics.

Subject: Communication and Media Studies (General)
Category: Core Textbook

Paperback • 9781544393148 • 368pp
4th edition • Mar-21 • £88

Sage Publications, Inc



DIGITAL MEDIA AND SOCIETY

Simon Lindgren

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

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

Subject: Communication and Media Studies (General)
Category: Core Textbook

Paperback • 9781529722499 • 312pp
2nd edition • Dec-21 • £34.99

Sage Publications Ltd



DIGITAL MEDIA ECONOMICS

A Critical Introduction

Brett Caraway

Written for a wide audience, from undergraduate and graduate students to citizens and activists, this engaging text explains how economics can help us to better understand the development of digital technologies.

Readership: Ideal for undergraduates and graduates studying media, communication, and cultural studies as well as non-specialist readers seeking a grounding in economics.

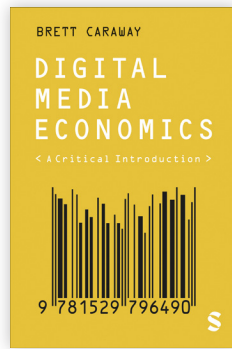
Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781529796490 • 304pp

1st edition • Dec-23 • £33.99

Sage Publications Ltd



MCQUAIL'S MEDIA AND MASS COMMUNICATION THEORY

Denis McQuail, Mark Deuze

A new edition of the seminal textbook in media and mass communication. Denis McQuail's classic book has been revised and updated by Mark Deuze to reflect the contemporary media landscape and to speak to needs of today's media students.

Readership: Undergraduate and postgraduate students of media and communication studies and mass communication.

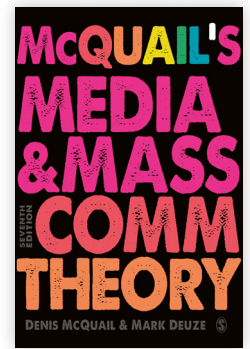
Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781473902510 • 688pp

7th edition • Apr-20 • £42.99

Sage Publications Ltd



ENVIRONMENTAL COMMUNICATION AND THE PUBLIC SPHERE

Phaedra Carmen Pezzullo,
J. "James" Robert Cox

The best-selling **Environmental Communication and the Public Sphere** provides a comprehensive introduction to the growing field of environmental communication. This groundbreaking book focuses on the role that human communication plays in influencing the ways we perceive the environment.

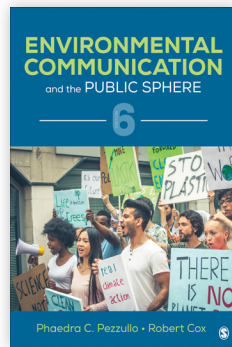
Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781544387031 • 392pp

6th edition • Jun-21 • £88

Sage Publications, Inc



MEDIA, CULTURE AND SOCIETY

An Introduction

Paul Hodkinson

Combining a critical survey of the field with a finely judged assessment of cutting-edge developments, this book is the 'must have' text for any undergraduate student studying media and communication studies.

Readership: Ideal for undergraduate students studying media and communication studies, particularly those taking introductory modules.

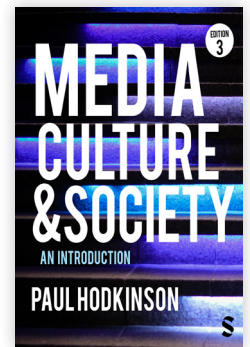
Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781529796537 • 384pp

3rd edition • May-24 • £36.99

Sage Publications Ltd



FINDING OUT

An Introduction to LGBTQ Studies

Deborah T. Meem, Jonathan F. Alexander,
Key Beck, Michelle A. Gibson

Finding Out, Fourth Edition introduces readers to lesbian-gay-bisexual-transgender-queer (LGBTQ) studies. By combining accessible introductory and explanatory material with primary texts and artifacts, this text/reader explores the development and growth of LGBTQ identities and the interdisciplinary nature of sexuality studies.

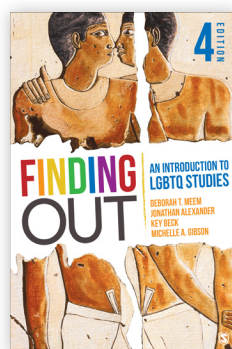
Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781071848036 • 416pp

4th edition • Sep-22 • £88

Sage Publications, Inc



RHETORIC IN POPULAR CULTURE

Barry S. Brummett

The Sixth Edition of Barry Brummett's **Rhetoric in Popular Culture** provides readers with in-depth insight into the techniques of rhetorical criticism to analyze the full spectrum of contemporary issues in popular culture. Exploring a wide range of mass media texts including advertisements, magazines, movies, television, popular music, and social media, Barry Brummett presents key rhetorical concepts and applies them with critical analysis to a variety of exciting examples drawn from today's popular culture.

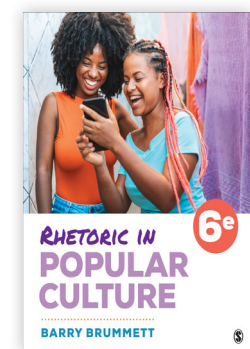
Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781071854273 • 344pp

6th edition • Mar-23 • £88

Sage Publications, Inc



UNDERSTANDING DIGITAL CULTURE

Vincent Miller

From profiling databases and mashups to cybersex and the truth about social networking, Miller's insightful Second Edition traces the pervasive influence of 'digital culture' throughout contemporary life.

Readership: Media, Communications and Cultural Studies students at all levels who are looking to widen their understanding of digital media's ever-expanding relevance.

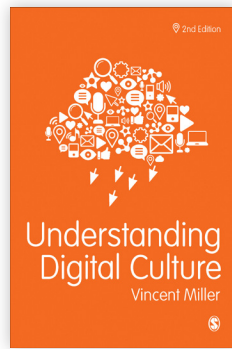
Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781473993877 • 344pp

2nd edition • Apr-20 • £34.99

Sage Publications Ltd



MEDIA AND COMMUNICATION RESEARCH METHODS - INTERNATIONAL STUDENT EDITION

An Introduction to Qualitative and Quantitative Approaches

Arthur Asa Berger

This step-by-step introduction to conducting media and communication research offers practical insights along with the author's signature light-hearted style to make discussion of qualitative and quantitative methods easy to comprehend.

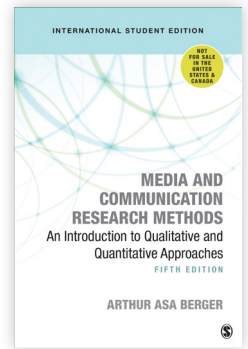
Subject: Communication Research Methods

Category: Core Textbook

Paperback • 9781544371740 • 488pp

5th edition • Feb-19 • £62

Sage Publications, Inc



YOUR CAREER IN THE MEDIA & CREATIVE INDUSTRIES

Building Employability Skills

Georgia Stone, Matthew Kerry

Written to complement employability modules but also as a standalone guide, this book will leave you feeling career-ready by informing you about the world of opportunities in the media and creative industries. Spanning topical issues, from working from home and freelancing to advice on avoiding burnout, this introduction to your media career is both current and comprehensive.

Readership: Ideal for undergraduates studying employability and work placement modules across media and communication degrees, as well any student looking to work in the media and creative industries.

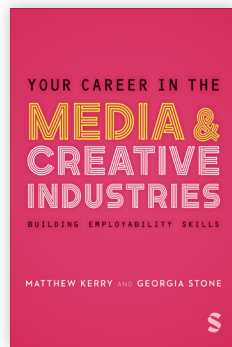
Subject: Communication and Media Studies (General)

Category: Core Textbook

Paperback • 9781529796513 • 232pp

1st edition • Jan-24 • £24.99

Sage Publications Ltd



QUALITATIVE COMMUNICATION RESEARCH METHODS

Thomas R. Lindlof, Bryan Copeland Taylor

Qualitative Communication Research Methods, Fourth Edition introduces readers to qualitative research in speech and mass communication, providing numerous examples of work in the field to illustrate how studies are designed, carried out, written, evaluated, and related to theory.

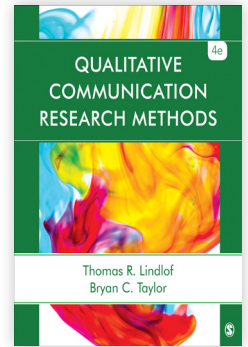
Subject: Communication Research Methods

Category: Core Textbook

Paperback • 9781452256825 • 520pp

4th edition • Feb-18 • £104

Sage Publications, Inc



INTRODUCING COMMUNICATION RESEARCH - INTERNATIONAL STUDENT EDITION

Paths of Inquiry

Donald Treadwell, Andrea M. Davis

Teaching students the basics of communication research in an accessible manner, this Fourth Edition demystifies the theories and applications through its focus on methods in practice.

Subject: Communication Research Methods

Category: Core Textbook

Paperback • 9781544372167

4th edition • Aug-19 • £69

Sage Publications, Inc



RESEARCH FOR DESIGNERS

A Guide to Methods and Practice

Gjoko Muratovski

This book is the guide to understanding and doing evidence-based research in design. Taking an organized approach to walking you through the basics of research, it highlights the importance of data and encourages you to think in a cross-disciplinary way.

Readership: Upper undergraduate and postgraduate students of Design Studies degrees taking courses on Design Research, Research Methods for Design or dissertation and thesis modules.

Subject: Communication Research Methods

Category: Core Textbook

Paperback • 9781529708158 • 352pp

2nd edition • Dec-21 • £36.99

Sage Publications Ltd



RESEARCHING DIGITAL MEDIA AND SOCIETY

Simon Lindgren, Moa Eriksson Krutrök

An introduction to both the scope and potential of researching digital media and society and to the use and application of a range of popular methods for doing research.

Readership: *Ideal for upper-level undergraduates and postgraduates studying courses around digital media, digital methods, and digital sociology.*

Subject: Communication Research Methods
Category: Core Textbook

Paperback • 9781529605167 • 320pp
1st edition • Feb-24 • £32.99

Sage Publications Ltd



STRATEGIC CORPORATE SOCIAL RESPONSIBILITY - INTERNATIONAL STUDENT EDITION

Sustainable Value Creation

David Chandler

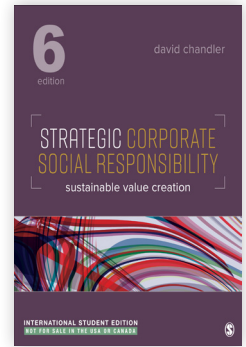
Strategic Corporate Social Responsibility: Sustainable Value Creation, Sixth Edition

redefines corporate social responsibility (CSR) as being central to the value-creating purpose of the firm. Based on a theory of empowered stakeholders, this bestselling text argues that the responsibility of a corporation is to create value, broadly defined.

Subject: Corporate Social Responsibility
Category: Core Textbook

Paperback • 9781071895351 • 552pp
6th edition • Oct-22 • £85

Sage Publications, Inc



CONSUMER BEHAVIOUR

Zubin Sethna

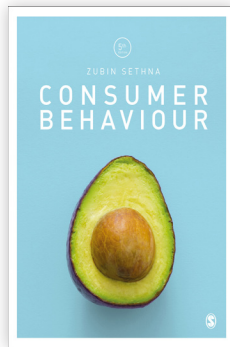
This textbook provides a comprehensive introduction to Consumer Behaviour, drawing on an accessible writing style, engaging examples and a wealth of learning features throughout.

Readership: *Aimed at undergraduate students studying consumer behavior or consumer psychology modules.*

Subject: Consumer Behaviour
Category: Core Textbook

Paperback • 9781529754056 • 616pp
5th edition • May-23 • £46.99

Sage Publications Ltd



DIGITAL MARKETING

Strategic Planning & Integration

Annamarie Hanlon

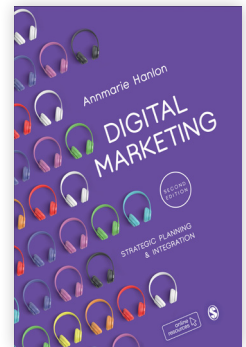
An unbiased, balanced guide to all aspects of digital marketing planning and strategy, from social media, mobile and VR marketing to objectives, metrics and analytics.

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

Subject: Electronic Marketing
Category: Core Textbook

Paperback • 9781529742800 • 480pp
2nd edition • Feb-22 • £45.99

Sage Publications Ltd



STRATEGIC CORPORATE SOCIAL RESPONSIBILITY

A Holistic Approach to Responsible and Sustainable Business

Debbie Haski-Leventhal

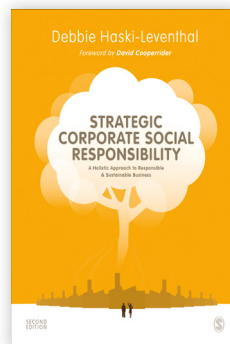
Based on the idea that strategic CSR offers the most holistic and effective approach to corporate social responsibility, the author presents the key concepts, theories and philosophical approaches to CSR, along with the practical tools needed to implement this knowledge in the real world.

Readership: *Suitable reading for students on Corporate Social Responsibility modules.*

Subject: Corporate Social Responsibility
Category: Core Textbook

Paperback • 9781529758450 • 480pp
2nd edition • Nov-21 • £48.99

Sage Publications Ltd



SOCIAL MEDIA MARKETING

Tracy L. Tuten

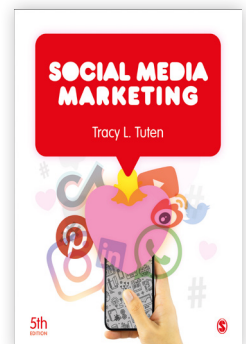
The original, bestselling, and award-winning textbook on social media marketing, featuring all the essential topics, concepts, research and practical application for study and career success.

Readership: *Aimed at undergraduate and postgraduate students studying social media/digital marketing.*

Subject: Electronic Marketing
Category: Core Textbook

Paperback • 9781529623819 • 464pp
5th edition • Dec-23 • £54.99

Sage Publications Ltd



THE DIGITAL MARKETING PLANNER

Your Step-by-Step Guide

Annamarie Hanlon

A step-by-step, interactive journey through the process of creating your digital marketing plan from creating the strategy and objectives to planning resources and presenting your work.

Readership: Suitable for undergraduate and postgraduate digital and e-marketing courses on marketing and advertising degrees that include a planning component or assessment. Also suitable for practitioners looking for a framework or professional courses.

Subject: Electronic Marketing

Category: Supplementary Textbook

Paperback • 9781529742787 • 160pp

1st edition • Feb-22 • £14.99

Sage Publications Ltd



MARKETING FOR TOURISM, HOSPITALITY & EVENTS

A Global & Digital Approach

Simon Hudson, Louise Hudson

This cutting-edge and engaging student textbook, now in a Second Edition, provides essential coverage of marketing principles for Tourism, Hospitality and Events, with a strong focus on the increasing global and digital aspects of these industries.

Readership: Aimed at undergraduate and postgraduate students studying tourism/hospitality marketing.

Subject: Hospitality, Travel & Tourism Management

Category: Core Textbook

Paperback • 9781529628081 • 416pp

2nd edition • Jan-24 • £51.99

Sage Publications Ltd



ESSENTIALS OF TOURISM

Chris Cooper

An introduction to the elements of tourism covering topics such as changing government policy, VR tourism and the metaverse, climate change, sustainable tourism and the Sustainable Development Goals (SDGs). This Fourth Edition has been updated to include the impact of Covid-19 on the tourism industry.

Readership: For undergraduate students studying an introduction to tourism course or tourism environment.

Subject: Hospitality, Travel & Tourism Management

Category: Core Textbook

Paperback • 9781529778571 • 480pp

4th edition • Sep-22 • £48.99

Sage Publications Ltd



THE BUSINESS OF TOURISM

J. Christopher Holloway,
Claire Humphreys

This text provides a clear introduction to the business of tourism as well as discussing the key issues facing the tourism industry such as Brexit, Covid-19 and sustainability.

Readership: For undergraduate students of tourism management or tourism operations.

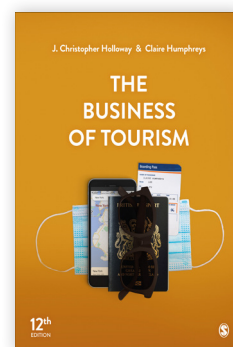
Subject: Hospitality, Travel & Tourism Management

Category: Core Textbook

Paperback • 9781529780987 • 648pp

12th edition • Sep-22 • £52.99

Sage Publications Ltd



MANAGING HOSPITALITY ORGANIZATIONS

Achieving Excellence in the Guest Experience

Robert C. Ford, Michael Craig Sturman

Preparing students for a career in hospitality management, the Second Edition reflects the latest changes in the service industry and newer developments related to sustainability and technology.

Subject: Hospitality, Travel & Tourism Management

Category: Core Textbook

Paperback • 9781544321509 • 576pp

2nd edition • Jan-19 • £123

Sage Publications, Inc



TOURISM MANAGEMENT

An Introduction

Clare Inkson, Lynn Minnaert

This introductory text provides readers with a robust understanding of tourism and its industries, including how destinations are developed, marketed and managed, and how tourism impacts communities, environments and economies.

Readership: Suitable for students new to tourism studies.

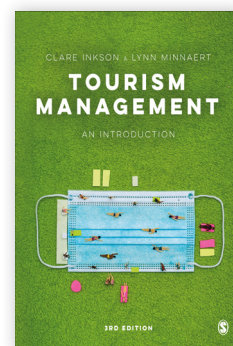
Subject: Hospitality, Travel & Tourism Management

Category: Core Textbook

Paperback • 9781529758467 • 480pp

3rd edition • Sep-22 • £48.99

Sage Publications Ltd



AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

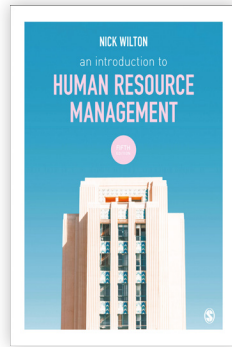
Nick Wilton

Reflecting the global nature of the workplace with its use of real-world examples, this is a critical introduction to the world of HRM that goes beyond a prescriptive, how-to approach to prepares you for your HR career.

Readership: Aimed at students across the academic spectrum, whether studying on a specialist HRM or CIPD program of study, a generalist business and management programme or studying HRM as part of a programme in an unrelated discipline (such as engineering or humanities).

Subject: Human Resource Management
Category: Core Textbook

Paperback • 9781529753707 • 552pp
5th edition • Mar-22 • £49.99
Sage Publications Ltd



HUMAN RESOURCE MANAGEMENT IN PUBLIC SERVICE

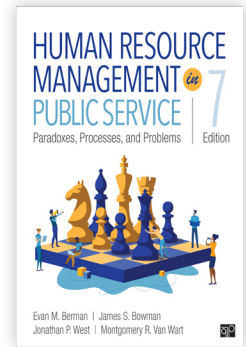
Paradoxes, Processes, and Problems

Evan M. Berman, James Stephen Bowman, Jonathan P. West, Montgomery R. Van Wart

Human Resource Management in Public Service: Paradoxes, Processes, and Problems offers provocative and thorough coverage of the complex issues of management in the public sector. This Seventh Edition encourages active learning for students through skill-building exercises, problem-solving tasks, and new sections on critical thinking.

Subject: Human Resource Management
Category: Core Textbook

Paperback • 9781071848906 • 664pp
7th edition • Sep-21 • £104
CQ Press



HUMAN RESOURCE INFORMATION SYSTEMS - INTERNATIONAL STUDENT EDITION

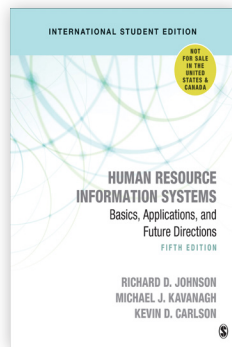
Basics, Applications, and Future Directions

Richard David Johnson, Michael J. Kavanagh, Kevin D. Carlson

Providing a thorough introduction to the field of Human Resource Information Systems (HRIS), this one-of-a-kind book shows how organizations can leverage HRIS to make better people decisions and manage talent more effectively.

Subject: Human Resource Management
Category: Core Textbook

Paperback • 9781071808443
5th edition • Nov-20 • £64
Sage Publications, Inc



INTERNATIONAL HUMAN RESOURCE MANAGEMENT

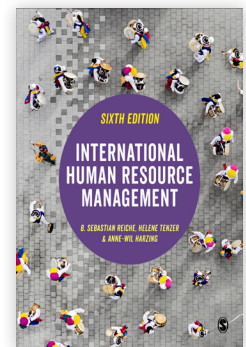
B. Sebastian Reiche, Helene Tenzer, Anne-Wil Harzing

Written by leading experts in the field, this bestselling textbook has guided over 25,000 students across 130 countries through their International Human Resource Management studies.

Readership: Suitable for upper-level undergraduate and postgraduate students of International Human Resource Management.

Subject: Human Resource Management
Category: Core Textbook

Paperback • 9781529763751 • 544pp
6th edition • Nov-22 • £48.99
Sage Publications Ltd



HUMAN RESOURCE MANAGEMENT

Strategic and International Perspectives

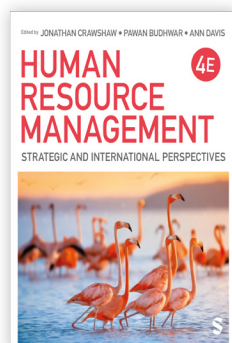
Jonathan Crawshaw, Pawan Budhwar, Ann Davis

This comprehensive introduction examines key theories, practices and debates and treats international, strategic and contemporary issues as central to the study and practice of Human Resource Management.

Readership: Suitable for undergraduate and postgraduate students studying Human Resource Management (HRM), including Strategic HRM and International HRM.

Subject: Human Resource Management
Category: Core Textbook

Paperback • 9781529600674 • 432pp
4th edition • Dec-23 • £46.99
Sage Publications Ltd



STRATEGIC HUMAN RESOURCE MANAGEMENT

An International Perspective

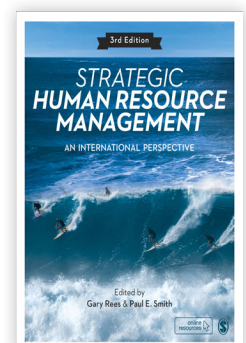
Gary Rees, Paul Smith

A stellar author team guides you through the key topics of human resource management from strategic and international perspectives in this updated edition.

Readership: UG and PG students of Strategic Human Resource Management and HRM courses taught with a strategic slant.

Subject: Human Resource Management
Category: Core Textbook

Paperback • 9781529740783 • 616pp
3rd edition • Feb-21 • £44.99
Sage Publications Ltd



AN INTRODUCTION TO INTERCULTURAL COMMUNICATION - INTERNATIONAL STUDENT EDITION

Identities in a Global Community

Fred Edmund Jandt

This book prepares today's readers to successfully navigate our increasingly global community, introducing communication skills and concepts that will enable readers to interact successfully with different cultures and ethnic groups. Jandt offers unique insights into intercultural communication, at home and abroad, through an emphasis on history, culture, and popular media.

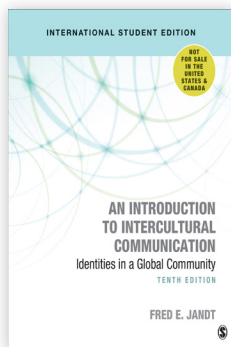
Subject: Intercultural Communication

Category: Core Textbook

Paperback • 9781071808498 • 520pp

10th edition • Aug-20 • £84

Sage Publications, Inc



INTRODUCING INTERCULTURAL COMMUNICATION

Global Cultures and Contexts

Shuang Liu, Zala Volcic, Cindy Gallois

Taking a global and critical perspective, this textbook presents the concepts, theories and applications from the field of intercultural communication in a lively and easy-to-follow style.

Readership: Undergraduate students of intercultural Communication and Intercultural Business and Management.

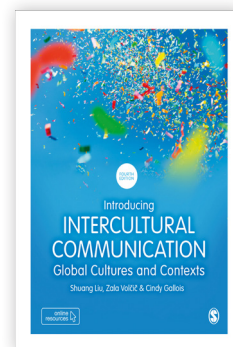
Subject: Intercultural Communication

Category: Core Textbook

Paperback • 9781529778755 • 368pp

4th edition • Apr-23 • £39.99

Sage Publications Ltd



INTERCULTURAL COMMUNICATION

Globalization and Social Justice

Kathryn Sorrells

Intercultural Communication: Globalization and Social Justice introduces students to the study of communication among cultures within the broader context of globalization. Promoting critical thinking, reflection, and action, the text's social justice approach equips students with the knowledge and skills to create a more equitable world through communication.

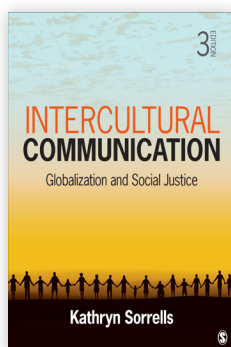
Subject: Intercultural Communication

Category: Core Textbook

Paperback • 9781506362861 • 384pp

3rd edition • Mar-21 • £88

Sage Publications, Inc



CROSS-CULTURAL MANAGEMENT

Essential Concepts

David C. Thomas, Mark Frederick Peterson

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

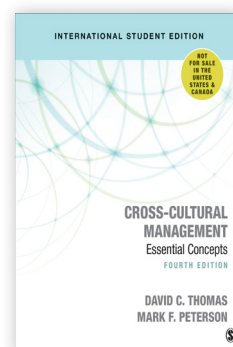
Subject: International Business & Management (General)

Category: Core Textbook

Paperback • 9781506387529 • 336pp

4th edition • Apr-17 • £62

Sage Publications, Inc



INTERCULTURAL COMMUNICATION - INTERNATIONAL STUDENT EDITION

A Contextual Approach

James W. Neuliep

This resource looks at every aspect of intercultural communication from extensive number of insightful angles, including of contexts such as cultural or ethnic, geographic and situational, covering both verbal and non-verbal interaction, alongside a range of theories and perceptions. The Eighth Edition continues to be a proven resource for media, culture and communications students.

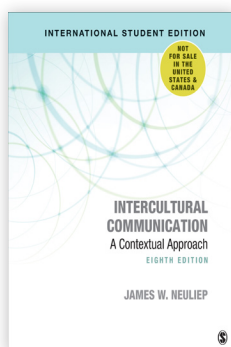
Subject: Intercultural Communication

Category: Core Textbook

Paperback • 9781071807675

8th edition • Apr-20 • £69

Sage Publications, Inc



UNDERSTANDING GLOBAL CULTURES

Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity

Martin J. Gannon, Rajnandini K. Pillai

This book demonstrates how metaphors can be used to help outsiders quickly understand what members of different cultural mindsets consider important.

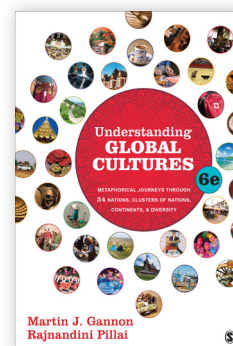
Subject: International Business & Management (General)

Category: Core Textbook

Paperback • 9781483340074 • 680pp

6th edition • Apr-15 • £123

Sage Publications, Inc



DYNAMICS OF MEDIA WRITING

Adapt and Connect

Vincent F. Filak

Dynamics of Media Writing, Third Edition gives students transferable skills that can be applied across all media platforms—from traditional mass media formats like news, public relations, and advertising to emerging digital media platforms. Throughout this text, award-winning teacher and college media adviser Vincent F. Filak introduces fundamental writing skills that apply to all media, while also highlighting which writing tools and techniques are most effective for specific media formats and why.

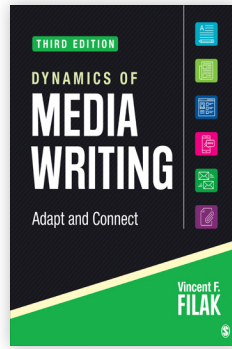
Subject: Journalism

Category: Core Textbook

Paperback • 9781544385686 • 304pp

3rd edition • Nov-21 • £88

Sage Publications, Inc



INTRODUCTION TO LEADERSHIP - INTERNATIONAL STUDENT EDITION

Concepts and Practice

Peter G. Northouse

Peter G. Northouse's **Introduction to Leadership: Concepts and Practice** provides readers with a clear, concise overview of the complexities of practicing leadership and concrete strategies for becoming better leaders.

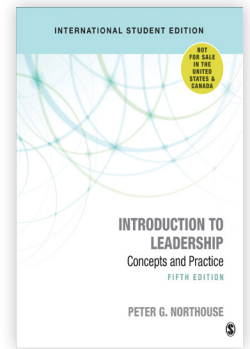
Subject: Leadership

Category: Core Textbook

Paperback • 9781071808054

5th edition • Feb-20 • £49.99

Sage Publications, Inc



JOURNALISM

Principles and Practice

Tony Harcup

The bestselling guide to both the theory and practice journalism. An essential resource for all students of journalism.

Readership: Undergraduate students of journalism.

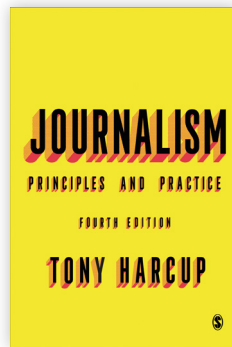
Subject: Journalism

Category: Core Textbook

Paperback • 9781526497895 • 328pp

4th edition • Oct-21 • £34.99

Sage Publications Ltd



LEADERSHIP

Contemporary Critical Perspectives

Brigid Carroll, Jackie Ford, Scott Taylor

Written by a team of international experts and taking a truly global approach, **Leadership: Contemporary Critical Perspectives** is the essential guide to key concepts and contemporary concerns in leadership studies.

Readership: Essential reading for leadership students at both undergraduate and postgraduate level.

Subject: Leadership

Category: Core Textbook

Paperback • 9781529774078 • 408pp

3rd edition • Nov-22 • £47.99

Sage Publications Ltd



THE BASICS OF MEDIA WRITING

A Strategic Approach

Scott Andrew Kuehn,
James Andrew Lingwall

With two comprehensive writing models, Scott A Kuehn and Andrew Lingwall help readers to develop the essential writing skills and professional habits needed to succeed in 21st-century media careers.

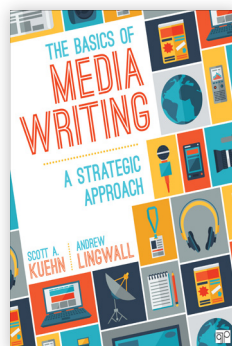
Subject: Journalism

Category: Core Textbook

Paperback • 9781506308104 • 568pp

1st edition • Mar-17 • £88

CQ Press



REFLEXIVE LEADERSHIP

Organising in an imperfect world

Mats Alvesson, Martin Blom,
Stefan Sveningsson

Making a case for a reflexive approach to leadership that is informed by in-depth studies of managers, the book aims to facilitate reflexivity in terms of challenging one's position - understanding of leadership - and considering alternatives.

Readership: Suitable for leadership and organisation courses at upper-level undergraduate and upwards (including MBA-classes and Executive Education). It should also have a good market among practitioners and management development professionals wanting to engage in thought-provoking discussions.

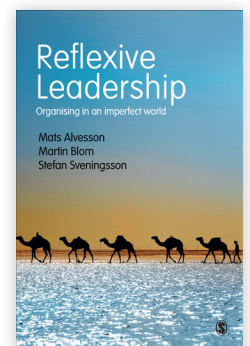
Subject: Leadership

Category: Core Textbook

Paperback • 9781412961592 • 248pp

1st edition • Dec-16 • £39.99

Sage Publications Ltd



SELF-LEADERSHIP

The Definitive Guide to Personal Excellence

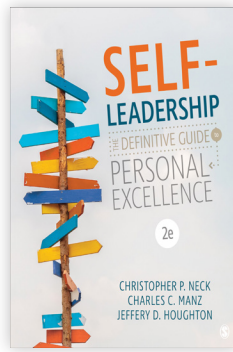
Christopher P. Neck, Charles C. Manz, Jeffrey Delmas Houghton

Written by the scholars who first developed the theory of self-leadership, this text offers powerful yet practical advice for leading oneself to personal excellence. Grounded in the most recently published, cutting-edge self-leadership research, this milestone book is based on a simple yet revolutionary principle: first learn to lead yourself, and you will then be able to effectively lead others.

Subject: Leadership
Category: Core Textbook

Paperback • 9781544324302 • 256pp
2nd edition • Mar-19 • £50

Sage Publications, Inc



FULL RANGE LEADERSHIP DEVELOPMENT

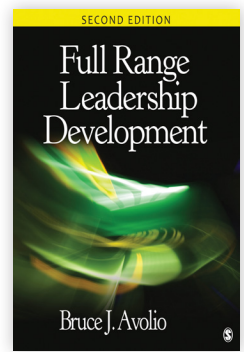
Bruce J. Avolio

With every chapter revised and new chapters on validation and recent advances in the field, this Second Edition provides unrivalled support for the full-range model for facilitating, if not accelerating, the development of exemplary leadership.

Subject: Leadership
Category: Supplementary Textbook

Paperback • 9781412974752 • 280pp
2nd edition • Nov-10 • £65

Sage Publications, Inc



STUDYING LEADERSHIP

Traditional and Critical Approaches

Doris Schedlitzki, Gareth Edwards

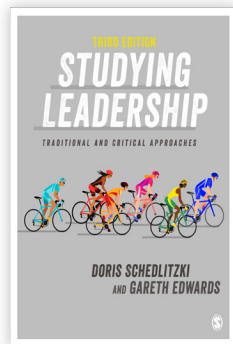
This book is your comprehensive guide to key leadership theories, topics and trends. It goes beyond the basics to explore contemporary issues such as power and politics, authenticity, followership, toxicity, language, identity, ethics and sustainability, enabling you to gain a deep, holistic understanding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

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

Subject: Leadership
Category: Core Textbook

Paperback • 9781529752885 • 488pp
3rd edition • Dec-21 • £47.99

Sage Publications Ltd



THEORY AND PRACTICE OF LEADERSHIP

Roger Gill

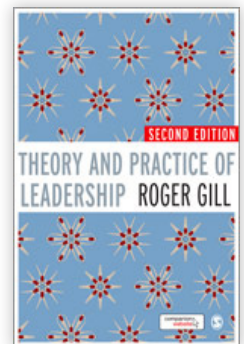
Taking a holistic and critical view of the field of leadership, this text offers an exploration of leadership in a variety of contexts, both profit-orientated and non-profit, supported with abundant examples and illustrations together with detailed explanations of how they apply in practice and takes in the latest developments in areas such as change, politics, assessment and development of leadership, and multiple intelligences.

Readership: Students and leaders across disciplines.

Subject: Leadership
Category: Supplementary Textbook

Paperback • 9781849200240 • 552pp
2nd edition • Dec-11 • £63

Sage Publications Ltd



A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING LEADERSHIP

Brad Jackson, Ken Parry

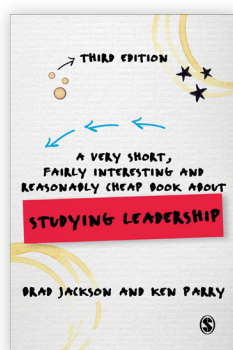
An engaging guide through the cacophony of competing perspectives and models of leadership, the new edition includes an expanded discussion of contemporary topics like followership, gender, ethics, authenticity, and leadership and the arts, set against the backdrop of the global financial crisis.

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

Subject: Leadership
Category: Student Reference

Paperback • 9781446273784 • 200pp
3rd edition • May-18 • £15.99

Sage Publications Ltd



MANAGEMENT INFORMATION SYSTEMS

Harnessing Technologies for Business & Society

Tomayess Issa, Theodora Issa, S. Zaung Nau, Bilal Abu-Salih, Sarita Hardin-Ramanan, Raadila Hajee Ahmad-Boodoo, Lydia Maketo, Rohini Balapumi

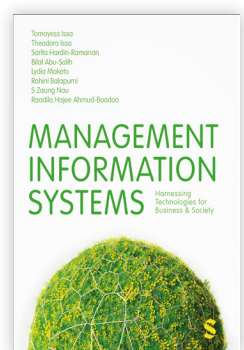
This textbook provides a concise introduction to Management Information Systems. It introduces core concepts in an accessible style and adopts a contemporary approach that reflects the opportunities and challenges faced as businesses and technologies continue to evolve.

Readership: Aimed at lower level undergraduate students studying Management/Business Information Systems.

Subject: Management Information Systems
Category: Core Textbook

Paperback • 9781529781182 • 352pp
1st edition • Jan-24 • £49.99

Sage Publications Ltd



BUSINESS ANALYTICS

Solving Business Problems with R

Arul Mishra, Himanshu K. Mishra

Business Analytics: Solving Business Problems with R offers a practical, hands-on introduction to analytical methods, including machine learning in real-world business scenarios. Connecting business decisions and analytical methods across multiple fields, this book guides readers through a wide range of business problems and their fitting analytical solutions, offering examples and implementation using R.

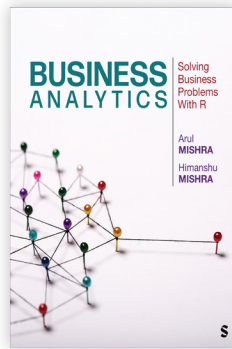
Subject: Management Sciences (General)

Category: Core Textbook

Paperback • 9781071815236 • 288pp

1st edition • Apr-24 • £88

Sage Publications, Inc



GLOBAL MARKETING AND ADVERTISING

Understanding Cultural Paradoxes

Marieke de Mooij

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

Readership: Suitable reading for students of International Marketing, Global Advertising or practitioners in global marketing departments.

Subject: Marketing (General)

Category: Core Textbook

Paperback • 9781529732504 • 528pp

6th edition • Nov-21 • £59

Sage Publications Ltd



EFFECTIVE TRAINING

Systems, Strategies, and Practices

P. Nick Blanchard, James W. Thacker, Dana M. Cosby

Effective Training emphasizes the need to combine learning and design theories for successful training programs and provides a step-by-step process for developing learning objectives. This text considers the small business perspective while introducing the ADDIE model as an overarching framework for the training process and examining the relationship between change management and training.

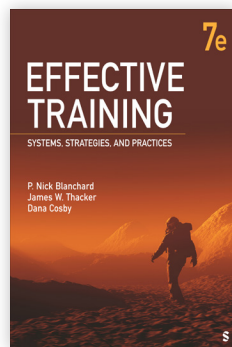
Subject: Management Training/Education

Category: Core Textbook

Paperback • 9781071927809 • 496pp

7th edition • Dec-23 • £104

Sage Publications, Inc



PRICING STRATEGIES

Harvesting Product Value

Robert M. Schindler

Written by a leading pricing researcher, this book provides a simple unified system for the setting and management of prices.

Readership: Upper undergraduate/masters students studying pricing.

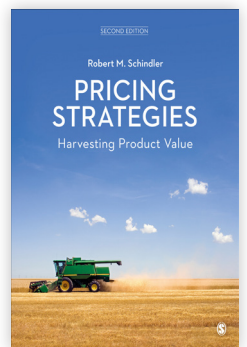
Subject: Marketing (General)

Category: Core Textbook

Paperback • 9781526494412 • 424pp

2nd edition • Feb-23 • £54.99

Sage Publications Ltd



CUSTOMER RELATIONSHIP MANAGEMENT

A Global Approach

Samit Chakravorti

A uniquely global, holistic, strategic and tactical grounding in managing customer and other stakeholder experiences and relationships across the value chain, cultures and countries.

Readership: The text will appeal to advanced undergraduate and graduate students studying CRM, Relationship Marketing and International Marketing, as well as CRM and marketing practitioners.

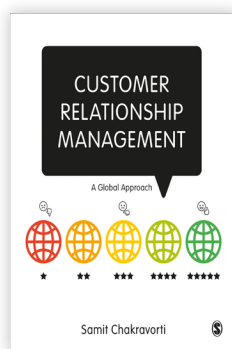
Subject: Marketing (General)

Category: Core Textbook

Paperback • 9781529767414 • 304pp

1st edition • Feb-23 • £49.99

Sage Publications Ltd



PRINCIPLES OF MARKETING FOR A DIGITAL AGE

Tracy L. Tuten

From understanding markets, consumers and value to explaining the marketing mix and illustrating the roles of analytics, brand and customer experience today, this award-winning textbook introduces you to the essential concepts and tools for marketing in a digital age.

Readership: Suitable for introductory courses to Marketing, including Principles of Marketing, Introduction to Marketing and Digital Marketing modules.

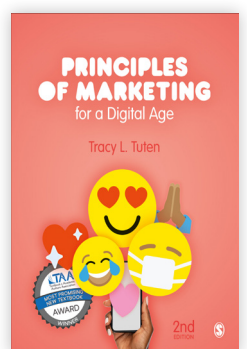
Subject: Marketing (General)

Category: Core Textbook

Paperback • 9781529779790 • 496pp

2nd edition • Dec-22 • £49.99

Sage Publications Ltd



MARKETING COMMUNICATIONS

John Egan

An introduction to the marketing communications tools, theories and strategies in an easy-to-read way.

Readership: *The book is aimed at lower lever undergraduate students on marketing communications/public relations courses.*

Subject: Marketing Communications
Category: Core Textbook

Paperback • 9781529781212 • 432pp
4th edition • Dec-22 • £49.99

Sage Publications Ltd



JOURNALISM NEXT

A Practical Guide to Digital Reporting and Publishing

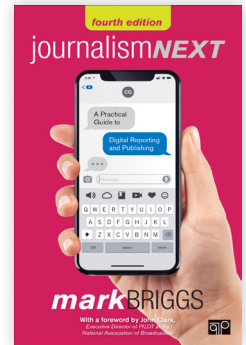
Mark E. Briggs

The Fourth Edition of **Journalism Next: A Practical Guide to Digital Reporting and Publishing** is updated with the latest technological innovations and media industry transformations, ensuring that Mark Briggs's proven guide for leveraging digital technology to do better journalism keeps pace with ongoing changes in the media landscape. Briggs offers practical and timely guidance for both the seasoned professional looking to get up to speed and the digital native looking to root their tech know-how in real journalistic principles.

Subject: Mass Communication (General)
Category: Core Textbook

Paperback • 9781544309446 • 344pp
4th edition • Oct-19 • £50

Sage Publications, Inc



MARKETING STRATEGY & MANAGEMENT

Diane M. Phillips

Marketing Strategy & Management provides students with a thorough step-by-step exploration and grounding in marketing strategy concepts, processes and models.

Readership: *Aimed at upper undergraduate and postgraduate students studying Marketing Strategy / Strategic Marketing / Marketing Management.*

Subject: Marketing Strategy & Theory
Category: Core Textbook

Paperback • 9781529778557 • 544pp
1st edition • Feb-23 • £51.99

Sage Publications Ltd



MEDIA LITERACY - INTERNATIONAL STUDENT EDITION

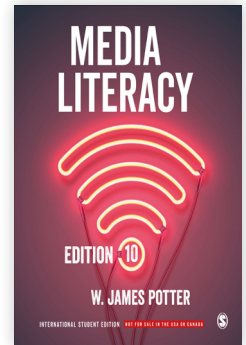
W. James Potter

Media Literacy teaches students how to navigate through the overwhelming flood of information found in today's media-saturated world. Author W. James Potter presents examples and facts to help students understand how the media operate, how they attract attention, and how they influence the public.

Subject: Mass Communication (General)
Category: Core Textbook

Paperback • 9781071840993 • 504pp
10th edition • Mar-21 • £64.99

Sage Publications, Inc



GLOBAL COMMUNICATION

Cees Hamelink

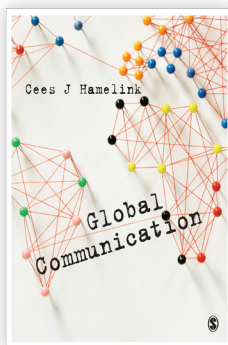
A student introduction to the history, present and future of global communication from one of Europe's most respected communication scholars.

Readership: *Undergraduate students of global communication, international communication and mass communication.*

Subject: Mass Communication (General)
Category: Core Textbook

Paperback • 9781849204248 • 296pp
1st edition • Dec-14 • £34.99

Sage Publications Ltd



MEDIA/SOCIETY - INTERNATIONAL STUDENT EDITION

Technology, Industries, Content, and Users

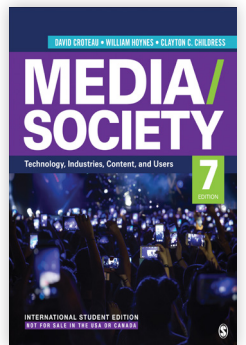
David R. Croteau, William D. Hoynes, Clayton Childress

Media/Society: Industries, Images, and Audiences provides a framework to help students understand the relationship between media and society and helps students develop skills for critically evaluating both conventional wisdom and one's own assumptions about the social role of the media. The Seventh Edition retains its basic sociological framework, but also includes additional discussions of new studies and up-to-date material about a rapidly changing media landscape

Subject: Mass Communication (General)
Category: Core Textbook

Paperback • 9781071852507 • 520pp
7th edition • Sep-21 • £64.99

Sage Publications, Inc



THE CULTURAL INDUSTRIES

David Hesmondhalgh

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



Readership: For students and researchers of media and communication studies, the cultural and creative industries, cultural studies and the sociology of the media.

Subject: Mass Communication (General)
Category: Core Textbook

Paperback • 9781526424105 • 568pp
4th edition • Dec-18 • £43.99

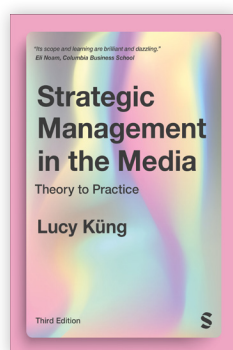
Sage Publications Ltd

STRATEGIC MANAGEMENT IN THE MEDIA

Theory to Practice

Lucy Küng

Drawing from a wider range of disciplines than is often the case in media management research, this fully revised Third Edition of the classic textbook on strategy in the media offers a compelling introduction to theories of strategy and management.



Readership: Ideal for undergraduate students across the areas of media and communication, and packed with case studies and further reading that will make this an essential resource for dissertation work.

Subject: Media Economics
Category: Core Textbook

Paperback • 9781529773699 • 296pp
3rd edition • Jan-24 • £38.99

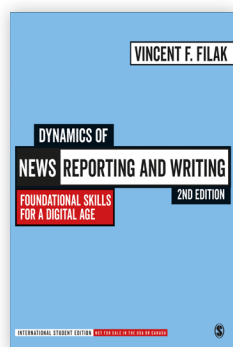
Sage Publications Ltd

DYNAMICS OF NEWS REPORTING AND WRITING - INTERNATIONAL STUDENT EDITION

Foundational Skills for a Digital Age

Vincent F. Filak

Dynamics of News Reporting and Writing shows students how to approach their stories and think on their feet in the evolving media landscape, with foundational elements like lead writing, structure, and storytelling, as well as how to think critically and determine what matters in a story.



Readership: Media students from a range of backgrounds looking for a practical guide to the inner-workings of journalism and the best techniques to use.

Subject: Newswriting/reporting
Category: Core Textbook

Paperback • 9781071840924 • 392pp
2nd edition • Mar-21 • £76.99

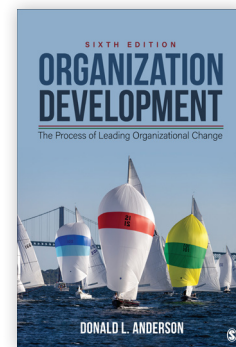
Sage Publications, Inc

ORGANIZATION DEVELOPMENT

The Process of Leading Organizational Change

Donald L. Anderson

Organization Development: The Process of Leading Organizational Change, Sixth Edition offers a comprehensive look at individual, team, and organizational change, covering classic and contemporary organization development techniques.



Subject: Organization Design and Development
Category: Core Textbook

Paperback • 9781071876206 • 520pp
6th edition • Dec-23 • £104

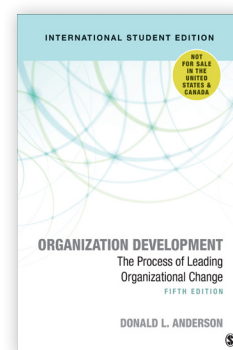
Sage Publications, Inc

ORGANIZATION DEVELOPMENT - INTERNATIONAL STUDENT EDITION

The Process of Leading Organizational Change

Donald L. Anderson

Offering a comprehensive look at individual, team and organizational change, this Fifth Edition incorporates theory, research and consulting techniques for both traditional organization development practices and newly adapted strategies for change.



Subject: Organization Design and Development
Category: Core Textbook

Paperback • 9781544372235 • 504pp
5th edition • Dec-19 • £79

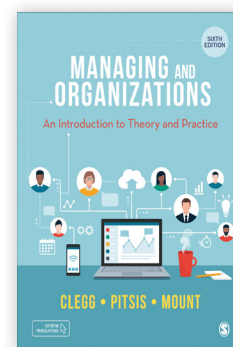
Sage Publications, Inc

MANAGING AND ORGANIZATIONS

An Introduction to Theory and Practice

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

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



Subject: Organization Studies (General)
Category: Core Textbook

Paperback • 9781529763881 • 584pp
6th edition • Dec-21 • £51.99

Sage Publications Ltd

MANAGING CHANGE, CREATIVITY AND INNOVATION

Patrick Dawson, Costas Andriopoulos

This bestselling text brings a fresh and unique approach to managing organizational change, taking the view that change, creativity and innovation are interconnected. With new case studies and examples from across the world and extra content on innovation and technology, this engaging text provides a balance between theory and practice.

Readership: This book is an ideal core text for Organizational Change or Change Management modules, as well as those focusing on creativity and innovation.

Subject: Organization Studies (General)

Category: Core Textbook

Paperback • 9781529734959 • 608pp

4th edition • May-21 • £50.99

Sage Publications Ltd



A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING ORGANIZATIONS

Chris Grey

Updated throughout with examples from the biggest global news events, including the Trump presidency, cost-cutting at Boeing, working conditions at Sports Direct and the fallout of the Covid-19 pandemic, the Fifth Edition explores contemporary developments in organizations.

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

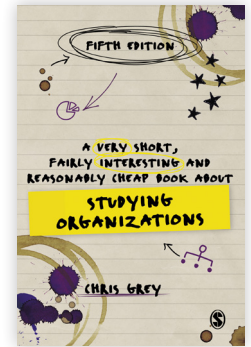
Subject: Organization Studies (General)

Category: Supplementary Textbook

Paperback • 9781529753721 • 192pp

5th edition • Nov-21 • £15.99

Sage Publications Ltd



MANAGING ORGANISATIONAL CHANGE

Allan Ramdhony, Christoph Thiele

Structured around the three pillars of successful change management, the book examines change in the context of the global economy and looks at a range of international examples.

Readership: The book is primarily targeted at both top-tier undergraduate and postgraduate students across business schools who are studying change management as either a core or an optional module.

Subject: Organization Studies (General)

Category: Core Textbook

Paperback • 9781446298312 • 392pp

1st edition • Mar-24 • £45.99

Sage Publications Ltd



IMAGES OF ORGANIZATION

Gareth Morgan

Providing a rich and comprehensive resource for exploring the complexity of modern organizations internationally and translating leading-edge theory into leading-edge practice, this new updated edition preserves Morgan's renowned creative images and metaphors while refreshing the references and tables.

Subject: Organization Studies (General)

Category: Supplementary Textbook

Paperback • 9781412939799 • 520pp

1st edition • Jun-06 • £104

Sage Publications, Inc



SENSEMAKING IN ORGANIZATIONS

Karl E. Weick

In this landmark volume, Karl E Weick highlights how the "sensemaking" process shapes organizational structure and behaviour. The process is seen as the creation of reality as an ongoing accomplishment that takes form when people make retrospective sense of the situations in which they find themselves.

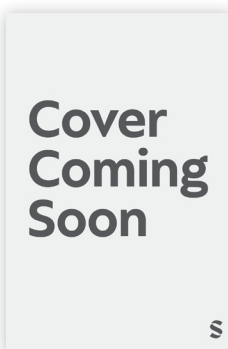
Subject: Organization Studies (General)

Category: Monograph

Paperback • 9780803971776 • 248pp

1st edition • Jul-95 • £104

Sage Publications, Inc



MANAGING CHANGE IN ORGANIZATIONS

Stefan Svenningsson, Nadja Sörgärde

This book explores a broad range of perspectives on change management, encouraging critical reflection and making sense of a complex field of theories. The unique approach is based around three key perspectives of change: how, what and why.

Readership: Upper Undergraduate and Postgraduate Change Management/ Organizational Change Courses.

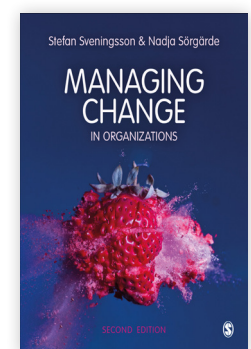
Subject: Organizational Behaviour (General)

Category: Core Textbook

Paperback • 9781529798982 • 328pp

2nd edition • Dec-23 • £43.99

Sage Publications Ltd



ORGANIZATIONAL BEHAVIOR - INTERNATIONAL STUDENT EDITION

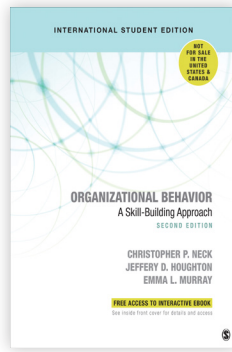
A Skill-Building Approach

Christopher P. Neck, Jeffery Delmas Houghton, Emma L. Murray

Providing insight into organizational behaviour concepts and processes through an interactive skill-building approach, the Second Edition helps students understand why the topic is important and how it applies to them.

Subject: Organizational Behaviour (General)
Category: Core Textbook

Paperback & Interactive eBook • 9781544371993 • 0pp
2nd edition • Feb-19 • £104
Sage Publications, Inc



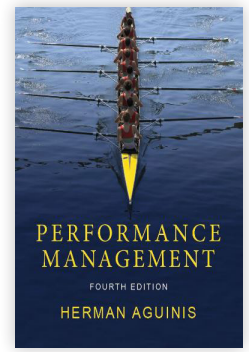
PERFORMANCE MANAGEMENT

Herman Aguinis

This book covers the design and implementation of effective and successful performance management systems – the key tools that can be used to transform employee talent and motivation into a strategic business advantage. Author Herman Aguinis focuses on research-based findings and up-to-date applications that consider the changing nature of work and organizations.

Subject: Performance Management
Category: Core Textbook

Paperback • 9780998814087
4th edition • Oct-23 • £104
Sage Publications, Inc



INSTITUTIONS AND ORGANIZATIONS

Ideas, Interests, and Identities

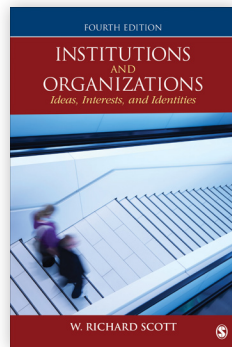
William Richard Scott

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

Readership: Upper-level undergraduate and graduate students of Institutional Theory, Organization Theory, Sociology of Organizations, and Public Administration will gain an in-depth understanding from this core text.

Subject: Organizational Theory
Category: Core Textbook

Paperback • 9781452242224 • 360pp
4th edition • Sep-13 • £65
Sage Publications, Inc



PROJECT MANAGEMENT

A Value Creation Approach

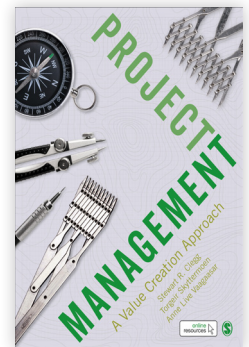
Stewart R. Clegg, Torgeir Skyttermoen, Anne Live Vaagaasar

With a focus on value creation, the text takes readers through project management from start to finish.

Readership: For students of Management.

Subject: Project Management
Category: Core Textbook

Paperback • 9781526494610 • 624pp
1st edition • Oct-20 • £49.99
Sage Publications Ltd



ORGANIZATION THEORY

Management and Leadership Analysis

Jesper Blomberg

Jesper Blomberg explores the fields of organization theory and management, making sense of complex theories and encouraging critical thinking.

Readership: This book is suitable for undergraduate and postgraduate students studying Organization Theory and Management.

Subject: Organizational Theory
Category: Core Textbook

Paperback • 9781529605723 • 376pp
2nd edition • Mar-23 • £48.99
Sage Publications Ltd



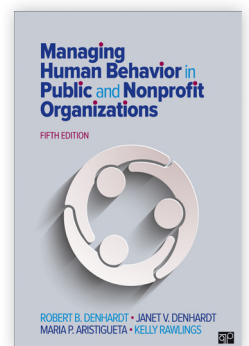
MANAGING HUMAN BEHAVIOR IN PUBLIC AND NONPROFIT ORGANIZATIONS

Robert B. Denhardt, Janet V. Denhardt, Maria P. Aristigueta Coons, Kelly Campbell Rawlings

An established core text designed to help you develop your leadership and management skills. It covers important topics such as stress, decision-making, motivation, leadership, teams, communication, and change. Focusing exclusively on organizational behavior in both public and nonprofit organizations, this text is a must-read for students in public administration programs.

Subject: Public & Nonprofit Management (General)
Category: Core Textbook

Paperback • 9781506382661 • 568pp
5th edition • Jun-21 • £104
CQ Press



EFFECTIVE CRISIS COMMUNICATION

Moving From Crisis to Opportunity

Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger

In the fully updated Fifth Edition of **Effective Crisis Communication: Moving From Crisis to Opportunity**, three of today's most respected crisis/risk communication scholars provide the latest theory, practice, and innovative approaches for handling crisis. The book provides in-depth case studies that highlight successes and failures in dealing with core issues of crisis leadership, managing uncertainty, communicating effectively, understanding risk, promoting communication ethics, enabling organizational learning, and producing renewing responses to crisis.

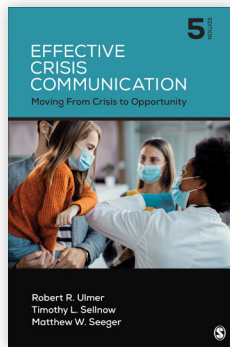
Subject: Public Relations (Analysis)

Category: Core Textbook

Paperback • 9781071852392 • 264pp

5th edition • Jan-23 • £88

Sage Publications, Inc



CORPORATE COMMUNICATION

A Guide to Theory and Practice

Joep P. Cornelissen

Fully updated in light of the Covid-19 pandemic and recent social and technological advances, this popular, market-leading textbook for corporate communication continues to be the authoritative and definitive textbook for students and educators.

Readership: Aimed at undergraduate and postgraduate students studying corporate communications.

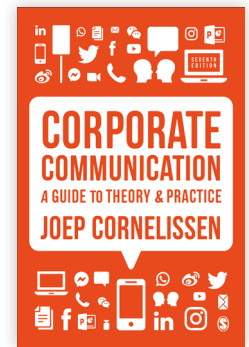
Subject: Public Relations (Practice)

Category: Core Textbook

Paperback • 9781529600025 • 360pp

7th edition • Oct-23 • £45.99

Sage Publications Ltd



ONGOING CRISIS COMMUNICATION

Planning, Managing, and Responding

Tim Coombs

Ongoing Crisis Communication: Planning, Managing, and Responding provides an integrated approach to crisis communication that spans the entire crisis management process and crosses various disciplines. A truly integrative and comprehensive text, this book explains how crisis management can prevent or reduce the threats of a crisis, providing guidelines for how best to act and react in an emergency situation.

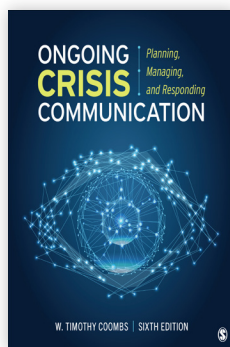
Subject: Public Relations (Analysis)

Category: Core Textbook

Paperback • 9781071816646 • 304pp

6th edition • Mar-22 • £104

Sage Publications, Inc



QUALITATIVE METHODS IN BUSINESS RESEARCH

Päivi Eriksson, Anne Kovalainen

Covering all the major qualitative approaches in business research (including case study research, ethnography, narrative inquiry, discourse analysis, grounded theory and action research), this practical, how-to guide shows how qualitative methods are used within management, marketing and organizational studies.

Readership: Upper undergraduate and postgraduate business and management students undertaking research.

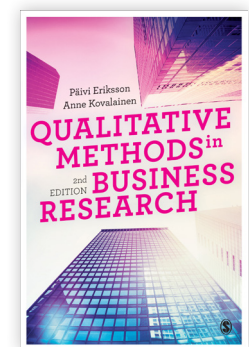
Subject: Qualitative Techniques for Business & Management Research

Category: Core Textbook

Paperback • 9781446273395 • 376pp

2nd edition • Nov-15 • £48.99

Sage Publications Ltd



PUBLIC RELATIONS CAMPAIGNS

An Integrated Approach

Regina M. Luttrell, Luke William Capizzo

With a focus on the tools needed for working in the PR industry, **Public Relations Campaigns: An Integrated Approach** gives students a hands-on introduction to creating successful, integrated PR campaigns.

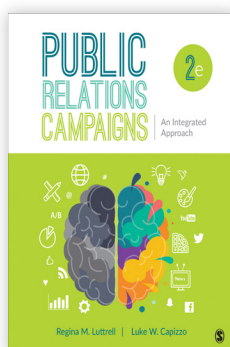
Subject: Public Relations (Analysis)

Category: Core Textbook

Paperback • 9781544385587 • 336pp

2nd edition • Mar-21 • £104

Sage Publications, Inc



QUALITATIVE RESEARCH IN BUSINESS AND MANAGEMENT

Michael D Myers

Now in its Third Edition, **Qualitative Research in Business and Management** has been fully updated to include a range of recent examples of aspects of qualitative research in action, and a new look at the methods and ethics of using social media data.

Readership: For Business and Management students.

Subject: Qualitative Techniques for Business & Management Research

Category: Core Textbook

Paperback • 9781473912335 • 364pp

3rd edition • Nov-19 • £42.99

Sage Publications Ltd



A HANDS-ON INTRODUCTION TO BIG DATA ANALYTICS

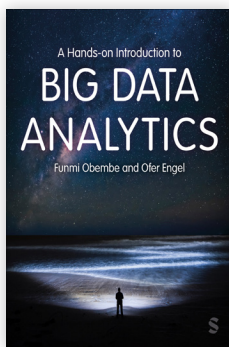
Funmi Obembe, Ofer Engel

This practical textbook offers a hands-on introduction to big data analytics, helping you to develop the skills required to hit the ground running as a data professional.

Readership: PG students studying Big Data Analytics.

Subject: Quantitative Techniques for Business & Management Research
Category: Core Textbook

Paperback • 9781529600087 • 384pp
1st edition • Mar-24 • £42.99
Sage Publications Ltd



BUSINESS ANALYTICS

Applied Modelling and Prediction

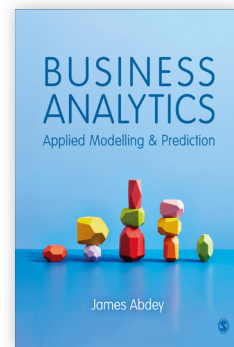
James Abdey

Through a unique combination of data visualisation and analytics (both theoretical and applied), this ground-breaking textbook provides you with the expertise to analyse, interpret and communicate data with confidence, to inform real-world decision making.

Readership: Suitable for undergraduate and postgraduate students of Business Analytics and related courses.

Subject: Research Methods for Business & Management (General)
Category: Core Textbook

Paperback • 9781529774092 • 704pp
1st edition • Dec-23 • £53.99
Sage Publications Ltd



EXPERIENTIAL MARKETING

Integrated Theory & Strategic Application

Rose Leahy, Pio Fenton, Holly Barry

An essential guide to understanding how experiential marketing forms a major part of marketing communications for brands featuring an implementation model to help students in designing their own campaigns.

Readership: Suitable for students on marketing, advertising and branding courses.

Subject: Relationship Marketing
Category: Core Textbook

Paperback • 9781529742183 • 232pp
1st edition • Feb-22 • £43.99
Sage Publications Ltd



DOING BUSINESS RESEARCH

A Guide to Theory and Practice

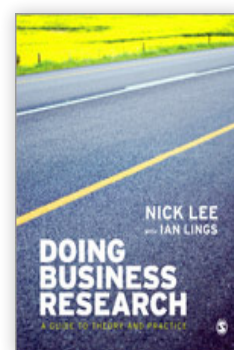
Nick Lee, Ian Lings

An integrated, accessible and humorous guide to why research methods are the way they are and how they do what they do.

Readership: Advanced undergraduate and postgraduate students of business, management and organizational research.

Subject: Research Methods for Business & Management (General)
Category: Core Textbook

Paperback • 9781412928793 • 448pp
1st edition • Mar-08 • £53
Sage Publications Ltd



THE SAGE HANDBOOK OF QUALITATIVE RESEARCH IN ORGANIZATIONAL COMMUNICATION

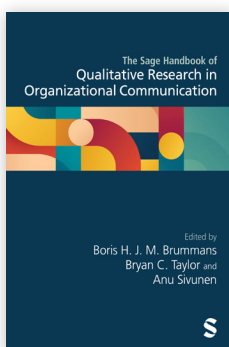
Boris H. J. M. Brummans, Bryan C. Taylor, Anu Sivunen

The Sage Handbook of Qualitative Research in Organizational Communication is the essential guide for scholars, researchers, and practitioners seeking to explore the latest methods and emerging trends in this dynamic field, written by a global team of experts.

Readership: Readership is scholars and researchers in the field of Qual Research in Org Comms, as well as having interdisciplinary relevance across both Business and Communication/Media Schools.

Subject: Research Methods for Business & Management (General)
Category: College Handbooks

Hardcover • 9781529794632 • 752pp
1st edition • Feb-24 • £135
Sage Publications Ltd



RESEARCH METHODOLOGY

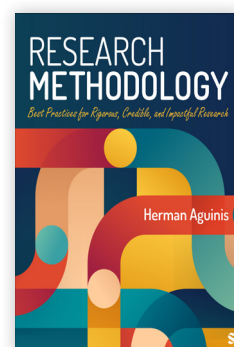
Best Practices for Rigorous, Credible, and Impactful Research

Herman Aguinis

This book takes a 360-degree view of understanding and doing research, helping readers become expert researchers, reviewers, and consumers of research. Each of the 16 chapters thoroughly explains a different aspect of methodology step by step, from choosing useful and compelling research topics to reporting results accurately and credibly.

Subject: Research Methods for Business & Management (General)
Category: Core Textbook

Paperback • 9781071871942 • 608pp
1st edition • Jun-24 • £104
Sage Publications, Inc



RESEARCHING INFORMATION SYSTEMS AND COMPUTING

Briony J Oates, Marie Griffiths, Rachel McLean

Written specifically for information systems (IS) and computing students and providing everything they need to know about executing a research project.

Readership: Suitable for upper-level undergraduate and postgraduate students of information systems, computing and research methods-related courses.

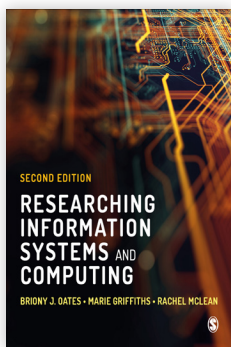
Subject: Research Methods for Business & Management (General)

Category: Core Textbook

Paperback • 9781529732696 • 376pp

2nd edition • Feb-22 • £43.99

Sage Publications Ltd



ENTREPRENEURSHIP - INTERNATIONAL STUDENT EDITION

The Practice and Mindset

Heidi Marie Neck, Christopher P. Neck, Emma L. Murray

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

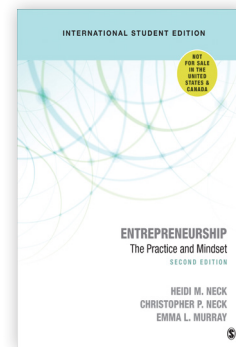
Subject: Small Business/Entrepreneurship

Category: Core Textbook

Paperback • 9781071808078

2nd edition • Jan-20 • £96

Sage Publications, Inc



THE RHETORICAL POWER OF POPULAR CULTURE

Considering Mediated Texts

Deanna Dee Sellnow, Thomas G. Endres

The Fourth Edition of **The Rhetorical Power of Popular Culture** offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis.

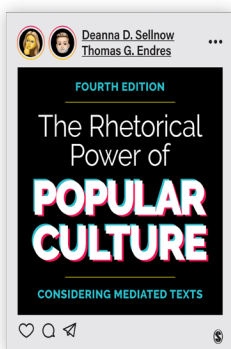
Subject: Rhetoric & Rhetorical Theory

Category: Core Textbook

Paperback • 9781071851548 • 360pp

4th edition • May-24 • £88

Sage Publications, Inc



EXPLORING ENTREPRENEURSHIP

Richard Blundel, Nigel Lockett, Catherine Wang, Suzanne Mawson

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

Readership: Suitable reading for students taking modules in Entrepreneurship or Small Business Management at upper undergraduate and postgraduate levels.

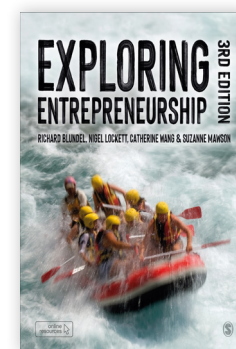
Subject: Small Business/Entrepreneurship

Category: Core Textbook

Paperback • 9781529733716 • 496pp

3rd edition • Sep-21 • £55

Sage Publications Ltd



ENTREPRENEURIAL THINKING

Mindset in Action

Suzanne Mawson, Lucrezia Casulli

The ability to think entrepreneurially has become essential today. This new, unique and engaging textbook guides all students in their learning and application of an entrepreneurial mindset to ensure that they are ready to generate ideas, solve problems and contribute towards a better world.

Readership: Undergraduate and postgraduate students on an entrepreneurial mindset/thinking course.

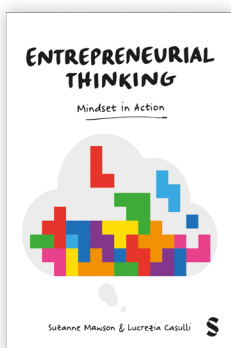
Subject: Small Business/Entrepreneurship

Category: Core Textbook

Paperback • 9781529795318 • 264pp

1st edition • Mar-24 • £51.99

Sage Publications Ltd



MARKETING FOR ENTREPRENEURS

Concepts and Applications for New Ventures

Frederick G. Crane

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

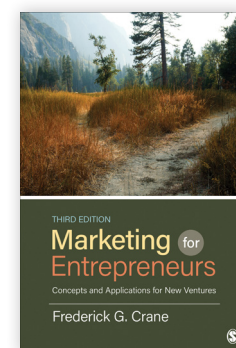
Subject: Small Business/Entrepreneurship

Category: Core Textbook

Paperback • 9781483391342 • 280pp

3rd edition • Nov-21 • £88

Sage Publications, Inc



SOCIAL MARKETING

Behavior Change for Good

Nancy R. Lee, Philip Kotler, Julie Colehour

Social Marketing: Behavior Change for Good, Seventh Edition is the definitive guide for designing and implementing memorable social marketing campaigns. Authors Nancy R. Lee, Philip Kotler, and Julie Colehour present a proven 10-step strategic marketing plan and guides students through each stage of the process.

Subject: Social Marketing

Category: Core Textbook

Paperback • 9781071851647 • 576pp

7th edition • Jun-23 • £104

Sage Publications, Inc



SPORTS MARKETING

Sam Fullerton

Sports Marketing, Fourth Edition guides students in gaining a better understanding of how to develop and implement marketing strategies and tactics within the sports marketing industry. Author Sam Fullerton provides thorough coverage of this discipline's two broad perspectives: the marketing of sports products and creating a sports platform as the foundation for the marketing of nonsports products.

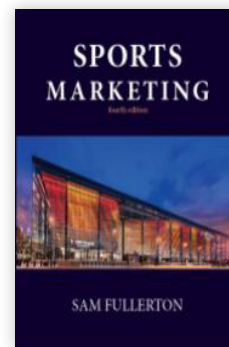
Subject: Sports Marketing

Category: Core Textbook

Paperback • 9781948426435 • 624pp

4th edition • Jul-23 • £104

Sage Publications, Inc



SOCIAL MEDIA

A Critical Introduction

Christian Fuchs

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

Readership: Students of media, communications and sociology at all levels.

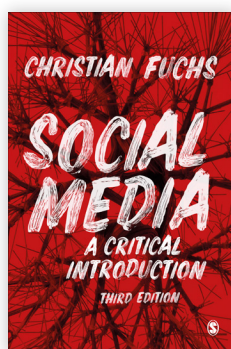
Subject: Social Media

Category: Core Textbook

Paperback • 9781529752748 • 448pp

3rd edition • Mar-21 • £33.99

Sage Publications Ltd



MANAGEMENT DECISION-MAKING, BIG DATA AND ANALYTICS

Simone Gressel, David J. Pauleen, Nazim Taskin

An exciting new textbook examining big data and business analytics to look at how they can help managers become more effective decision-makers.

Readership: Suitable for management students studying business analytics and decision-making at undergraduate, postgraduate and MBA levels.

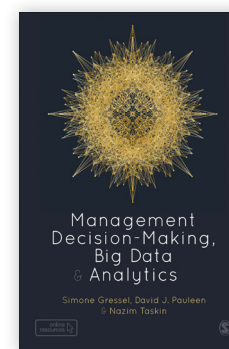
Subject: Strategic Management & Business Policy (General)

Category: Core Textbook

Paperback • 9781526492005 • 336pp

1st edition • Oct-20 • £41.99

Sage Publications Ltd



APPLYING COMMUNICATION THEORY FOR PROFESSIONAL LIFE

A Practical Introduction

Marianne Dainton, Elaine Dawn Zelley

Applying Communication Theory for Professional Life is the first communication theory textbook to provide practical material for career-oriented students. The book features new case studies, updated examples, and the latest research to help students understand communication theory's importance to careers in communication and business. The Fifth Edition features eight new theories, a new chapter on theories of strategic communication, and expanded discussions of mediated communication theories.

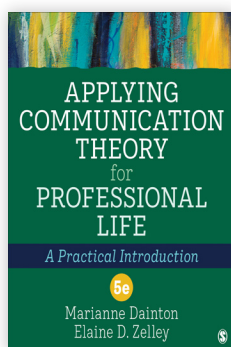
Subject: Speech Communication (General)

Category: Core Textbook

Paperback • 9781544385945 • 328pp

5th edition • Sep-22 • £104

Sage Publications, Inc



STRATEGIC MANAGEMENT

Richard Lynch, Oliver B. Barish, Vinh Sum Chau, Charles Thornton, Karl S. R. Warner

Taking a truly international approach, **Strategic Management** offers you comprehensive coverage of all the core areas of business strategy in a reader-friendly way.

Readership: Suitable for upper undergraduate and postgraduate students of Strategy/Strategic Management.

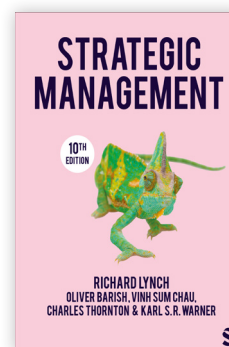
Subject: Strategic Management & Business Policy (General)

Category: Core Textbook

Paperback • 9781529672558 • 832pp

10th edition • Apr-24 • £54.99

Sage Publications Ltd



STRATEGIC MANAGEMENT

Richard Lynch

New to Sage, the Ninth Edition of this comprehensive core textbook builds on its global perspective and approachable written style, that explores the key concepts within a clear and logical structure.

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

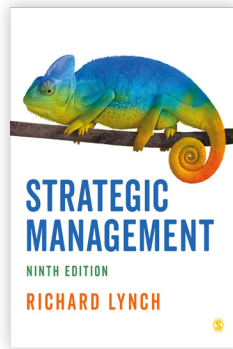
Subject: Strategic Management & Business Policy (General)

Category: Core Textbook

Paperback • 9781529758245 • 768pp

9th edition • Apr-21 • £53.99

Sage Publications Ltd



A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING STRATEGY

Chris Carter, Stewart R. Clegg, Martin Kornberger

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

Readership: For students of strategy at undergraduate, Masters and MBA level, professionals involved in strategic decision making and anyone interested in how strategy works.

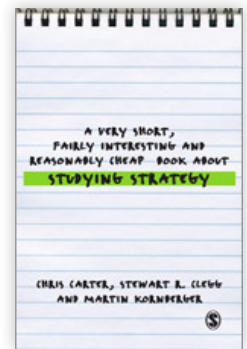
Subject: Strategic Management & Business Policy (General)

Category: Student Reference

Paperback • 9781412947879 • 176pp

1st edition • Sep-08 • £15.99

Sage Publications Ltd



STRATEGY

Theory and Practice

Stewart R. Clegg, Christos Pitelis, Jochen Schweitzer, Andrea Whittle

Written by an expert team and praised for its refreshing approach, this essential text offers a critical, holistic understanding of strategy theory and practice.

Readership: Upper-undergraduate and postgraduate students of Strategy/Strategic Management.

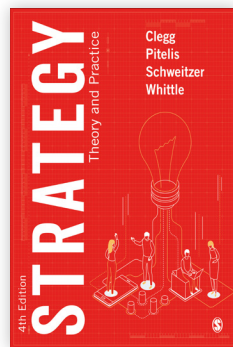
Subject: Strategic Management & Business Policy (General)

Category: Core Textbook

Paperback • 9781529794328 • 616pp

4th edition • Nov-22 • £52.99

Sage Publications Ltd



WHAT DO WE KNOW AND WHAT SHOULD WE DO ABOUT TAX JUSTICE?

Alex Cobham

An expert and accessible exploration of the scale and impact of global tax avoidance.

Readership: This interdisciplinary book takes on a topic that is currently being researched in the fields of business, politics, sociology, development, economic geography, law and economics. Students and professors in these areas will find this book relevant and instructive, as will a general audience interested in how policy interacts with inequality.

Subject: Taxation

Category: Academic

Paperback • 9781529667769 • 128pp

1st edition • Jan-24 • £12.99

Sage Publications Ltd

