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Spring 2025



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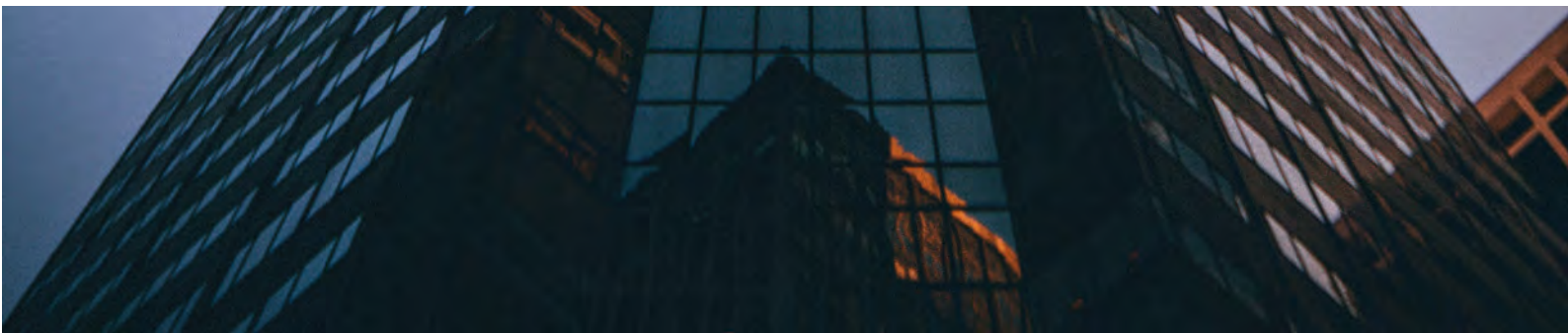


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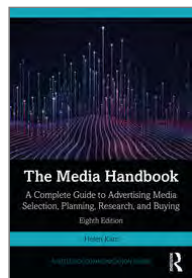
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8TH EDITION

The Media Handbook

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



Helen Katz Publicis Media

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

Routledge

July 2022 : 250pp

Pb: 978-0-367-77556-8 : **£62.99**

Hb: 978-1-032-00787-8 : **£145**

eBook: 978-1-003-17570-4

* For full contents and more information, visit: www.routledge.com/9780367775568

Advertising Management in a Digital Environment

Text and Cases



Larry D. Kelley University of Houston, USA, **Kim Bartel Sheehan** University of Oregon, USA

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

Routledge

July 2021 : 202pp

Pb: 978-0-367-62074-5 : **£52.99**

Hb: 978-0-367-62071-4 : **£190**

eBook: 978-1-003-10782-8

* For full contents and more information, visit: www.routledge.com/9780367620745

Introduction to Advertising

Understanding and Managing the Advertising Process



Emmanuel Mogaji University of Greenwich, UK

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

Routledge

May 2021 : 308pp

Pb: 978-0-367-44199-9 : **£48.99**

Hb: 978-0-367-44278-1 : **£165**

eBook: 978-1-003-00872-9

* For full contents and more information, visit: www.routledge.com/9780367441999

5TH EDITION

Advertising Media Planning

A Brand Management Approach



Larry D. Kelley University of Houston, USA, **Kim Bartel Sheehan** University of Oregon, USA, **Lisa Dobias**, **David E. Koranda**, **Donald W. Jugenheimer**

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

Routledge

December 2022 : 312pp

Pb: 978-1-032-19215-4 : **£54.99**

Hb: 978-1-032-19217-8 : **£185**

eBook: 978-1-003-25816-2

* For full contents and more information, visit: www.routledge.com/9781032192154

5TH EDITION

Flying Off Course

Airline Economics and Marketing



Rigas Doganis European Aviation Club

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

Routledge

January 2019 : 358pp

Pb: 978-1-138-22424-7 : **£52.99**Hb: 978-1-138-22423-0 : **£160**

eBook: 978-1-315-40298-7

* For full contents and more information, visit: www.routledge.com/9781138224247

4TH EDITION

Air Transport Economics

From Theory to Applications



Bijan Vasigh , Brian Pearce

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

Routledge

January 2024 : 548pp

Pb: 978-1-032-48253-8 : **£66.99**Hb: 978-1-032-48255-2 : **£145**

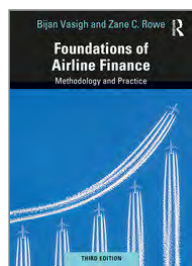
eBook: 978-1-003-38813-5

* For full contents and more information, visit: www.routledge.com/9781032482538

3RD EDITION

Foundations of Airline Finance

Methodology and Practice



Bijan Vasigh Embry-Riddle Aeronautical University, USA,
Zane C. Rowe

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

Routledge

July 2019 : 678pp

Pb: 978-1-138-36781-4 : **£57.99**Hb: 978-1-138-36776-0 : **£185**

eBook: 978-0-429-42929-3

* For full contents and more information, visit: www.routledge.com/9781138367814

2ND EDITION

Airline Operations and Management

A Management Textbook

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

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

Routledge

May 2023 : 412pp

Pb: 978-1-032-26872-9 : **£56.99**Hb: 978-1-032-26873-6 : **£180**

eBook: 978-1-003-29030-8

* For full contents and more information, visit: www.routledge.com/9781032268729

9TH EDITION

Air Transportation

A Global Management Perspective

**John Wensveen** Miami Dade College, US

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

Routledge

May 2023 : 762pp

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

eBook: 978-0-429-34615-6

* For full contents and more information, visit: www.routledge.com/9780367364472

2ND EDITION

Airport Marketing



Nigel Halpern Molde University College, Norway, **Anne Graham** University of Westminster, UK

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

Routledge

November 2021 : 440pp

Pb: 978-0-367-48370-8 : **£37.99**

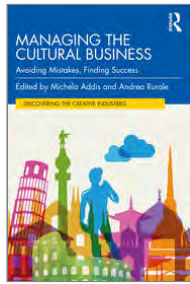
Hb: 978-0-367-48373-9 : **£145**

eBook: 978-1-003-03956-3

* For full contents and more information, visit: www.routledge.com/9780367483708

Managing the Cultural Business

Avoiding Mistakes, Finding Success



Edited by **Michela Addis** University of Rome, Italy,
Andrea Rurale

Series: Discovering the Creative Industries

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

Routledge

November 2020 : 418pp

Pb: 978-0-367-82131-9 : **£39.99**

Hb: 978-0-367-90078-6 : **£145**

eBook: 978-1-003-02245-9

* For **full contents** and more information, visit: www.routledge.com/9780367821319

Managing the Arts and Culture

Cultivating a Practice



Edited by **Constance DeVereaux**

Series: Discovering the Creative Industries

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

Routledge

December 2022 : 440pp

Pb: 978-0-367-62261-9 : **£42.99**

Hb: 978-0-367-62263-3 : **£130**

eBook: 978-1-003-10864-1

* For **full contents** and more information, visit: www.routledge.com/9780367622619

2ND EDITION

Marketing the Arts

Breaking Boundaries



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

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

Routledge

December 2022 : 313pp

Pb: 978-0-367-89887-8 : **£46.99**Hb: 978-0-367-89888-5 : **£165**

eBook: 978-1-003-02176-6

* For full contents and more information, visit: www.routledge.com/9780367898878

2ND EDITION

Marketing Strategy for the Creative and Cultural Industries



Bonita Kolb Lycoming College, USA

Series: *Discovering the Creative Industries*

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

Routledge

September 2020 : 332pp

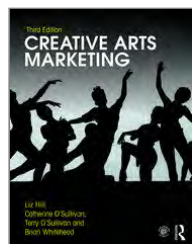
Pb: 978-0-367-41977-6 : **£41.99**Hb: 978-0-367-41976-9 : **£165**

eBook: 978-0-367-81707-7

* For full contents and more information, visit: www.routledge.com/9780367419776

3RD EDITION

Creative Arts Marketing



Liz Hill, **Catherine O'Sullivan** Coventry University, UK,
Terry O'Sullivan The Open University, UK, **Brian Whitehead** Arts Professional Magazine, UK

Creative Arts Marketing 3rd edition is a long-awaited update of a classic and influential text. With an emphasis on global case studies, practical examples and discussion questions and an author team that draws from rich and varied experiences in the arts management sector, the book serves as a text for students as much as it is a practitioner's guide to industry best practice. Including a brand new companion website, complete with materials for tutors and students for the first time, the return of this important text will be welcomed by students, tutors and professionals in the arts.

Routledge

October 2017 : 322pp

Pb: 978-1-138-21376-0 : **£46.99**Hb: 978-1-138-21377-7 : **£190**

eBook: 978-1-315-44768-1

* For full contents and more information, visit: www.routledge.com/9781138213760

2ND EDITION

Fundamentals of International Aviation Law and Policy



Benjamyn I. Scott , Andrea Trimarchi University of Cologne, Italy

Series: Aviation Fundamentals

Fundamentals of International Aviation Law and Policy offers students a systematic, tailored and dynamic approach to understanding the legal scenario concerning international civil aviation. The book covers the major areas of international aviation law and provides an introduction to the multifaceted international regulation of aviation activities in the sphere of public and private law. The book is designed to provide the reader with the fundamental notions concerning international aviation law. It adopts an interactive approach, which aims at engaging the reader by way of using learning tools.

Routledge

September 2024 : 452pp

Pb: 978-1-032-56431-9 : **£39.99**

Hb: 978-1-032-56432-6 : **£130**

eBook: 978-1-003-43550-1

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The Aerospace Business

Management and Technology



Wesley Spreen

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

Routledge

October 2019 : 386pp

Pb: 978-0-367-28058-1 : **£56.99**

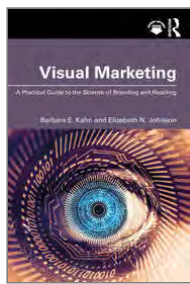
Hb: 978-0-367-28059-8 : **£145**

eBook: 978-0-429-29945-2

* For full contents and more information, visit: www.routledge.com/9780367280581

Visual Marketing

A Practical Guide to the Science of Branding & Retailing



Barbara E. Kahn, Elizabeth N. Johnson

Visual Marketing analyses the digital transformation taking place across an increasingly competitive marketing landscape. Against this background, the book utilises proven principles in consumer psychology, marketing, and neuroscience to propose creative and useful visual strategies to increase the effectiveness of marketing efforts. The authors introduce the "Kahn Retailing Success Matrix," which has successfully guided marketing strategy across many industries. This innovative and incisive new textbook is a valuable resource for undergraduate and postgraduate students of such subjects as Consumer Behaviour, Marketing Strategy, Visual Marketing and Retailing.

Routledge
March 2025 : 178pp
Pb: 978-1-032-73132-2 : **£39.99**
Hb: 978-1-032-73134-6 : **£145**
eBook: 978-1-003-42689-9

* For full contents and more information, visit: www.routledge.com/9781032731322

3RD EDITION

Brand Management

Mastering Research, Theory and Practice



Tilde Heding Copenhagen Business School, Denmark,
Charlotte F. Knudtzen Copenhagen Business School, Denmark,
Mogens Bjerre Copenhagen Business School, Denmark

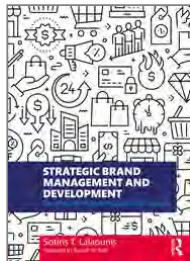
Brand Management is a valuable resource for those looking to understand how a brand can be conceptualized and thus managed in all its complexity. Going beyond the "quick fixes" of branding, it offers a comprehensive overview of brand management theories from the last 35 years. A highly regarded textbook,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

Routledge
May 2020 : 338pp
Pb: 978-0-367-17258-9 : **£42.99**
Hb: 978-0-367-17257-2 : **£145**
eBook: 978-0-367-17259-6

* For full contents and more information, visit: www.routledge.com/9780367172589

Strategic Brand Management and Development

Creating and Marketing Successful Brands



Sotiris T. Lalaounis University of Exeter, UK

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

Routledge
December 2020 : 368pp
Pb: 978-0-367-33875-6 : **£48.99**
Hb: 978-0-367-33874-9 : **£145**
eBook: 978-0-429-32255-6

* For full contents and more information, visit: www.routledge.com/9780367338756

Strategic Brand Design

Designing Brand Identity From a Marketing Perspective



Roel Stavorinus

Translated from its original Dutch, Strategic Brand Design offers students and professionals a clear overview of the most important steps in developing design for brands, addressing this from a marketing perspective. Bridging the gap between marketer and designer, this book contains the knowledge that both need to work together successfully on branding projects. This title provides key reference for higher vocational students and scholars on modules and programs relating to the fields of brand, design, marketing, and communication.

Routledge
October 2024 : 312pp
Pb: 978-1-032-76514-3 : **£48.99**
Hb: 978-1-032-76516-7 : **£150**
eBook: 978-1-003-47882-9

* For full contents and more information, visit: www.routledge.com/9781032765143

3RD EDITION

Business, Society and Government Essentials

Strategy and Applied Ethics



Robert N. Lussier Springfield College, USA, **Herbert Sherman** Long Island University, USA

Understanding the interrelationship of business, society and government is vital to working at any level in an organization of any size. This text develops strategic management skills using an applied ethics approach primarily through a case study analysis pedagogy to develop and implement ethical strategies in today's high-tech global community.

Routledge

May 2022 : 640pp

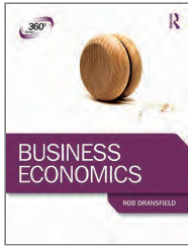
Pb: 978-1-032-02033-4 : £115

Hb: 978-1-032-02034-1 : £190

eBook: 978-1-003-18155-2

* For full contents and more information, visit: www.routledge.com/9781032020334

Business Economics



Rob Dransfield Nottingham Trent University, UK, **Rob Dransfield**

Part of the 360 Degree Series, which provides authoritative yet accessible introductions to core business studies modules, Business Economics sits firmly within the business, economics and accountancy curriculum to help you meet your academic and career goals. For a complete, all-round view of business economics, this is the book for you.

Routledge

August 2013 : 520pp

Pb: 978-1-444-17045-0 : **£49.99**

Hb: 978-0-415-83765-1 : **£190**

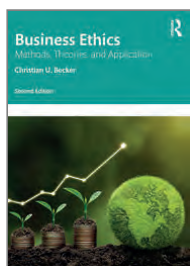
eBook: 978-0-203-78386-3

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2ND EDITION

Business Ethics

Methods, Theories, and Application

**Christian U. Becker**

Business Ethics: Theories, Methods, and Applications provides a new systematic approach to normative business ethics that covers the complex and various ethical challenges of modern business. This new editions will be key reading for undergraduate, postgraduate, and MBA students of business ethics, business strategy, business and society, and related fields.

Routledge

January 2024 : 230pp

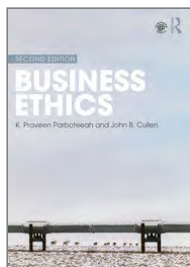
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eBook: 978-1-003-36584-6

* For full contents and more information, visit: www.routledge.com/9781032431406

2ND EDITION

Business Ethics



K. Praveen Parboteeah University of Wisconsin-Whitewater, USA, **John B. Cullen** Washington State University, USA

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

Routledge

October 2018 : 784pp

Pb: 978-1-138-74534-6 : **£105**Hb: 978-1-138-74533-9 : **£325**

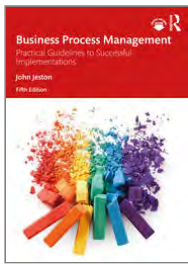
eBook: 978-1-315-18066-3

* For full contents and more information, visit: www.routledge.com/9781138745346

5TH EDITION

Business Process Management

Practical Guidelines to Successful Implementations



John Jeston Management By Process Pty Ltd, Australia

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

Routledge

May 2022 : 632pp

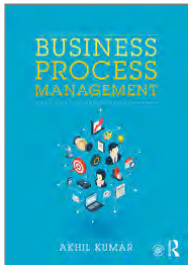
Pb: 978-0-367-77160-7 : **£56.99**

Hb: 978-0-367-77158-4 : **£195**

eBook: 978-1-003-17007-5

* For full contents and more information, visit: www.routledge.com/9780367771607

Business Process Management



Akhil Kumar University of Pennsylvania, USA

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

Routledge

February 2018 : 292pp

Pb: 978-1-138-18185-4 : **£62.99**

Hb: 978-1-138-18181-6 : **£190**

eBook: 978-1-315-64674-9

* For full contents and more information, visit: www.routledge.com/9781138181854

Researching and Analysing Business

Research Methods in Practice



Edited by **Pantea Foroudi** Middlesex University London, UK, **Charles Dennis** Middlesex Business School, UK

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

Routledge
December 2023 : 456pp
Pb: 978-0-367-62065-3 : **£41.99**
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Applying the Principles of Business Research Methods



Susan Rose , Nigel Spinks , Ana Isabel Canhoto

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Routledge
December 2023 : 482pp
Pb: 978-1-032-46295-0 : **£54.99**
Hb: 978-1-032-46296-7 : **£180**
eBook: 978-1-003-38100-6

* For full contents and more information, visit: www.routledge.com/9781032462950

5TH EDITION

Essentials of Business Research Methods



Joe Hair Jr. Kennesaw State University, USA, **Michael Page , Niek Brunsveld , Adam Merkle , Natalie Cleton**

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

Routledge
July 2023 : 528pp
Pb: 978-1-032-42628-0 : **£76.99**
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A Global Perspective



Alan Zimmerman , Jim Blythe Westminster University,
UK

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

Routledge

December 2021 : 536pp

Pb: 978-0-367-75794-6 : **£57.99**Hb: 978-0-367-75792-2 : **£195**

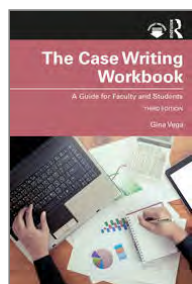
eBook: 978-1-003-16403-6

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3RD EDITION

The Case Writing Workbook

A Guide for Faculty and Students

**Gina Vega** Salem State University, USA

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

Routledge

March 2022 : 310pp

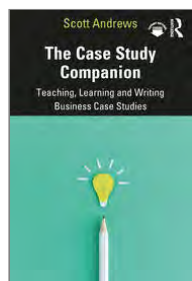
Pb: 978-1-032-06986-9 : **£62.99**Hb: 978-1-032-06980-7 : **£220**

eBook: 978-1-003-20487-9

* For full contents and more information, visit: www.routledge.com/9781032069869

The Case Study Companion

Teaching, Learning and Writing Business Case Studies

**Scott Andrews** University of Worcester, UK

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

Routledge

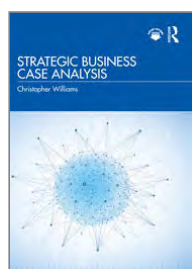
May 2021 : 228pp

Pb: 978-0-367-42696-5 : **£38.99**Hb: 978-0-367-42697-2 : **£145**

eBook: 978-0-367-85449-2

* For full contents and more information, visit: www.routledge.com/9780367426965

Strategic Business Case Analysis

**Christopher Williams**

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

Routledge

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Pb: 978-1-032-26569-8 : **£45.99**Hb: 978-1-032-26572-8 : **£160**

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Cultural Change Work in Progress



Mats Alvesson Lund University, Sweden, **Stefan Sveningsson** Lund University, Sweden

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Routledge

December 2024 : 228pp

Pb: 978-1-032-75561-8 : **£37.99**Hb: 978-1-032-75563-2 : **£135**

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2ND EDITION

Essentials of Consumer Behavior

An Applied Approach

**Debra L. Stephens** University of Portland, USA

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

Routledge
March 2023 : 225pp
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Hb: 978-0-367-42688-0 : **£190**
eBook: 978-0-367-42689-7

* For full contents and more information, visit: www.routledge.com/9780367426866

Digital Consumer Management

Understanding and Managing Consumer Engagement in the Digital Environment

**Emmanuel Mogaji** University of Greenwich, UK

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

Routledge
October 2023 : 254pp
Pb: 978-1-032-48602-4 : **£41.99**
Hb: 978-1-032-48603-1 : **£150**
eBook: 978-1-003-38984-2

* For full contents and more information, visit: www.routledge.com/9781032486024

3RD EDITION

Contemporary Issues in Marketing and Consumer Behaviour**Elizabeth Parsons , Pauline Maclaran** Royal Holloway, University of London, UK, **Andreas Chatzidakis , Rachel Ashman**

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

Routledge
July 2023 : 206pp
Pb: 978-1-032-06200-6 : **£41.99**
Hb: 978-1-032-06199-3 : **£150**
eBook: 978-1-003-20115-1

* For full contents and more information, visit: www.routledge.com/9781032062006

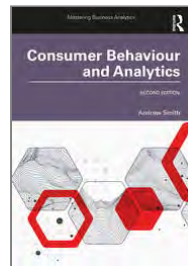
Consumer Behaviour and Digital Transformation**Ayantunji Gbadamosi** University of East London, UK*Series: Business and Digital Transformation*

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

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eBook: 978-1-003-24203-1

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Consumer Behaviour and Analytics**Andrew Smith** Nottingham University Business School, UK

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

Routledge
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eBook: 978-1-003-34703-3

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Thomas Clarke University of Technology, Sydney, Australia

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Routledge
August 2023 : 818pp
Pb: 978-1-032-01937-6 : **£55.99**
Hb: 978-1-032-01938-3 : **£190**
eBook: 978-1-003-18111-8

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Corporate Governance

A Guide for Students



Zabihollah Rezaee

Corporate governance has become central to corporate reporting and management as businesses face growing pressure to address their responsibilities in sustainability and corporate accountability. This book offers a clear, accessible guide to the key regulations, laws, and best practices essential for robust governance and stakeholder protection. Designed for both undergraduate and graduate levels, this book equips students with the knowledge and skills needed to become successful business leaders. It is an ideal reference for business colleges, accounting schools, and other corporate governance programs, with individual chapters adaptable for various accounting and business courses.

Routledge
March 2025 : 576pp
Pb: 978-1-032-78260-7 : **£48.99**
Hb: 978-1-032-78261-4 : **£175**
eBook: 978-1-003-48705-0

* For full contents and more information, visit: www.routledge.com/9781032782607

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From Excellence to Fraud



Peter N. Nemetz

Corporate Strategy and Sustainability is a substantially updated, detailed overview of sustainability issues for business and economics students. Built to teach the evolution of the history of sustainability practices, this edition has expanded coverage of social sustainability issues, non-Western perspectives and sustainable supply chains. The book accentuates the value and importance of a strong sustainability approach in an age of climate change emergency. This textbook is an ideal companion to instructors and students of sustainability in business, economics and management.

Routledge

December 2024 : 448pp

Pb: 978-0-367-77312-0 : **£35.99**

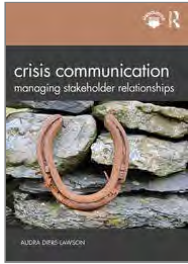
Hb: 978-0-367-77313-7 : **£135**

eBook: 978-1-003-17075-4

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Crisis Communication

Managing Stakeholder Relationships



Audra Diers-Lawson Kristiania Univ. College, Norway

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

Routledge

October 2019 : 342pp

Pb: 978-1-138-34624-6 : **£42.99**

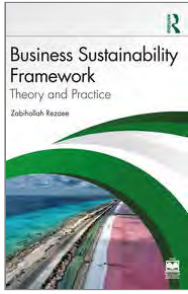
Hb: 978-1-138-34625-3 : **£145**

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Theory and Practice



Zabihollah Rezaee

Providing a practical and accessible introduction to a complex yet essential area, Business Sustainability Framework enables readers to integrate and report on sustainability reporting from business and accounting perspectives. The author explores how organizations of all sizes can adopt an integrated strategic approach to business sustainability, encompassing planning, performance, reporting, and assurance. An ideal introduction for advanced undergraduate and graduate students of sustainability governance, performance, risk, reporting, and assurance, this textbook equips readers with the knowledge and skills necessary to become successful business leaders in sustainability.

Routledge

February 2025 : 498pp

Pb: 978-1-032-78267-6 : **£39.99**

Hb: 978-1-032-78268-3 : **£145**

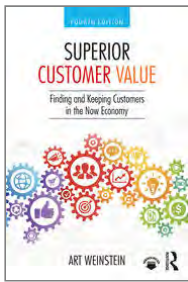
eBook: 978-1-003-48708-1

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4TH EDITION

Superior Customer Value

Finding and Keeping Customers in the Now Economy

**Art Weinstein** Nova Southeastern University, USA

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

Routledge
December 2018 : 222pp
Pb: 978-0-815-39093-0 : **£56.99**
Hb: 978-0-815-38000-9 : **£175**
eBook: 978-1-351-21434-6

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Experiential Marketing

Case Studies in Customer Experience

**Wided Batat** University of Lyon 2, France

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

Routledge
December 2020 : 346pp
Pb: 978-0-367-90092-2 : **£46.99**
Hb: 978-0-367-90091-5 : **£165**
eBook: 978-1-003-02256-5

* For full contents and more information, visit: www.routledge.com/9780367900922

Customer Relationship Management in the Digital Age**G. Shainesh, Jagdish N. Sheth, Varsha Jain**

Customer Relationship Management in the Digital Age charts the concepts, strategies, benefits and technologies of CRM in an evolving and increasingly digital business landscape. It empowers readers to use CRM to forge enduring customer connections, optimize experiences, and drive loyalty across diverse industries. This book enables readers to navigate the complexities of CRM implementation and customer-centric approaches and tailor strategies for B2B and B2C markets. It is particularly suitable for advanced undergraduate and postgraduate students of CRM, Sales Management, Relationship Marketing and Customer Experience Management, as well as reflective practitioners.

Routledge
June 2025 : 246pp
Pb: 978-1-032-84456-5 : **£57.99**
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5TH EDITION

Customer Relationship Management

Concepts, Applications and Technologies

**Daniel D. Prior, Francis Buttle, Stan Maklan** Francis Buttle Associates, Australia, Cranfield University, UK

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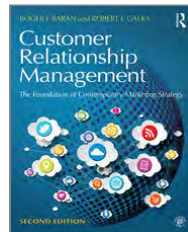
Routledge
January 2024 : 372pp
Pb: 978-1-032-24744-1 : **£66.99**
Hb: 978-1-032-28060-8 : **£240**
eBook: 978-1-003-29515-0

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Customer Relationship Management

The Foundation of Contemporary Marketing Strategy

**Roger J. Baran, Robert J. Galka** DePaul University, USA

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

Routledge
December 2016 : 456pp
Pb: 978-1-138-91952-5 : **£115**
Hb: 978-1-138-91951-8 : **£350**
eBook: 978-1-315-68783-4

* For full contents and more information, visit: www.routledge.com/9781138919525

2ND EDITION

Influencer Marketing

Building Brand Communities and Engagement



Edited by **Joyce Costello** Bournemouth University, UK,
Sevil Yesiloglu Bournemouth University, UK

Influencers offer brands the ability to deliver the "right" communication and marketing messages to a specific target audience. This is one of the first textbooks to explore the phenomenon of Influencer Marketing and how it fits within marketing communications to build brands and their communities. Influencer Marketing should be core and recommended reading for advanced undergraduate, postgraduate and executive education students of Digital Marketing, Advertising, Marketing Communications, Brand Management and Public Relations. With its accessible style and practical content, it is also highly valuable for Marketing Communications, Branding and PR specialists.

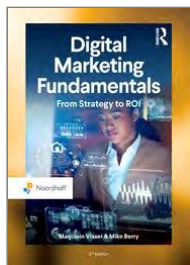
Routledge
May 2025 : 348pp
Pb: 978-1-032-56222-3 : **£39.99**
Hb: 978-1-032-56224-7 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032562223

3RD EDITION

Digital Marketing Fundamentals

From Strategy to ROI



Marjolein Visser, Mike Berry

Series: Routledge-Noordhoff International Editions

Digital Marketing Fundamentals covers the entire marketing process. The academic theory behind Digital Marketing as well as techniques and media are discussed. Digital Marketing Fundamentals is easy-to-read and contains many international examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. Digital Marketing Fundamentals is suitable for commercial and management courses in Higher Education including Universities and Business Schools and also for professionals working in Digital Marketing.

Routledge
February 2025 : 602pp
Pb: 978-1-032-96469-0 : **£65.99**
Hb: 978-1-032-94132-5 : **£230**
eBook: 978-1-003-56910-7

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Digital Marketing Excellence

Planning, Optimizing and Integrating Online Marketing



Dave Chaffey Independent Consultant, UK, **PR Smith**
Independent Marketing Consultant, UK

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Routledge
July 2022 : 676pp
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A Practical Approach



Alan Charlesworth

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

Routledge
November 2022 : 370pp
Pb: 978-0-367-70659-3 : **£46.99**
Hb: 978-0-367-70658-6 : **£165**
eBook: 978-1-003-14741-1

* For full contents and more information, visit: www.routledge.com/9780367706593

2ND EDITION

Digital Marketing

Integrating Strategy, Sustainability, and Purpose



Ira Kaufman Entwine, Inc., USA, **Chris Horton** SyneCore Tech, USA, **Mariusz Soltanifar**

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

Routledge
June 2023 : 508pp
Pb: 978-1-138-49728-3 : **£48.99**
Hb: 978-1-138-49727-6 : **£155**
eBook: 978-1-351-01918-7

* For full contents and more information, visit: www.routledge.com/9781138497283

Digital Content Marketing

Creating Value in Practice



Agata Krowinska, Christof Backhaus, Benjamin Becker, Fabian Bosser

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

Routledge
November 2023 : 256pp
Pb: 978-1-032-34679-3 : **£41.99**
Hb: 978-1-032-38737-6 : **£150**
eBook: 978-1-003-34650-0

* For full contents and more information, visit: www.routledge.com/9781032346793

Contemporary Issues in Digital Marketing



Edited by **Outi Niininen** Jyväskylä University School of Business and Economics, Mattilanniemi, Finland

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

Routledge

November 2021 : 198pp

Pb: 978-0-367-55535-1 : **£44.99**

Hb: 978-0-367-55533-7 : **£155**

* For full contents and more information, visit: www.routledge.com/9780367555351

AI in Marketing

Applications, Insights, and Analysis



Edited by **Hannah D. Walters, Rachel M. Hammond**

AI in Marketing equips students with the knowledge to understand the impact of Artificial Intelligence (AI) on marketing strategies, processes, and activities, empowering them to navigate the AI-driven marketing landscape confidently. Each chapter includes real-world examples, exercises, discussion questions, key terms, and AI resources empowering students to develop practical skills and industry-relevant knowledge. Students studying in advanced undergraduate and postgraduate Marketing courses will benefit greatly from this comprehensive textbook, preparing them for a future workplace that requires them to know how to use AI effectively, ethically and responsibly.

Routledge

June 2025 : 352pp

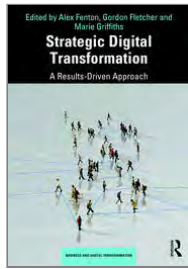
Pb: 978-1-032-74333-2 : **£48.99**

Hb: 978-1-032-74335-6 : **£175**

* For full contents and more information, visit: www.routledge.com/9781032743332

Strategic Digital Transformation

A Results-Driven Approach



Edited by Alex Fenton University of Chester, UK, **Gordon Fletcher** University of Salford, UK, **Marie Griffiths**

Series: Business and Digital Transformation

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

Routledge

December 2019 : 226pp

Pb: 978-0-367-03107-7 : **£39.99**

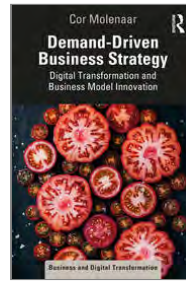
Hb: 978-0-367-03106-0 : **£145**

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Digital Transformation and Business Model Innovation



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Series: Business and Digital Transformation

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

Routledge

February 2022 : 192pp

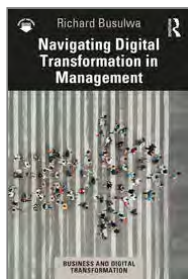
Pb: 978-1-032-12766-8 : **£48.99**

Hb: 978-1-032-12765-1 : **£165**

eBook: 978-1-003-22616-1

* For full contents and more information, visit: www.routledge.com/9781032127668

Navigating Digital Transformation in Management



Richard Busulwa University of South Australia, Australia

Series: Business and Digital Transformation

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

Routledge

October 2022 : 506pp

Pb: 978-1-032-18404-3 : **£42.99**

Hb: 978-1-032-18407-4 : **£130**

eBook: 978-1-003-25461-4

* For full contents and more information, visit: www.routledge.com/9781032184043

Digital Infrastructures for Business Innovation



Magda David Hercheui , Tony Cornford

Series: Business and Digital Transformation

This book introduces the key concepts and models to help you understand digital infrastructures, their technologies, their dynamic evolution, and the ways that businesses can exploit them. The primary focus is on processes of innovation and change that are embodied in new digital infrastructures. The book takes a balanced approach, presenting easy-to-understand technical information and pragmatic business analysis. The book's concise chapters develop the topics carefully, with clear language and many real-world examples.

Routledge

January 2025 : 172pp

Pb: 978-1-032-47317-8 : **£48.99**

Hb: 978-1-032-47318-5 : **£145**

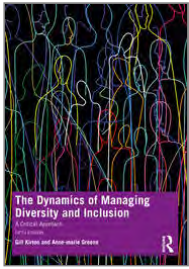
eBook: 978-1-003-38557-8

* For full contents and more information, visit: www.routledge.com/9781032473178

5TH EDITION

The Dynamics of Managing Diversity and Inclusion

A Critical Approach



Gill Kirton Queen Mary University of London, UK, **Anne-Marie Greene** De Montfort University, UK

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

Routledge

December 2021 : 370pp

Pb: 978-1-032-02937-5 : **£62.99**

Hb: 978-1-032-03048-7 : **£220**

eBook: 978-1-003-18639-7

* For full contents and more information, visit: www.routledge.com/9781032029375

2ND EDITION

Managing Diversity in Organizations

A Global Perspective on Equality, Diversity, and Inclusion



María Triana

Managing Diversity in Organizations equips students with a thorough understanding of the advantages and challenges presented by workplace diversity, suggesting techniques to manage diversity effectively, maximize its benefits, and build more inclusive organizations. Readers will learn to work with diverse groups to create a productive organization in which everyone feels included. The author of this book offers a comprehensive survey of demographic groups and an analysis of their history. Offering a fresh look at workplace diversity, this book will serve students of diversity, human resource management, and organizational studies.

Routledge

May 2025 : 514pp

Pb: 978-1-032-18843-0 : **£62.99**

Hb: 978-1-032-18848-5 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032188430

3RD EDITION

Diversity in the Workforce

Current Issues and Emerging Trends



Edited by **Marilyn Y. Byrd**, **Chaunda L. Scott** Oakland University, USA

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

Routledge

January 2024 : 348pp

Pb: 978-1-032-24618-5 : **£77.99**

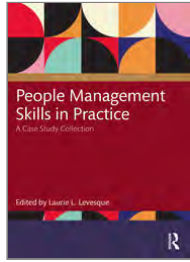
Hb: 978-1-032-24623-9 : **£230**

eBook: 978-1-003-27951-8

* For full contents and more information, visit: www.routledge.com/9781032246185

People Management Skills in Practice

A Case Study Collection



Edited by **Laurie L. Levesque**

Series: International Cases in Business and Management

This practical text covers the essential aspects of managing employees, providing relevant and interesting case studies to enable students to develop the management skills and approaches needed at all levels. The book includes a wealth of case studies across industries including public relations, gaming, food service, healthcare, and nonprofits and hailing from several regions and cultures (including Australia, the Philippines, US, and Taiwan). Comprehensive and practical, this case textbook is perfect core reading for any postgraduate managerial skills course, MBA, professional qualifications in management and leadership, and degree apprenticeship programmes.

Routledge

November 2024 : 124pp

Pb: 978-1-032-35307-4 : **£35.99**

Hb: 978-1-032-35308-1 : **£135**

eBook: 978-1-003-32629-8

* For full contents and more information, visit: www.routledge.com/9781032353074

2ND EDITION

Comparative Employment Relations in the Global Economy



Edited by **Carola Frege** London School of Economics, UK,
John Kelly Birkbeck, University of London, UK

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

Routledge

February 2020 : 560pp

Pb: 978-1-138-68302-0 : **£37.99**

Hb: 978-1-138-68301-3 : **£145**

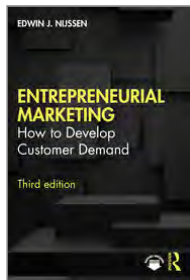
eBook: 978-1-315-54479-3

* For full contents and more information, visit: www.routledge.com/9781138683020

3RD EDITION

Entrepreneurial Marketing

How to Develop Customer Demand

**Edwin J. Nijssen**

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

Routledge

September 2021 : 178pp

Pb: 978-0-367-44532-4 : **£46.99**Hb: 978-0-367-44531-7 : **£165**

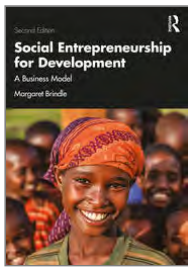
eBook: 978-1-003-01019-7

* For full contents and more information, visit: www.routledge.com/9780367445324

2ND EDITION

Social Entrepreneurship for Development

A Business Model

**Margaret Brindle**

Social Entrepreneurship for Development, Second Edition presents a fresh approach to poverty alleviation by bridging the fields of international development and social entrepreneurship. The authors present a six-step model for developing an IP business positioning strategy that allows developing country producers to position themselves better as owners of retail brands in foreign market countries. Readers will learn how producers can control the supply chain, including distribution to retail stores.

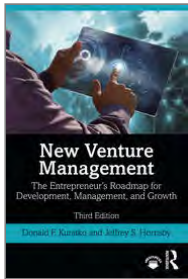
Routledge
October 2024 : 272pp
Pb: 978-1-032-61874-6 : **£56.99**
Hb: 978-1-032-65077-7 : **£135**
eBook: 978-1-032-65078-4

* For full contents and more information, visit: www.routledge.com/9781032618746

3RD EDITION

New Venture Management

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



Donald F. Kuratko Indiana University - Bloomington, USA, **Jeffrey S. Hornsby** Kansas State University, USA

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

Routledge
December 2020 : 374pp
Pb: 978-0-367-46672-5 : **£76.99**
Hb: 978-0-367-47236-8 : **£190**
eBook: 978-1-003-03429-2

* For full contents and more information, visit: www.routledge.com/9780367466725

3RD EDITION

Global Entrepreneurship

Environment and Strategy

**Nir Kshetri** University of North Carolina Greensboro, USA

This third edition improves coverage of the global environments in which entrepreneurs operate. In Global Entrepreneurship: Environment and Strategy, Nir Kshetri explores and illuminates the economic, political, cultural, geographical, and technological environments that affect entrepreneurs as they exploit opportunities and create value in economies around the world. New for this edition, Global Entrepreneurship offers case studies at the end of each chapter to illustrate relevant concepts to encourage broader reflection. Most of the case studies in this edition highlight the role of artificial intelligence in enabling and advancing entrepreneurial activities globally.

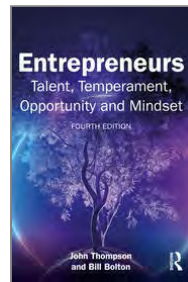
Routledge
July 2025 : 300pp
Pb: 978-1-032-90017-9 : **£59.99**
Hb: 978-1-032-93273-6 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032900179

4TH EDITION

Entrepreneurs

Talent, Temperament, Opportunity and Mindset

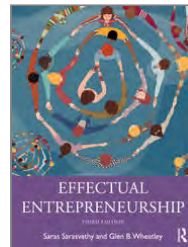
**John Thompson , Bill Bolton**

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

Routledge
May 2024 : 420pp
Pb: 978-1-032-47370-3 : **£56.99**
Hb: 978-1-032-47372-7 : **£135**
eBook: 978-1-003-38579-0

* For full contents and more information, visit: www.routledge.com/9781032473703

3RD EDITION

Effectual Entrepreneurship**Saras Sarasvathy , Glen B. Wheatley**

Whether you come to this book as an entrepreneurship student, a corporate manager, someone seeking regenerative social change, or a seasoned creator of new ventures, you already know that entrepreneurship is the primary engine of growth, innovation, and financial self-reliance. Presented in the concise, modular, graphical form made popular in previous editions, *Effectual Entrepreneurship* is perfect both for those seeking to become entrepreneurs, and those already in the thick of things!

Routledge
May 2025 : 480pp
Pb: 978-1-032-42728-7 : **£65.99**
Hb: 978-1-032-42730-0 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032427287

4TH EDITION

Coaching

Evoking Excellence in Others

**James Flaherty**

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

Routledge

April 2022 : 276pp

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

eBook: 978-1-003-20642-2

* For full contents and more information, visit: www.routledge.com/9781032073187

Fashion Buying and Merchandising

The Fashion Buyer in a Digital Society



Rosy Boardman University of Manchester, UK, **Rachel Parker-Strak** University of Manchester, UK, **Claudia E. Henninger** University of Manchester, UK

Series: Mastering Fashion Management

Fashion buying and merchandising has changed dramatically over the last 20 years. Aspects such as the advent of new technologies, the changing nature of the industry into one that is faster-paced than ever before, as well as the shift towards more ethical and sustainable practices have resulted in a dramatic change of the roles. This book is ideal for all fashion buying and merchandising students, specifically second and final year undergraduate as well as MA/MSc fashion courses. It will also be useful to academics and practitioners who wish to gain a greater understanding of the industry today.

Routledge

May 2020 : 240pp

Pb: 978-1-138-61632-5 : **£39.99**

Hb: 978-1-138-61631-8 : **£145**

eBook: 978-0-429-46220-7

* For full contents and more information, visit: www.routledge.com/9781138616325

Customer Experience in Fashion Retailing

Merging Theory and Practice



Edited by **Bethan Alexander** London College of Fashion

Series: Mastering Fashion Management

Merging three core perspectives – academic, creative agency and retailer – the book takes a chronological approach to tracing the evolution of customer experience from the physical store, to omnichannel through channel convergence to consider the future of fashion retailing and customer experience. Beginning with the theoretical perspective, customer experience evolution in a fashion retail context is traced, considering the definition of customer experience, physical retail, the digitalisation of customer experience, omni-channel retail, in-store technologies and envisioning future retail CX.

Routledge

June 2024 : 326pp

Pb: 978-1-032-45300-2 : **£37.99**

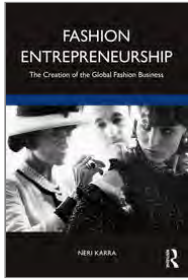
Hb: 978-1-032-45655-3 : **£135**

eBook: 978-1-003-37809-9

* For full contents and more information, visit: www.routledge.com/9781032453002

Fashion Entrepreneurship

The Creation of the Global Fashion Business



Neri Karra IESEG University, France

Series: Mastering Fashion Management

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

Routledge

November 2021 : 256pp

Pb: 978-1-138-20861-2 : **£41.99**

Hb: 978-1-138-20860-5 : **£145**

eBook: 978-1-315-45877-9

* For full contents and more information, visit: www.routledge.com/9781138208612

The Fashion Business

Theory and Practice in Strategic Fashion Management



Dario Golizia

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

Routledge
July 2021 : 238pp
Pb: 978-0-367-49055-3 : **£44.99**
Hb: 978-0-367-49053-9 : **£160**
eBook: 978-1-003-04424-6

* For full contents and more information, visit: www.routledge.com/9780367490553

Sustainable Fashion Management



Claudia E. Henninger University of Manchester, UK, **Kirsi Niinimäki**, **Marta Blazquez**, **Celina Jones**

Series: Mastering Fashion Management

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

Routledge
July 2022 : 256pp
Pb: 978-0-367-56455-1 : **£48.99**
Hb: 978-0-367-56454-4 : **£165**
eBook: 978-1-003-09784-6

* For full contents and more information, visit: www.routledge.com/9780367564551

Fashion Trends and Forecasting

The Fashion Futurists' Toolkit



Edited by Eunsuk Hur, **Caroline Hemingray**, **Stephen Westland**

Series: Mastering Fashion Management

Fashion Trends and Forecasting explores how designers, merchandisers, buyers, marketers and strategists use fashion trend forecasting to predict upcoming trends and understand past or current ones. Case studies from globally-recognised organisations feature in every chapter, highlighting and contextualising theory for students. Discussion questions and exercises help facilitate class discussion and deeper understanding. Designed to equip the reader with Fashion Forecasting tools, methods and principles in an accessible and clear way, this text is recommended and core reading for students studying Fashion Forecasting, Fashion Buying and Fashion Marketing.

Routledge
March 2025 : 270pp
Pb: 978-1-032-54186-0 : **£43.99**
Hb: 978-1-032-54184-6 : **£150**
eBook: 978-1-003-41558-9

* For full contents and more information, visit: www.routledge.com/9781032541860

Fashion Business and Digital Transformation

Technology and Innovation across the Fashion Industry



Charlene Gallery, **Jo Conlon**

Series: Mastering Fashion Management

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

Routledge
June 2024 : 306pp
Pb: 978-1-032-42847-5 : **£39.99**
Hb: 978-1-032-42850-5 : **£135**
eBook: 978-1-003-36455-9

* For full contents and more information, visit: www.routledge.com/9781032428475

Creativity and Innovation in the Fashion Business

Contemporary Issues in Fashion Design and Product Development



Helen Goworek, **Fiona Bailey**

Series: Mastering Fashion Management

Creativity and Innovation in the Fashion Business explores the ways in which creativity and innovation play a central role across the fashion industry, paying particular attention to design and technical perspectives. This topic is examined through careful theoretical analysis, incorporating the perspectives of multiple contributors. A vital introductory textbook, Creativity and Innovation in the Fashion Industry is well-suited to undergraduate and postgraduate modules across subjects such as Fashion Business, Fashion Design and Manufacturing, Product Development, Innovation Management, and Buying and Merchandising.

Routledge
October 2024 : 254pp
Pb: 978-1-032-36580-0 : **£36.99**
Hb: 978-1-032-36582-4 : **£130**
eBook: 978-1-003-33274-9

* For full contents and more information, visit: www.routledge.com/9781032365800

Luxury Fashion Brand Management

Unifying Fashion with Sustainability



Olga Mitterfellner University of Westminster

Series: Mastering Fashion Management

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

Routledge

July 2023 : 266pp

Pb: 978-0-367-64360-7 : **£41.99**

Hb: 978-0-367-64358-4 : **£145**

eBook: 978-1-003-12418-4

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2ND EDITION

Fashion Marketing and Communications

Theory and Practice Across the Fashion Industry



Olga Mitterfellner University of Westminster

Series: Mastering Fashion Management

Fashion Marketing and Communications provides a comprehensive and honest understanding of the commercial and ethical impact marketing has on the fashion industry. This new edition has been fully revised to incorporate new chapters on sustainability marketing, digital marketing and future-facing trends within fashion marketing. Examining the last 100 years of fashion marketing and communications and current theory and practice, this broad-ranging text is perfect for advanced undergraduate and postgraduate students of *Fashion Marketing*, *Brand Management and Communications*. PowerPoint slides and exercise questions are available to support the book.

Routledge

December 2024 : 340pp

Pb: 978-1-032-58232-0 : **£36.99**

Hb: 978-1-032-58234-4 : **£135**

eBook: 978-1-003-44915-7

* For full contents and more information, visit: www.routledge.com/9781032582320

Celebrity Fashion Marketing

Developing a Human Fashion Brand



Fykaa Caan , Angela Lee

Series: Mastering Fashion Management

This book explores the concept of the celebrity as a human fashion brand, and the effectiveness of the celebrity in promoting fashions and shaping the identity and decisions of fashion consumers. The authors consider celebrity fashion classifications, fashion influencers, explore existing theory, models and tools, and the role of technology, and explain how celebrity-endorsed products impact on fashion consumers and trends. *Celebrity Fashion Marketing* should be recommended reading for advanced undergraduate and postgraduate students studying *Celebrity Fashion and Influencer Marketing*, *Fashion Marketing*, *Fashion Brand Management and Consumer Behaviour*.

Routledge

February 2023 : 144pp

Pb: 978-1-032-00735-9 : **£39.99**

Hb: 978-1-032-00733-5 : **£145**

eBook: 978-1-003-17536-0

* For full contents and more information, visit: www.routledge.com/9781032007359

Fashion Supply Chain Management

Integrating Sustainability through the Fashion Supply Chain



Virginia Grose , Nicola Mansfield

Series: Mastering Fashion Management

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

Routledge

June 2023 : 198pp

Pb: 978-0-367-69745-7 : **£45.99**

Hb: 978-0-367-70340-0 : **£135**

eBook: 978-1-003-14578-3

* For full contents and more information, visit: www.routledge.com/9780367697457

4TH EDITION

Financial Services Marketing

A Guide to Principles and Practice



Christine Ennew Nottingham Business School, UK, **Nigel Waite**, **Róisín Waite** Barclays Group, UK.

This fourth edition of Financial Services Marketing firmly reinforces the book's role as a leading global educational resource, combining appropriate conceptual principles with practical insights on how financial products and services are marketed in the real world. Financial Services Marketing is essential reading for advanced undergraduate and postgraduate students studying Marketing for Financial Services, Marketing Strategy, and Consumer Ethics in Finance. It is also suitable for executive students studying for professional qualifications and executive MBAs.

Routledge

October 2024 : 662pp

Pb: 978-1-032-50464-3 : **£59.99**Hb: 978-1-032-50463-6 : **£230**

eBook: 978-1-003-39861-5

* For full contents and more information, visit: www.routledge.com/9781032504643

4TH EDITION

Fundraising Management

Analysis, Planning and Practice



Adrian Sargeant Plymouth University, UK, **Jayne George** RNLI, UK

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

Routledge

September 2021 : 526pp

Pb: 978-0-367-56371-4 : **£65.99**Hb: 978-0-367-56370-7 : **£230**

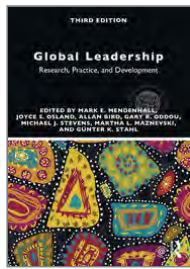
eBook: 978-1-003-09743-3

* For full contents and more information, visit: www.routledge.com/9780367563714

3RD EDITION

Global Leadership

Research, Practice, and Development



Edited by **Mark E. Mendenhall** University of Tennessee at Chattanooga, USA, **Joyce Osland** San Jose State University, California, USA, **Allan Bird** Northeastern University, USA, **Gary R. Oddou** California State University - San Marcos, USA, **Michael J. Stevens** Weber State University, USA, **Martha Maznevski** Ivey Business School, Canada, **Günter K. Stahl** Vienna University of Economics and Business, Austria

Series: Global HRM

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

Routledge

October 2017 : 432pp

Pb: 978-1-138-29244-4 : **£62.99**

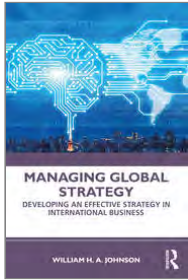
Hb: 978-1-138-29243-7 : **£190**

eBook: 978-1-315-23290-4

* For full contents and more information, visit: www.routledge.com/9781138292444

Managing Global Strategy

Developing an Effective Strategy in International Business



William H. A. Johnson

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

Routledge

October 2020 : 186pp

Pb: 978-0-367-46285-7 : **£42.99**

Hb: 978-0-367-46855-2 : **£145**

eBook: 978-1-003-03152-9

* For full contents and more information, visit: www.routledge.com/9780367462857

International Marketing in Practice

A Case Study Collection



Edited by **Véronique Boulocher-Passet**

Series: *International Cases in Business and Management*

International Marketing in Practice features select case studies relating to businesses from various markets and countries facing the challenges and decisions involved when undertaking international marketing. Across its four sections, the book examines how companies can overcome the challenges of connecting with potential customers in a foreign country. The book showcases 11 unique and international case studies grounded in the experiences of real companies of varying sizes, operating in a range of industries. This exciting new text is designed as recommended reading on undergraduate and postgraduate International Marketing and International Business courses.

Routledge

June 2025 : 144pp

Pb: 978-1-032-71291-8 : **£39.99**

Hb: 978-1-032-71298-7 : **£145**

* For **full contents** and more information, visit: www.routledge.com/9781032712918

6TH EDITION

International Marketing

Strategy and Theory



Sak Onkvisit, Michael A. Merz, John J. Shaw

Providence College, USA

This comprehensive text provides students with a solid foundation in International Marketing theory, research, and practice. Fully updated throughout, the book covers all the latest trends and topics, including e-commerce, digitalization, corporate sustainability, business ethics, corporate social responsibility, cryptocurrency, and the broader political and economic context. Demonstrating the complexities of marketing on a global scale, this well-regarded text should be core reading for advanced undergraduate and postgraduate students of International and Global Marketing, Marketing Management and Strategic Marketing.

Routledge

June 2025 : 536pp

Pb: 978-1-032-58366-2 : **£81.99**

Hb: 978-1-032-58369-3 : **£280**

* For **full contents** and more information, visit: www.routledge.com/9781032583662

10TH EDITION

The Adult Learner

The Definitive Classic in Adult Education and Human Resource Development



Malcolm Knowles, Elwood F. Holton III, Petra A. Robinson, Corina Caraccioli

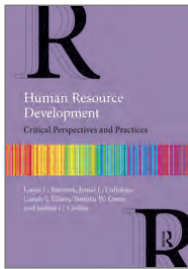
How do you tailor education to the learning needs of adults? How does their life experience inform their learning? These questions were at the heart of Malcolm Knowles' pioneering theory of andragogy which transformed education theory. The resulting principles of a self-directed, problem-centred approach to learning have been hugely influential and are still the basis of the learning practices. The 10th edition of The Adult Learner has been revised to include chapters on diversity and belonging in adult learning. If you are a researcher, or student, an adult learning practitioner, or involved in human resources, this is the definitive book in adult learning you should not be without.

Routledge
January 2025 : 412pp
Pb: 978-1-032-48156-2 : **£67.99**
Hb: 978-1-032-48155-5 : **£145**
eBook: 978-1-003-38767-1

* For full contents and more information, visit: www.routledge.com/9781032481562

Human Resource Development

Critical Perspectives and Practices



Laura L. Bierema University of Georgia, USA, **Jamie L. Callahan** University of Durham, **Carole J. Elliott** University of Roehampton, UK, **Tomika W. Greer**, **Joshua C. Collins**

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

Routledge
October 2023 : 386pp
Pb: 978-0-367-23475-1 : **£38.99**
Hb: 978-0-367-23474-4 : **£145**
eBook: 978-0-429-28000-9

* For full contents and more information, visit: www.routledge.com/9780367234751

Andragogy in Practice

Case Studies on Innovation in Adult Learning



Edited by **Elwood F. Holton, Petra A. Robinson, Corina Caraccioli**

Andragogy in Practice is a timely book of case studies, which offers readers the opportunity to see andragogy in practice solving real-world challenges in a variety of adult learning contexts. It highlights the wonderful range of innovative practices that characterize adult learning today. The Editors bring a variety of diverse and inspiring extended cases together from a range of experienced teaching and learning specialists. Students and practitioners of human resource development and adult education will enjoy the engaging, innovative and insightful cases in this book addressing andragogical practices in the contemporary society.

Routledge
June 2025 : 518pp
Pb: 978-1-032-62597-3 : **£53.99**
Hb: 978-1-032-62599-7 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032625973

Human Resource Management and Ethics at Work



Lisa Grover

Human Resource Management and Ethics at Work dives deep into understanding ethical human resources practice, including professional codes of conduct, and what it means to be an ethical human resources professional. Each chapter explores the philosophical underpinnings of the ethical challenges faced by contemporary human resources professionals. It draws upon narratives from fiction and film to bring these scenarios to life. This is an ideal resource for those undertaking an undergraduate or postgraduate course in Human Resource Management, practising human resources professionals who worry about the right thing to do, or anyone interested in people management ethics.

Routledge
May 2025 : 200pp
Pb: 978-1-032-74304-2 : **£46.99**
Hb: 978-1-032-74306-6 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032743042

2ND EDITION

Human Resource Management

A Critical Approach



Edited by **David G. Collings** Trinity College Dublin, Ireland, **Geoffrey Wood** University of Warwick, UK, **Leslie T. Szamosi**

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

Routledge
August 2018 : 450pp
Pb: 978-1-138-23755-1 : **£61.99**
Hb: 978-1-138-23754-4 : **£145**
eBook: 978-1-315-29955-6

* For full contents and more information, visit: www.routledge.com/9781138237551

Unlocking Strategic Innovation

Competitive Success in a Disruptive Environment



Surja Datta Oxford Brookes University, UK, **Sandeep Roy**, **Tobias Kutzewski**

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

Routledge
March 2021 : 158pp
Pb: 978-0-367-32250-2 : **£38.99**
Hb: 978-0-367-32249-6 : **£145**
eBook: 978-0-429-31751-4

* For full contents and more information, visit: www.routledge.com/9780367322502

Innovation and New Product Planning



Kenneth B. Kahn, **Mayoor Mohan**

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

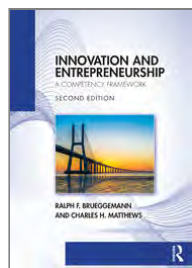
Routledge
December 2020 : 270pp
Pb: 978-0-367-68524-9 : **£49.99**
Hb: 978-0-367-45788-4 : **£185**
eBook: 978-1-003-02531-3

* For full contents and more information, visit: www.routledge.com/9780367685249

2ND EDITION

Innovation and Entrepreneurship

A Competency Framework



Ralph F. Brueggemann University of Cincinnati, USA,
Charles H. Matthews University of Cincinnati, USA

This book presents a new model, the competency framework, for students, innovators, entrepreneurs, managers, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship. Focused on both the individual and strategic organizational level, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Matthews and Brueggemann's framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation.

Routledge
November 2024 : 636pp
Pb: 978-0-367-89803-8 : **£53.99**
Hb: 978-0-367-46856-9 : **£135**
eBook: 978-1-003-03430-8

* For full contents and more information, visit: www.routledge.com/9780367898038

2ND EDITION

Creativity for Innovation Management

Tools and Techniques for Creative Thinking in Practice



Ina Goller, **John Bessant**

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

Routledge
July 2023 : 282pp
Pb: 978-1-032-12769-9 : **£45.99**
Hb: 978-1-032-12768-2 : **£160**
eBook: 978-1-003-22617-8

* For full contents and more information, visit: www.routledge.com/9781032127699

2ND EDITION

Corporate Innovation

Disruptive Thinking in Organizations



Donald F. Kuratko, **Michael G. Goldsby** Ball State University, USA, **Jeffrey S. Hornsby**

This revised edition will help you develop an understanding of an innovative organization, the specific processes involved in corporate innovation, and how to assess your organization's readiness for entrepreneurial activity and innovation. It will help you learn how to get more ideas successfully to market and how to write effective innovation plans for the implementation of innovative ideas. Essential reading for students of corporate innovation, corporate ventures, corporate strategy, or human resources, this book also speaks to the specific needs of active managers charged with the expectation of enhancing the innovative prowess of their organization.

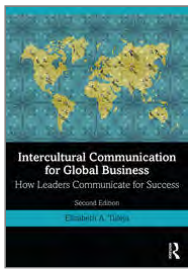
Routledge
January 2025 : 368pp
Pb: 978-1-032-74050-8 : **£54.99**
Hb: 978-1-032-77269-1 : **£145**
eBook: 978-1-003-48216-1

* For full contents and more information, visit: www.routledge.com/9781032740508

2ND EDITION

Intercultural Communication for Global Business

How Leaders Communicate for Success



Elizabeth A. Tuleja University of Notre Dame

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

Routledge

August 2021 : 334pp

Pb: 978-0-367-37556-0 : **£81.99**

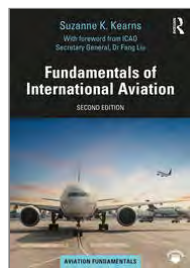
Hb: 978-1-032-00078-7 : **£280**

eBook: 978-0-367-42382-7

* For full contents and more information, visit: www.routledge.com/9780367375560

2ND EDITION

Fundamentals of International Aviation



Suzanne K. Kearns

Series: Aviation Fundamentals

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

Routledge

March 2021 : 504pp

Pb: 978-0-367-46794-4 : **£46.99**

Hb: 978-0-367-46795-1 : **£145**

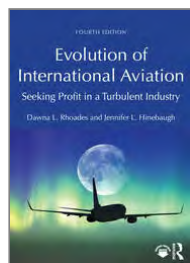
eBook: 978-1-003-03115-4

* For **full contents** and more information, visit: www.routledge.com/9780367467944

4TH EDITION

Evolution of International Aviation

Seeking Profit in a Turbulent Industry



Dawna L. Rhoades , Jennifer L. Hinebaugh

This book lays out the forces that shaped the international aviation industry and that changed all the rules in the drive for liberalization. Second, it looks at the many interesting and difficult choices ahead that the airline industry in general and the international aviation industry in particular face. The book includes coverage of the industry segments - airlines, air cargo, and manufacturing - to include the emerging commercial space sector. It also emphasizes the relationship between aviation and the political process, exploring the sustainability of this mode of transportation in a world of climate change, high oil prices, and political instability.

Routledge

January 2025 : 270pp

Pb: 978-1-032-52112-1 : **£54.99**

Hb: 978-1-032-52115-2 : **£145**

eBook: 978-1-003-40530-6

* For **full contents** and more information, visit: www.routledge.com/9781032521121

5TH EDITION

International Business Law and the Legal Environment

A Transactional Approach

**Larry A. DiMatteo**

The fifth edition of *International Business Law and the Legal Environment: A Transactional Approach* gives business and law students a clear understanding of the legal principles that govern international business. This book goes beyond compliance by emphasizing how to use the law to create value and competitive advantage. Upper-level undergraduate and postgraduate students of business law and international business will appreciate DiMatteo's lucid writing style, and professionals will find this book to be a comprehensive resource. Online resources include an instructor's manual, PowerPoint slides, test bank, and other tools to provide additional support for students and instructors.

Routledge
April 2025 : 770pp
Pb: 978-1-032-74446-9 : **£74.99**
Hb: 978-1-032-74444-5 : **£145**
eBook: 978-1-003-46923-0

* For full contents and more information, visit: www.routledge.com/9781032744469

2ND EDITION

International Business

Attitudes and Alternatives

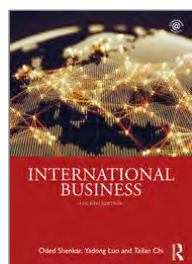
**Alan Sitkin** Regents University, UK

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

Routledge
November 2021 : 526pp
Pb: 978-0-367-74677-3 : **£62.99**
Hb: 978-0-367-74680-3 : **£145**
eBook: 978-1-003-15905-6

* For full contents and more information, visit: www.routledge.com/9780367746773

4TH EDITION

International Business

Oded Shenkar Ohio State University, USA, **Yadong Luo** University of Miami, USA, **Tailan Chi** University of Kansas, USA

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

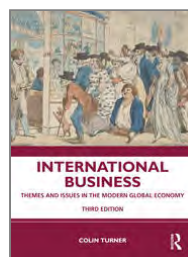
Routledge
December 2021 : 772pp
Pb: 978-0-367-46673-2 : **£91.99**
Hb: 978-0-367-47237-5 : **£230**
eBook: 978-1-003-03431-5

* For full contents and more information, visit: www.routledge.com/9780367466732

3RD EDITION

International Business

Themes and Issues in the Modern Global Economy

**Colin Turner** Heriot-Watt University, UK

This is the third edition of the widely respected text *International Business* which offers a comprehensive, yet critical overview of the phenomenon of globalization and its impacts of key aspects of the business environment as it fundamentally alters corporate strategy.

Routledge
March 2024 : 540pp
Pb: 978-1-138-73882-9 : **£51.99**
Hb: 978-1-138-73568-2 : **£135**
eBook: 978-1-315-18450-0

* For full contents and more information, visit: www.routledge.com/9781138738829

4TH EDITION

Managing a Global Workforce

Charles Vance, **Yongsun Paik** Loyola Marymount University, USA, **Fabian Jintae Froese** University of Goettingen, Germany, **Torben Andersen**

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

Routledge
July 2023 : 422pp
Pb: 978-1-032-16145-7 : **£38.99**
Hb: 978-1-032-16147-1 : **£145**
eBook: 978-1-003-24725-8

* For full contents and more information, visit: www.routledge.com/9781032161457

3RD EDITION

Human Resource Management

A Critical Approach



Edited by **David G. Collings** Trinity College Dublin, Ireland, **Geoffrey Wood** University of Warwick, UK, **Leslie T. Szamosi**

Written by an international team of respected scholars, Human Resource Management: A Critical Approach, 3rd Edition adopts a critical perspective to examine the core management function of HRM in all its complexity – including its darker sides. Despite over three decades of debate around the nature of human resource management (HRM), its intellectual boundaries and its application in practice, the field continues to be dogged by several theoretical and practical limitations. This textbook is essential reading for advanced and inquisitive students of HRM, and for HRM professionals looking to deepen their understanding of the complexities of their field.

Routledge
June 2025 : 478pp
Pb: 978-1-032-62561-4 : **£59.99**
Hb: 978-1-032-62554-6 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032625614

6TH EDITION

International Human Resource Management

Policies and Practices for Multinational Enterprises



Ibraiz Tarique Pace University, USA, **Dennis R. Briscoe** University of San Diego, USA, **Randall S. Schuler** Rutgers University, USA, and the University of Lucerne, Switzerland.

Series: *Global HRM*

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

Routledge
January 2022 : 522pp
Pb: 978-1-138-48950-9 : **£81.99**
Hb: 978-1-138-48949-3 : **£160**
eBook: 978-0-429-44146-2

* For full contents and more information, visit: www.routledge.com/9781138489509

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Human Resource Strategy

Formulation, Implementation, and Impact



Michal Biron University of Haifa, Israel, **Corine Boon** UvA, Netherlands, **Elaine Farndale**, **Peter A. Bamberger** Tel Aviv University, Israel

What is Human Resource Strategy? How are human resource strategies formulated and how can we explain the variance between what is espoused and what is actually implemented? Human Resource Strategy, third edition, provides an overview of the academic and practitioner responses to these and other questions. Applying an integrative framework, the authors review over thirty years' worth of research in an attempt to reconcile often conflicting conceptual models and equivocal empirical findings. This new edition includes new chapters on innovations in HR strategies and diversity and introduces more practical examples. This book is an ideal resource for students and practitioners alike.

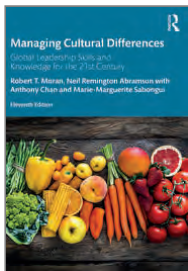
Routledge
September 2024 : 364pp
Pb: 978-1-032-51430-7 : **£84.99**
Hb: 978-1-032-51429-1 : **£195**
eBook: 978-1-003-40217-6

* For full contents and more information, visit: www.routledge.com/9781032514307

11TH EDITION

Managing Cultural Differences

Global Leadership Skills and Knowledge for the 21st Century



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

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

Routledge

September 2023 : 568pp

Pb: 978-1-032-26790-6 : **£77.99**Hb: 978-1-032-28588-7 : **£270**

eBook: 978-1-003-29756-7

* For full contents and more information, visit: www.routledge.com/9781032267906

3RD EDITION

Comparative International Management



Arndt Sorge , Niels Noorderhaven , Carla Koen Tilburg University, Netherlands

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

Routledge

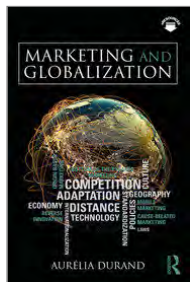
September 2023 : 498pp

Pb: 978-1-032-19487-5 : **£55.99**Hb: 978-1-032-19489-9 : **£170**

eBook: 978-1-003-25943-5

* For full contents and more information, visit: www.routledge.com/9781032194875

Marketing and Globalization



Aurélia Durand HEC Montréal, Canada

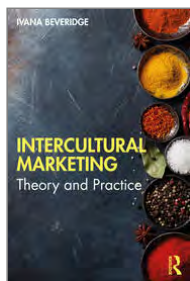
This concise text focuses squarely on the issues facing marketers in an increasingly global world. It identifies several trends, linking them together, and positioning them as marketing practices that companies implement as a way of responding to the major consequences of globalization. The book also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

Routledge
July 2018 : 596pp
Pb: 978-1-138-20234-4 : **£56.99**
Hb: 978-1-138-20233-7 : **£145**
eBook: 978-1-315-47417-5

* For full contents and more information, visit: www.routledge.com/9781138202344

Intercultural Marketing

Theory and Practice



Ivana Beveridge

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

Routledge
November 2020 : 244pp
Pb: 978-0-367-90254-4 : **£52.99**
Hb: 978-0-367-45791-4 : **£165**
eBook: 978-1-003-02534-4

* For full contents and more information, visit: www.routledge.com/9780367902544

3RD EDITION

Global Marketing

Strategy, Practice, and Cases



Ilan Alon University of Agder, Norway, **Eugene Jaffe**,
Christiane Prange Tongji University, China, **Donata Vianelli** University of Trieste, Italy

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

Routledge
August 2020 : 666pp
Pb: 978-0-367-19609-7 : **£72.99**
Hb: 978-0-367-19608-0 : **£240**
eBook: 978-0-429-20334-3

* For full contents and more information, visit: www.routledge.com/9780367196097

5TH EDITION

Global Marketing



Kate Gillespie University of Texas, USA, **K. Scott Swan**

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

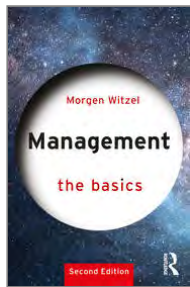
Routledge
September 2021 : 570pp
Pb: 978-0-367-69412-8 : **£185**
Hb: 978-1-138-32606-4 : **£370**
eBook: 978-1-003-14170-9

* For full contents and more information, visit: www.routledge.com/9780367694128

2ND EDITION

Management

The Basics



Morgen Witzel University of Exeter, UK

Series: The Basics

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

Routledge

March 2022 : 222pp

Pb: 978-0-367-77512-4 : **£19.99**

Hb: 978-0-367-77513-1 : **£94.99**

eBook: 978-1-003-17172-0

* For full contents and more information, visit: www.routledge.com/9780367775124

Luxury Fashion Marketing and Branding

A Strategic Approach



Alice Dallabona Leeds University, UK

Series: Mastering Fashion Management

Luxury Fashion Marketing and Branding offers a comprehensive analysis of the key theories and concepts needed to understand the promotion of luxury fashion products. It covers subjects including luxury fashion retailing, digital marketing and communication, data analytics, emerging technologies, consumer behaviour and PR. Luxury Fashion Marketing and Branding is ideal for advanced undergraduate and postgraduate students of fashion marketing and communications, luxury fashion business and luxury brand management. Its applied approach will also make it suitable for those studying for an Executive MBA in Fashion and Luxury Management.

Routledge

August 2024 : 194pp

Pb: 978-1-032-20688-2 : **£36.99**

Hb: 978-1-032-20707-0 : **£130**

eBook: 978-1-003-26481-1

* For full contents and more information, visit: www.routledge.com/9781032206882

Strategic Luxury Management

Value Creation and Creativity for Competitive Advantage



David Millán Planelles

Series: Mastering Luxury Management

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

Routledge
November 2021 : 262pp
Pb: 978-0-367-85837-7 : **£38.99**
Hb: 978-0-367-85834-6 : **£145**
eBook: 978-1-003-01532-1

* For full contents and more information, visit: www.routledge.com/9780367858377

Contemporary Issues in Luxury Brand Management



Edited by Sylvie Studente, Eleonora Cattaneo

Series: Mastering Luxury Management

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

Routledge
March 2023 : 180pp
Pb: 978-0-367-85930-5 : **£41.99**
Hb: 978-0-367-85928-2 : **£150**
eBook: 978-1-003-01582-6

* For full contents and more information, visit: www.routledge.com/9780367859305

Research Methods in Luxury Management



Michael J. G. Parnwell University of Leeds, UK, **Kelly Meng** Goldsmiths, University of London, UK

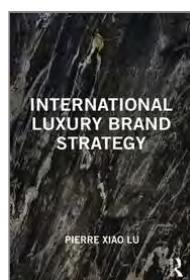
Series: Mastering Luxury Management

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

Routledge
July 2023 : 230pp
Pb: 978-1-032-28110-0 : **£41.99**
Hb: 978-1-032-28117-9 : **£150**
eBook: 978-1-003-29537-2

* For full contents and more information, visit: www.routledge.com/9781032281100

International Luxury Brand Strategy



Pierre Xiao Lu Fudan University, China

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

Routledge
November 2021 : 260pp
Pb: 978-1-138-61484-0 : **£39.99**
Hb: 978-1-138-61483-3 : **£145**
eBook: 978-0-429-46388-4

* For full contents and more information, visit: www.routledge.com/9781138614840

6TH EDITION

Management Consulting Projects

A Step-by-Step Experiential Guide

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

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

Routledge

August 2021 : 162pp

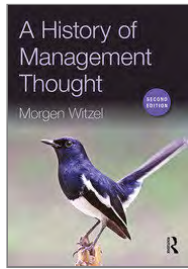
Pb: 978-1-032-00516-4 : **£48.99**Hb: 978-1-032-00515-7 : **£165**

eBook: 978-1-003-17451-6

* For full contents and more information, visit: www.routledge.com/9781032005164

2ND EDITION

A History of Management Thought



Morgen Witzel University of Exeter, UK

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

Routledge

December 2016 : 394pp

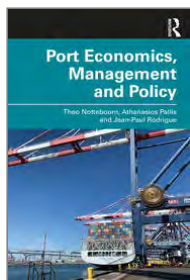
Pb: 978-1-138-91163-5 : **£72.99**

Hb: 978-1-138-91162-8 : **£205**

eBook: 978-1-315-69251-7

* For full contents and more information, visit: www.routledge.com/9781138911635

Port Economics, Management and Policy



Theo Notteboom University of Antwerp, Belgium,
Athanasios Pallis, **Jean-Paul Rodrigue**

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

Routledge
January 2022 : 690pp
Pb: 978-0-367-33155-9 : **£57.99**
Hb: 978-0-367-33156-6 : **£130**
eBook: 978-0-429-31818-4

* For full contents and more information, visit: www.routledge.com/9780367331559

2ND EDITION

Port Economics



Wayne K. Talley Old Dominion University, USA

Series: Routledge Maritime Masters

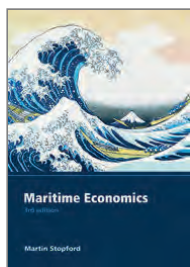
This book provides a detailed discussion of port freight service users such as freight water and land carriers that have their ships and vehicles, respectively, serviced by ports and have their cargoes unloaded from and to their ships and vehicles, respectively as well as a detailed discussion of port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

Routledge
December 2017 : 286pp
Pb: 978-1-138-95219-5 : **£65.99**
Hb: 978-1-138-95218-8 : **£165**
eBook: 978-1-315-66772-0

* For full contents and more information, visit: www.routledge.com/9781138952195

3RD EDITION

Maritime Economics 3e



Martin Stopford

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

Routledge
December 2008 : 840pp
Pb: 978-0-415-27558-3 : **£71.99**
Hb: 978-0-415-27557-6 : **£190**
eBook: 978-0-429-23954-0

* For full contents and more information, visit: www.routledge.com/9780415275583

Management of Shipping Companies



Ioannis Theotokas University of the Aegean, Greece

Series: Routledge Maritime Masters

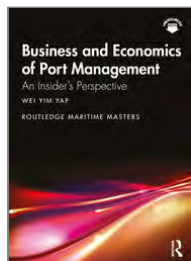
This book analyses the business environment of shipping companies and examines the approaches they adopt in organising and managing their activities so as to increase their competitiveness. To ensure a thorough comprehension of the terms and the definitions analysed in the chapters, the theoretical analysis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

Routledge
April 2018 : 322pp
Pb: 978-1-138-19010-8 : **£38.99**
Hb: 978-1-138-19009-2 : **£190**
eBook: 978-1-315-64129-4

* For full contents and more information, visit: www.routledge.com/9781138190108

Business and Economics of Port Management

An Insider's Perspective



Wei Yim Yap Singapore University of Social Sciences, Singapore

Series: Routledge Maritime Masters

The book examines port management from various entities which include the government, port operator, shipping line, logistics companies and other port service providers. It provides in-depth discussions on strategic issues, challenges and disruptions that are faced by this industry. Key lessons on challenges and issues faced by port managers, developers and regulators are presented using a combination of professional insights and publicly available information sources. The aim is to illustrate the decision making process with the purpose of contributing to better outcomes for the industry, government and the public at large.

Routledge
July 2020 : 508pp
Pb: 978-1-138-34191-3 : **£37.99**
Hb: 978-1-138-34190-6 : **£145**
eBook: 978-0-429-43992-6

* For full contents and more information, visit: www.routledge.com/9781138341913

2ND EDITION

Digital Analytics for Marketing



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

Series: Mastering Business Analytics

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

Routledge

January 2024 : 320pp

Pb: 978-0-367-45641-2 : **£49.99**

Hb: 978-0-367-45792-1 : **£180**

eBook: 978-1-003-02535-1

* For full contents and more information, visit: www.routledge.com/9780367456412

2ND EDITION

Creating Value with Data Analytics in Marketing

Mastering Data Science



Peter C. Verhoef , Edwin Kooge , Natasha Walk

Metriclab Big Data Analytics, The Netherlands, Jaap E. Wieringa

Series: Mastering Business Analytics

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

Routledge

November 2021 : 336pp

Pb: 978-0-367-81979-8 : **£48.99**

Hb: 978-0-367-81978-1 : **£165**

eBook: 978-1-003-01116-3

* For full contents and more information, visit: www.routledge.com/9780367819798

The Dark Side of Marketing Communications

Critical Marketing Perspectives



Tim Hill University of Bath, UK, **Pierre McDonagh**

Series: Routledge Studies in Critical Marketing

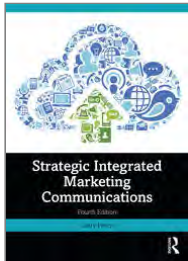
What fuels capitalism and what stops it from collapsing? Does marketing communications support and sustain the economic and political status quo? This book argues that marketing communications plays an increasingly important role in bolstering contemporary capitalism. Bringing theories from marketing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

Routledge
October 2020 : 134pp
Pb: 978-1-138-58713-7 : **£38.99**
Hb: 978-1-138-58712-0 : **£145**
eBook: 978-0-429-50415-0

* For full contents and more information, visit: www.routledge.com/9781138587137

4TH EDITION

Strategic Integrated Marketing Communications



Larry Percy Larry Percy Consulting, USA

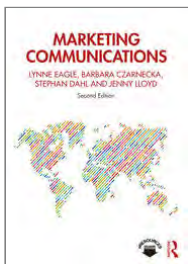
This book provides a disciplined, systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications (IMC) programme. Throughout, attention is paid to balancing theory with practical application, how to successfully implement theory for effective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

Routledge
March 2023 : 318pp
Pb: 978-0-367-77062-4 : **£45.99**
Hb: 978-0-367-77061-7 : **£160**
eBook: 978-1-003-16963-5

* For full contents and more information, visit: www.routledge.com/9780367770624

2ND EDITION

Marketing Communications



Lynne Eagle James Cook University, Australia, **Barbara Czarnecka** London South Bank University, UK, **Stephan Dahl** James Cook University, Australia, **Jenny Lloyd** University of Bristol, UK

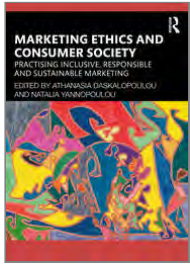
Marketing communication is a dynamic industry, which continues to change and adapt to new technologies, media consumption patterns and communication interfaces between marketers and their target markets. At the same time, the fundamental communication processes and well-established theories and models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

Routledge
September 2020 : 420pp
Pb: 978-0-429-44704-4 : **£42.99**
Hb: 978-1-138-33182-2 : **£140**
eBook: 978-1-003-08929-2

* For full contents and more information, visit: www.routledge.com/9780429447044

Marketing Ethics and Consumer Society

Practising Inclusive, Responsible and Sustainable Marketing



Edited by **Athanasia Daskalopoulou** University of Liverpool, UK, **Natalia Yannopoulou**

This unique new text explores marketing ethics, the impact of marketing on consumers' lives, and the wider social, cultural, and political context of marketing activities. Taking a critical approach to marketing practice, the book discusses the growing sense of responsibility within the marketing discipline and addresses issues at the interface between marketing and society. A much-needed and relevant textbook that brings together all the key contemporary topics in marketing ethics, this should be core reading for advanced undergraduate and postgraduate students studying modules on Marketing Ethics, Ethical Marketing and Sustainability, and Marketing and Society.

Routledge

April 2025 : 146pp

Pb: 978-1-032-99490-1 : **£43.99**

Hb: 978-1-032-99491-8 : **£150**

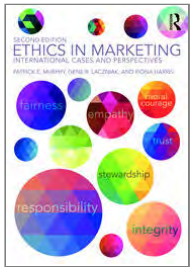
eBook: 978-1-003-60454-9

* For full contents and more information, visit: www.routledge.com/9781032994901

2ND EDITION

Ethics in Marketing

International cases and perspectives



Edited by **Patrick E. Murphy** University of Notre Dame, USA, **Gene R. Laczniak** Marquette University, USA, **Fiona Harris** The Open University, UK

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

Routledge

December 2016 : 212pp

Pb: 978-1-138-64809-8 : **£62.99**

Hb: 978-1-138-64808-1 : **£165**

eBook: 978-1-315-62664-2

* For full contents and more information, visit: www.routledge.com/9781138648098

Qualitative Marketing Research

Understanding Consumer Behaviour



Dominika Maison University of Warsaw, Poland

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

Routledge

October 2018 : 246pp

Pb: 978-1-138-60776-7 : **£37.99**

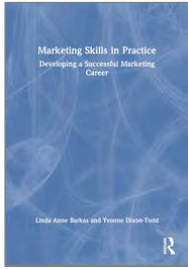
Hb: 978-1-138-60774-3 : **£190**

eBook: 978-0-429-46702-8

* For **full contents** and more information, visit: www.routledge.com/9781138607767

Marketing Skills in Practice

Developing a Successful Marketing Career



Linda Anne Barkas , Yvonne Dixon-Todd

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

Routledge

December 2023 : 170pp

Pb: 978-1-032-42974-8 : **£41.99**

Hb: 978-1-032-42975-5 : **£150**

eBook: 978-1-003-36513-6

* For full contents and more information, visit: www.routledge.com/9781032429748

3RD EDITION

Nonprofit Organizations

Theory, Management, Policy



Helmut K. Anheier Hertie School of Governance, Germany, **Stefan Toepler** George Mason University, USA

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

Routledge

August 2022 : 622pp

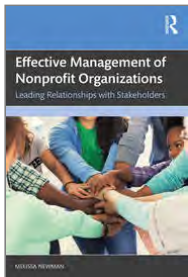
Pb: 978-1-138-62549-5 : **£62.99**Hb: 978-1-138-62548-8 : **£160**

eBook: 978-0-429-29968-1

* For full contents and more information, visit: www.routledge.com/9781138625495

Effective Management of Nonprofit Organizations

Leading Relationships with Stakeholders



Melissa Newman

Managing Stakeholder Relationships in Nonprofits provides practical information, rooted in Organizational Behavior theory, for the effective and successful management of nonprofit organizations and key stakeholder groups. The book enables the reader to identify the ways in which application of management principles and theory varies between nonprofit and for-profit organizations. Using case studies and narrative examples the book provides the basis for the key skills including marketing, accounting, entrepreneurship, governance, fundraising and of course leadership and management. This book is ideal for college students undertaking a nonprofit management course.

Routledge

July 2024 : 310pp

Pb: 978-1-032-46087-1 : **£35.99**Hb: 978-1-032-46083-3 : **£135**

eBook: 978-1-003-38003-0

* For full contents and more information, visit: www.routledge.com/9781032460871

Sustainable Operations Management

Key Practices and Cases



Breno Nunes Aston University, UK, **Luciano Batista** Aston University, UK, **Donato Masi** Aston University, UK, **David Bennett** Aston University, UK

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

Routledge
December 2022 : 200pp
Pb: 978-0-367-44383-2 : **£41.99**
Hb: 978-0-367-44379-5 : **£130**
eBook: 978-1-003-00937-5

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Sustainable Operations and Supply Chain Management



Melanie E. Kreye

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

Routledge
January 2023 : 166pp
Pb: 978-1-032-38436-8 : **£37.99**
Hb: 978-1-032-38440-5 : **£130**
eBook: 978-1-003-34507-7

* For full contents and more information, visit: www.routledge.com/9781032384368

3RD EDITION

Supply Chain Strategies

Demand Driven and Customer Focused



Tony Hines

Supply Chain Strategies demonstrates how organizations must take strategic decisions in order to manage their supply chains to sustain competitiveness in the global economy. Whereas many textbooks on supply chain management focus on purchasing and operations, this new edition of Tony Hines' text focuses upon the direction-setting and efficient resource-allocation that organizations need to provide in order to satisfy their customers. Overcoming tensions between political, economic, technological, ethical and environmental considerations is shown to be vital to ensure a sensible strategy for managing the supply chain.

Routledge
February 2024 : 416pp
Pb: 978-1-032-49332-9 : **£58.99**
Hb: 978-1-032-49333-6 : **£145**
eBook: 978-1-003-39329-0

* For full contents and more information, visit: www.routledge.com/9781032493329

4TH EDITION

Strategic Operations Management



Steve Brown University of Southampton, UK, **John Bessant** University of Exeter, UK, **Fu Jia**

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

Routledge
July 2018 : 552pp
Pb: 978-1-138-56613-2 : **£62.99**
Hb: 978-1-138-56612-5 : **£185**
eBook: 978-1-315-12337-0

* For full contents and more information, visit: www.routledge.com/9781138566132

4TH EDITION

Operations Management for Business Excellence

Building Sustainable Supply Chains



David Gardiner Massey University, New Zealand, **Hendrik Reefke** Cranfield School of Management, UK

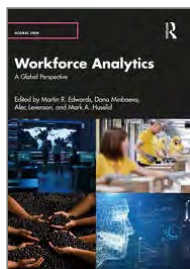
All businesses strive for excellence in today's technology-based environment in which customers want solutions at the touch of a button. This highly regarded textbook provides in-depth coverage of the principles of operations and supply chain management, and explains how to design, implement, and maintain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

Routledge
November 2019 : 484pp
Pb: 978-0-367-13598-0 : **£57.99**
Hb: 978-0-367-13597-3 : **£185**
eBook: 978-0-367-13599-7

* For full contents and more information, visit: www.routledge.com/9780367135980

Workforce Analytics

A Global Perspective



Edited by **Martin R. Edwards**, **Dana Minbaeva**, **Alec Levenson**, **Mark A. Huselid**

Series: *Global HRM*

Workforce Analytics: A Global Perspective provides a comprehensive sweep of key issues facing the evolving discipline of workforce analytics. The Editors, all globally recognised in this field, have curated a collection of unique pieces that introduce workforce analytics, discuss its place in the HR sphere and systematically work through the key practical challenges faced by analytics experts working in and with organizations. A breakthrough text in a game-changing emerging discipline, the book is an essential resource for practitioners, students, and researchers in workforce analytics, people analytics and human resource management more broadly.

Routledge
April 2025 : 258pp
Pb: 978-1-032-02900-9 : **£54.99**
Hb: 978-1-032-03984-8 : **£150**
eBook: 978-1-003-19009-7

* For full contents and more information, visit: www.routledge.com/9781032029009

The Meaning and Purpose of Work

An Interdisciplinary Framework for Considering What Work is For



Christopher Wong Michaelson, **Jennifer Tosti-Kharas**

Two seminal crises of the early 21st century – the 9/11 terrorist attacks and COVID-19 pandemic – have led emerging generations of workers to prioritize the meaning and purpose of work. At the same time, other social and environmental crises are threatening, capitalism is evolving, and technology is advancing. In this book, a philosopher and organizational psychologist who together research meaningful work consider what these forces mean for whether work might give meaning and purpose to our lives or take it away. Readers emerge with an understanding of the meaning of meaning as well as a practical appreciation for the role of meaning in their own work.

Routledge
October 2024 : 132pp
Pb: 978-1-032-30933-0 : **£35.99**
Hb: 978-1-032-30934-7 : **£135**
eBook: 978-1-003-30732-7

* For full contents and more information, visit: www.routledge.com/9781032309330

Organizational Behaviour

Managing People in Dynamic Organizations



Paul E. Smith, **Wendy Yellowley** University of Hertfordshire, UK, **Christopher J. McLachlan**

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

Routledge
October 2020 : 224pp
Pb: 978-0-367-23372-3 : **£37.99**
Hb: 978-0-367-23371-6 : **£145**
eBook: 978-0-429-27956-0

* For full contents and more information, visit: www.routledge.com/9780367233723

6TH EDITION

Organizational Behavior

Integrating Individuals, Groups, and Organizations



Joseph E. Champoux University of New Mexico, USA

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

Routledge
April 2020 : 536pp
Pb: 978-0-367-43004-7 : **£97.99**
Hb: 978-0-367-18746-0 : **£220**
eBook: 978-1-003-00058-7

* For full contents and more information, visit: www.routledge.com/9780367430047

3RD EDITION

Organizational Behavior

Securing Competitive Advantage



John A. Wagner III Michigan State University, USA, **John R. Hollenbeck** Michigan State University, USA

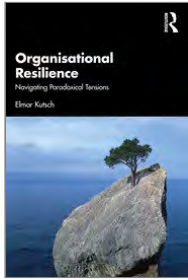
The management of organizational behavior is a critically important source of competitive advantage in today's organizations. In this book, John Wagner and John Hollenbeck make the key connection between theory and practice to help students excel as managers charged with the task of securing competitive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

Routledge
December 2020 : 472pp
Pb: 978-0-367-44416-7 : **£160**
Hb: 978-0-367-44417-4 : **£300**
eBook: 978-1-003-00958-0

* For full contents and more information, visit: www.routledge.com/9780367444167

Organisational Resilience

Navigating Paradoxical Tensions



Elmar Kutsch

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

Routledge

December 2022 : 222pp

Pb: 978-0-367-53731-9 : **£48.99**

Hb: 978-0-367-53732-6 : **£130**

eBook: 978-1-003-08311-5

* For full contents and more information, visit: www.routledge.com/9780367537319

Managing and Leading Organizational Change



Mark Hughes University of Brighton, UK

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

Routledge

October 2018 : 354pp

Pb: 978-1-138-57741-1 : **£57.99**

Hb: 978-1-138-57740-4 : **£190**

eBook: 978-1-351-26596-6

* For full contents and more information, visit: www.routledge.com/9781138577411

2ND EDITION

Strategic Performance Management

Accounting for Organizational Control



Ralph W. Adler University of Otago, New Zealand

Effective performance management is core to successful organizations. The new edition continues to look at performance management as an interdisciplinary field of study and practice and draws upon a wide set of business disciplines, including strategic management, organizational behaviour, organizational theory, and management accounting. With updated cases, the latest edition will help readers to gain insights into the fields of strategic management, organizational behaviour, organizational theory, and management accounting and how they contribute to the study and practice of performance management.

Routledge

December 2022 : 338pp

Pb: 978-1-032-21188-6 : **£48.99**

Hb: 978-1-032-21189-3 : **£145**

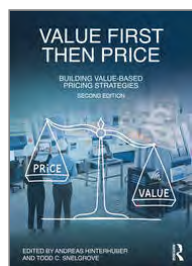
eBook: 978-1-032-38316-3 : **£45.99**

* For full contents and more information, visit: www.routledge.com/9781032211886

2ND EDITION

Value First, Then Price

Building Value-Based Pricing Strategies



Edited by **Andreas Hinterhuber** Hinterhuber and Partners, Austria, **Todd C. Snelgrove** SKF, USA

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

Routledge

December 2021 : 288pp

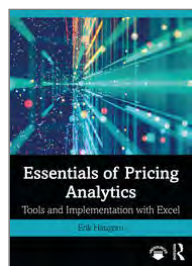
Pb: 978-1-032-01212-4 : **£48.99**Hb: 978-1-032-01219-3 : **£165**

eBook: 978-1-003-17793-7

* For full contents and more information, visit: www.routledge.com/9781032012124

Essentials of Pricing Analytics

Tools and Implementation with Excel



Erik Haugom Inland Norway University of Applied Sciences, Norway

Series: Mastering Business Analytics

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

Routledge

November 2020 : 290pp

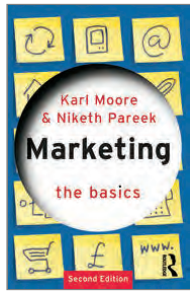
Pb: 978-0-367-36323-9 : **£42.99**Hb: 978-0-367-36322-2 : **£145**

eBook: 978-0-429-34531-9

* For full contents and more information, visit: www.routledge.com/9780367363239

2ND EDITION

Marketing: The Basics



Karl Moore McGill University, Canada, **Niketh Pareek**
McGill University, Canada

Series: The Basics

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

Routledge
November 2009 : 256pp
Pb: 978-0-415-77900-5 : **£19.99**
Hb: 978-0-415-77899-2 : **£94.99**
eBook: 978-0-203-87034-1

* For full contents and more information, visit: www.routledge.com/9780415779005

Digital Pricing Strategy

Capturing Value from Digital Innovations



Edited by **Stephan M. Liozu** , **Andreas Hinterhuber**
Università Ca' Foscari Venezia, Italy

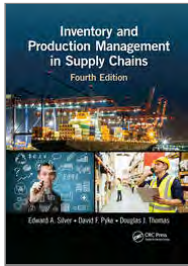
Digital Pricing Strategy provides a best practice overview of how companies design, analyse and execute digital pricing strategies. Bringing together insights from academic and professional experts globally, the text covers essential areas of the value and pricing of data, platform pricing, pricing of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

Routledge
June 2023 : 340pp
Pb: 978-1-032-12772-9 : **£41.99**
Hb: 978-1-032-12771-2 : **£150**
eBook: 978-1-003-22619-2

* For full contents and more information, visit: www.routledge.com/9781032127729

4TH EDITION

Inventory and Production Management in Supply Chains



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

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

CRC Press

September 2021 : 812pp

Pb: 978-1-032-17932-2 : **£32.99**

Hb: 978-1-466-55861-8 : **£81.99**

eBook: 978-1-315-37440-6

* For full contents and more information, visit: www.routledge.com/9781032179322

6TH EDITION

Project Management for Engineering, Business and Technology



John M. Nicholas , Herman Steyn University of Pretoria, South Africa.

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

Routledge

August 2020 : 754pp

Pb: 978-0-367-27734-5 : **£64.99**

Hb: 978-0-367-27730-7 : **£155**

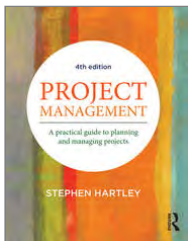
eBook: 978-0-429-29758-8

* For full contents and more information, visit: www.routledge.com/9780367277345

4TH EDITION

Project Management

A practical guide to planning and managing projects



Stephen Hartley

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

Routledge

February 2018 : 480pp

Pb: 978-1-760-63178-9 : **£38.99**

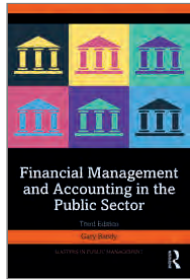
Hb: 978-0-367-71909-8 : **£145**

eBook: 978-1-003-11688-2

* For full contents and more information, visit: www.routledge.com/9781760631789

3RD EDITION

Financial Management and Accounting in the Public Sector



Gary Bandy Freelance consultant in public financial management, UK

Series: Masters in Public Management

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

Routledge

March 2023 : 414pp

Pb: 978-1-032-15730-6 : **£34.99**

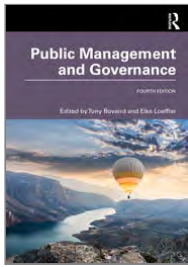
Hb: 978-1-032-16891-3 : **£130**

eBook: 978-1-003-25083-8

* For full contents and more information, visit: www.routledge.com/9781032157306

4TH EDITION

Public Management and Governance



Edited by **Tony Bovaird** University of Birmingham, UK,
Elke Loeffler Governance International, UK

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

Routledge

September 2023 : 434pp

Pb: 978-1-032-23259-1 : **£49.99**

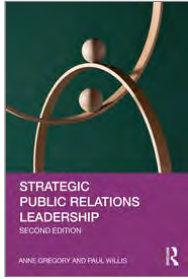
Hb: 978-1-032-25373-2 : **£180**

eBook: 978-1-003-28283-9

* For full contents and more information, visit: www.routledge.com/9781032232591

2ND EDITION

Strategic Public Relations Leadership



Anne Gregory, Paul Willis

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

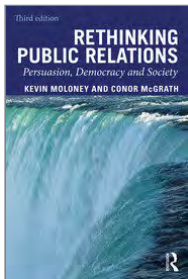
Routledge
July 2022 : 242pp
Pb: 978-1-032-02801-9 : **£42.99**
Hb: 978-1-032-02799-9 : **£160**
eBook: 978-1-003-18525-3

* For full contents and more information, visit: www.routledge.com/9781032028019

3RD EDITION

Rethinking Public Relations

Persuasion, Democracy and Society



Kevin Moloney Bournemouth University, UK, **Conor McGrath** University of Ulster, UK

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

Routledge
July 2019 : 206pp
Pb: 978-0-367-31300-5 : **£46.99**
Hb: 978-1-138-59365-7 : **£185**
eBook: 978-0-429-48931-0

* For full contents and more information, visit: www.routledge.com/9780367313005

2ND EDITION

Public Relations Planning

A Practical Guide for Strategic Communication



Edward T. Vieira, Jr., Yulong Li

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

Routledge
June 2024 : 684pp
Pb: 978-1-032-56580-4 : **£61.99**
Hb: 978-1-032-56581-1 : **£220**
eBook: 978-1-003-43619-5

* For full contents and more information, visit: www.routledge.com/9781032565804

2ND EDITION

Managing Public Relations

Business Principles and Tools for Strategic Communication, 2e



Peter M. Smudde Illinois State University, USA

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

Routledge
March 2023 : 352pp
Pb: 978-1-032-07676-8 : **£61.99**
Hb: 978-1-032-07680-5 : **£220**
eBook: 978-1-003-20828-0

* For full contents and more information, visit: www.routledge.com/9781032076768

5TH EDITION

Total Quality Management and Operational Excellence

Text with Cases



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

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

Routledge

July 2020 : 556pp

Pb: 978-1-138-67341-0 : **£46.99**Hb: 978-1-138-67340-3 : **£140**

eBook: 978-1-315-56197-4

* For full contents and more information, visit: www.routledge.com/9781138673410

5TH EDITION

Quality Management

Reconsidered for the Digital Economy



John Beckford Loughborough University, UK

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

Routledge

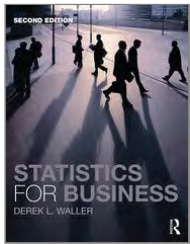
August 2022 : 350pp

Pb: 978-0-367-86302-9 : **£57.99**Hb: 978-0-367-86301-2 : **£195**

eBook: 978-1-003-01826-1

* For full contents and more information, visit: www.routledge.com/9780367863029

2ND EDITION

Statistics for Business**Derek L. Waller** E.M. Lyon Business School, France

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

Routledge

December 2016 : 672pp

Pb: 978-0-415-70371-0 : **£75.99**Hb: 978-0-415-70375-8 : **£195**

eBook: 978-1-315-89004-3

* For full contents and more information, visit: www.routledge.com/9780415703710

Social Media Storms

Empowering Leadership Beyond Crisis Management



Pernille Rydén Technical University of Denmark, Denmark, **Muhammad Ismail Hossain** University of Dhaka, Bangladesh, **Efthymia Kottika**, **Vatroslav Škare**

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

Routledge

August 2021 : 174pp

Pb: 978-0-367-42527-2 : **£39.99**

Hb: 978-0-367-42530-2 : **£145**

eBook: 978-0-367-85329-7

* For full contents and more information, visit: www.routledge.com/9780367425272

4TH EDITION

Reputation Management

The Key to Successful Public Relations and Corporate Communication



John Doorley, **Helio Fred Garcia**

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

Routledge

July 2020 : 472pp

Pb: 978-0-815-37697-2 : **£78.99**

Hb: 978-0-815-37695-8 : **£145**

eBook: 978-1-351-23502-0

* For full contents and more information, visit: www.routledge.com/9780815376972

3RD EDITION

Qualitative Research in Marketing and Management

Doing Interpretive Research Projects

**Chris Hackley** Royal Holloway, University of London, UK

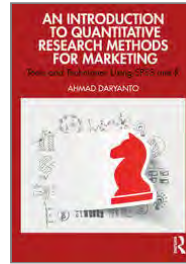
This is a practical and accessible introduction to interpretive methods for doing qualitative marketing and management research projects. The book bridges the gap between advanced, specialised books on research traditions with more general introductory business research books. This 3rd edition has been fully updated to include new examples, insights from recent research, and an improved pedagogy for logical and clarity throughout, as well as more graphics, diagrams, chapter summaries and exercises to aid understanding. It is perfect for advanced undergraduate and postgraduate students of Marketing, Management, Consumer Behaviour and Research Methods.

Routledge
December 2024 : 316pp
Pb: 978-1-032-55780-9 : **£44.99**
Hb: 978-1-032-55781-6 : **£160**
eBook: 978-1-032-43220-3

* For full contents and more information, visit: www.routledge.com/9781032557809

An Introduction to Quantitative Research Methods for Marketing

Tools and Techniques Using SPSS and R

**Ahmad Daryanto**

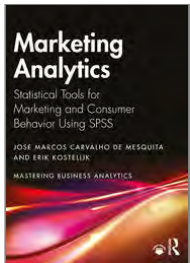
This introductory text covers the foundational concepts and statistical applications of quantitative research techniques using SPSS and R. Using step-by-step examples throughout, the book is a very applied text designed to make this complex subject accessible to students with no background in quantitative methods. An Introduction to Quantitative Research Methods for Marketing is valuable recommended and core reading for advanced undergraduate and postgraduate students studying Business and Marketing Research Methods, Business Analytics, Marketing Analytics, Statistical Skills and Quantitative Methods.

Routledge
June 2025 : 480pp
Pb: 978-1-032-52564-8 : **£43.99**
Hb: 978-1-032-52566-2 : **£150**

* For full contents and more information, visit: www.routledge.com/9781032525648

Marketing Analytics

Statistical Tools for Marketing and Consumer Behavior Using SPSS

**José Marcos Carvalho de Mesquita, Erik Kosteljk**
Amsterdam University of Applied Sciences, Netherlands*Series: Mastering Business Analytics*

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

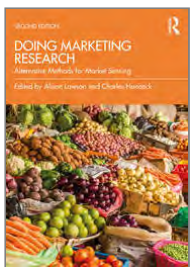
Routledge
November 2021 : 210pp
Pb: 978-1-032-05219-9 : **£42.99**
Hb: 978-1-032-05218-2 : **£145**
eBook: 978-1-003-19661-7

* For full contents and more information, visit: www.routledge.com/9781032052199

2ND EDITION

Doing Marketing Research

Alternative Methods for Market Sensing

*Edited by* **Alison Lawson** University of Derby, UK, **Charles Hancock**

Traditional research methods in marketing can be illuminating, but all too often fail to provide the depth of understanding that organisations need to anticipate market needs. Doing Marketing Research enables researchers to get greater depth and meaning from their research and organisations to make smarter strategic decisions. With a wealth of examples, diverse case studies and pedagogy, such as seminar activities to aid student learning, this textbook is recommended and core reading for advanced undergraduate and postgraduate students studying Marketing Research, Business Research Methods more generally, as well as marketing practitioners.

Routledge
March 2025 : 264pp
Pb: 978-1-032-97224-4 : **£48.99**
Hb: 978-1-032-97227-5 : **£175**
eBook: 978-1-003-59280-8

* For full contents and more information, visit: www.routledge.com/9781032972244

2ND EDITION

Responsible Leadership



Edited by **Nicola Pless**, **Thomas Maak** University of St Gallen, Switzerland

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

Routledge

December 2021 : 530pp

Pb: 978-0-367-32101-7 : **£52.99**

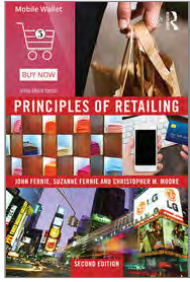
Hb: 978-0-367-32100-0 : **£160**

eBook: 978-1-003-24841-5

* For full contents and more information, visit: www.routledge.com/9780367321017

2ND EDITION

Principles of Retailing



John Fernie Heriott-Watt University, UK, **Suzanne Fernie** Heriott-Watt University, UK, **Christopher Moore** Glasgow Caledonian University, UK

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

Routledge

May 2015 : 368pp

Pb: 978-1-138-79195-4 : **£83.99**

Hb: 978-1-138-79194-7 : **£175**

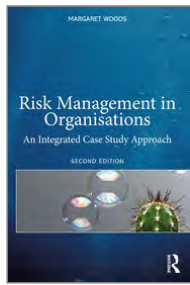
eBook: 978-1-315-76243-2

* For full contents and more information, visit: www.routledge.com/9781138791954

2ND EDITION

Risk Management in Organisations

An Integrated Case Study Approach



Margaret Woods Aston University Business School, UK

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

Routledge

June 2022 : 244pp

Pb: 978-1-138-63231-8 : **£37.99**

Hb: 978-1-138-63233-2 : **£145**

eBook: 978-1-315-20833-6

* For full contents and more information, visit: www.routledge.com/9781138632318

11TH EDITION

Sales Management

Analysis and Decision Making



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

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

Routledge

January 2024 : 376pp

Pb: 978-1-032-42635-8 : £87.99

Hb: 978-1-032-42634-1 : £210

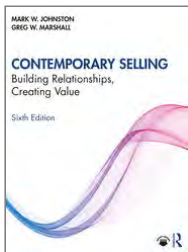
eBook: 978-1-003-36358-3

* For full contents and more information, visit: www.routledge.com/9781032426358

6TH EDITION

Contemporary Selling

Building Relationships, Creating Value



Mark W. Johnston Rollins College, USA, **Greg W. Marshall** Rollins College, USA

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

Routledge

August 2021 : 436pp

Pb: 978-0-367-43517-2 : £91.99

Hb: 978-0-367-85952-7 : £350

eBook: 978-1-003-13469-5

* For full contents and more information, visit: www.routledge.com/9780367435172

Customer Service Marketing

Managing the Customer Experience



Edwin N. Torres Rochester Institute of Technology, USA,
Tingting Zhang University of Central Florida, USA

This textbook is a comprehensive overview of customer service principles, theories, and practices. It looks at the best practices of service enterprises and the delivery of superior customer service. Covering classic and contemporary theories relating to the consumers, managers, and their behaviors in organizational setting, this textbook looks at real life applications of theory from business enterprises in various service sectors including hotels, restaurants, theme parks, event management, airlines, cruises, (e-)retailers, finance. It will be particularly useful for students in hospitality guest services and services marketing.

Routledge

December 2022 : 288pp

Pb: 978-0-367-20893-6 : **£39.99**

Hb: 978-0-367-20892-9 : **£130**

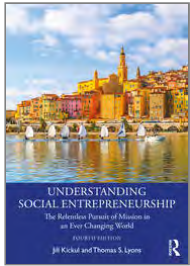
eBook: 978-0-429-26396-5

* For full contents and more information, visit: www.routledge.com/9780367208936

4TH EDITION

Understanding Social Entrepreneurship

The Relentless Pursuit of Mission in an Ever Changing World



Jill Kickul University of Southern California, USA, **Thomas S. Lyons** University of Tennessee at Chattanooga, USA

Understanding Social Entrepreneurship is the leading textbook that provides students with a comprehensive overview of the field. It brings the mindset, principles, strategies, tools, and techniques of entrepreneurship into the social sector to present innovative solutions to today's vexing social issues. Kickul and Lyons cover all the key topics relevant to social entrepreneurship, including a detailed examination of each of the steps in the entrepreneurial process.

Routledge

January 2025 : 348pp

Pb: 978-1-032-59464-4 : **£76.99**

Hb: 978-1-032-59467-5 : **£145**

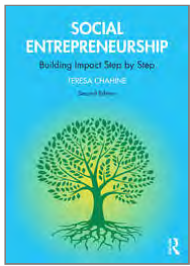
eBook: 978-1-003-45481-6

* For full contents and more information, visit: www.routledge.com/9781032594644

2ND EDITION

Social Entrepreneurship

Building Impact Step by Step



Teresa Chahine

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

Routledge

December 2022 : 278pp

Pb: 978-0-367-55687-7 : **£54.99**

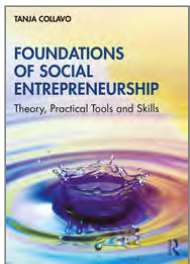
Hb: 978-0-367-55686-0 : **£195**

eBook: 978-1-003-09471-5

* For full contents and more information, visit: www.routledge.com/9780367556877

Foundations of Social Entrepreneurship

Theory, Practical Tools and Skills



Tanja Collavo Judge Business School, University of Cambridge, UK

Foundations of Social Entrepreneurship presents definitions of social entrepreneurship, explains the benefits and challenges of social entrepreneurs and enterprises, describes the components of an ecosystem of support and presents practical tools to approach social entrepreneurial projects. It is designed to be easily approachable by anyone without prior in-depth knowledge of the subject. Truly global in its scope, with a strong emphasis on combining theory with practice, this text should be core reading for advanced undergraduate and postgraduate students studying Social Entrepreneurship, Enterprise and Responsible Business.

Routledge

September 2022 : 296pp

Pb: 978-0-367-64023-1 : **£42.99**

Hb: 978-0-367-64021-7 : **£145**

eBook: 978-1-003-12182-4

* For full contents and more information, visit: www.routledge.com/9780367640231

4TH EDITION

Social Marketing

Principles and Practice for Delivering Global Change



Gerard Hastings University of Stirling, UK, **Christine Domegan**

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

Routledge

April 2023 : 374pp

Pb: 978-1-032-05967-9 : **£47.99**Hb: 978-1-032-05966-2 : **£175**

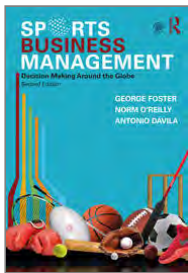
eBook: 978-1-003-20008-6

* For **full contents** and more information, visit: www.routledge.com/9781032059679

2ND EDITION

Sports Business Management

Decision Making Around the Globe



George Foster Stanford University, USA, **Norm O'Reilly** Ohio University, USA, **Antonio Dávila** IESE Business School, University of Navarra

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

Routledge

August 2020 : 626pp

Pb: 978-0-367-35606-4 : £115

Hb: 978-0-367-35605-7 : £190

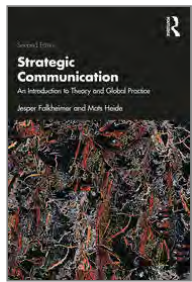
eBook: 978-0-429-34053-6

* For full contents and more information, visit: www.routledge.com/9780367356064

2ND EDITION

Strategic Communication

An Introduction to Theory and Global Practice



Jesper Falkheimer Lund University, Sweden, **Mats Heide** Lund University, Sweden

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

Routledge

August 2022 : 268pp

Pb: 978-0-367-76929-1 : **£42.99**Hb: 978-0-367-76926-0 : **£145**

eBook: 978-1-003-16899-7

* For full contents and more information, visit: www.routledge.com/9780367769291

7TH EDITION

Management Communication

A Case Analysis Approach



James S. O'Rourke

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

Routledge

March 2023 : 528pp

Pb: 978-1-032-36349-3 : **£84.99**Hb: 978-1-032-36348-6 : **£180**

eBook: 978-1-003-33149-0

* For full contents and more information, visit: www.routledge.com/9781032363493

Strategic Human Resource Management

A Systems Approach



Nigel Bassett-Jones Oxford Brookes University, UK

This innovative text applies a systems theory perspective to strategic human resource management, drawing particularly on the Viable Systems Model and soft systems methodology. It will be suitable for upper-level undergraduate, postgraduate and MBA students of strategic HRM, HRM and strategic management. It will also be thought-provoking for HR professionals looking to embrace a strategic role in their organizations.

Routledge

January 2023 : 310pp

Pb: 978-1-138-64136-5 : **£37.99**

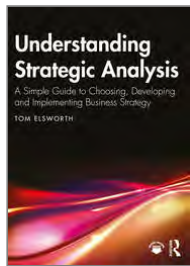
Hb: 978-1-138-64135-8 : **£105**

eBook: 978-1-315-63055-7

* For full contents and more information, visit: www.routledge.com/9781138641365

Understanding Strategic Analysis

A Simple Guide to Choosing, Developing and Implementing Business Strategy



Tom Elsworth

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

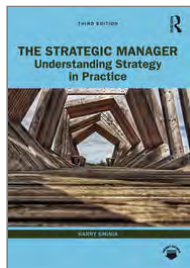
Routledge
September 2023 : 150pp
Pb: 978-1-032-38511-2 : **£36.99**
Hb: 978-1-032-38513-6 : **£130**
eBook: 978-1-003-34539-8

* For full contents and more information, visit: www.routledge.com/9781032385112

3RD EDITION

The Strategic Manager

Understanding Strategy in Practice



Harry Sminia

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

Routledge
July 2021 : 222pp
Pb: 978-0-367-46806-4 : **£49.99**
Hb: 978-0-367-46808-8 : **£185**
eBook: 978-1-003-03126-0

* For full contents and more information, visit: www.routledge.com/9780367468064

2ND EDITION

The Cores of Strategic Management



Katsuhiko Shimizu

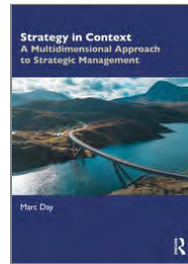
The Cores of Strategic Management provides students with a concise introduction to the fundamentals of strategic management, including business-level and corporate-level strategy, leadership, decision making and strategy implementation. This second edition has been fully revised throughout to incorporate an international perspective. This text is core reading for undergraduate, postgraduate, and executive students of Strategic Management and will equip any student with the strategic management fundamentals and strategic thinking skills needed to succeed in continuously changing environments. This book will be accompanied by online resources for the use of instructors.

Routledge
December 2024 : 194pp
Pb: 978-1-032-80577-1 : **£36.99**
Hb: 978-1-032-81455-1 : **£135**
eBook: 978-1-003-49995-4

* For full contents and more information, visit: www.routledge.com/9781032805771

Strategy in Context

A Multidimensional Approach to Strategic Management



Marc Day

Strategy in Context represents a pragmatic and novel approach to competitive strategy and strategic thinking. It makes use of numerous examples across the public and private sectors to demonstrate strategy from three dimensions—external context, internal context, and an organisation-specific context. This textbook is suitable as both recommended and core reading for postgraduate, MBA, and executive students of Strategic Management. Online resources include PowerPoint slides and a test bank.

Routledge
October 2024 : 246pp
Pb: 978-1-032-51030-9 : **£49.99**
Hb: 978-1-032-51029-3 : **£170**
eBook: 978-1-003-40076-9

* For full contents and more information, visit: www.routledge.com/9781032510309

2ND EDITION

Strategic Management

From Theory to Practice



Allen Amason University of Georgia, USA, **Andrew Ward**

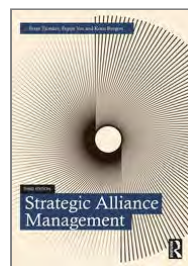
This book is designed to help students think critically and understand fully how to strategically manage their future firms. By conveying enduring and fundamental principles of economic and human behavior rather than simply reporting on the latest innovations, this book succeeds in preparing students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

Routledge
August 2020 : 342pp
Pb: 978-0-367-43006-1 : **£81.99**
Hb: 978-0-367-43005-4 : **£270**
eBook: 978-1-003-00059-4

* For full contents and more information, visit: www.routledge.com/9780367430061

3RD EDITION

Strategic Alliance Management



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

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

Routledge
June 2023 : 470pp
Pb: 978-1-032-11925-0 : **£47.99**
Hb: 978-1-032-11928-1 : **£175**
eBook: 978-1-003-22218-7

* For full contents and more information, visit: www.routledge.com/9781032119250

5TH EDITION

Learning to Think Strategically



Julia Sloan Sloan Consulting Inc. USA

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

Routledge

June 2024 : 362pp

Pb: 978-1-032-56879-9 : **£53.99**

Hb: 978-1-032-56878-2 : **£180**

eBook: 978-1-003-43749-9

* For full contents and more information, visit: www.routledge.com/9781032568799

Behavioral Strategic Management



Philip Bromley University of California - Irvine, USA,
Devaki Rau Northern Illinois University, USA

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

Routledge

September 2017 : 274pp

Pb: 978-1-138-29236-9 : **£62.99**

Hb: 978-1-138-29235-2 : **£190**

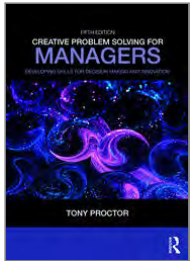
eBook: 978-1-315-23298-0

* For full contents and more information, visit: www.routledge.com/9781138292369

5TH EDITION

Creative Problem Solving for Managers

Developing Skills for Decision Making and Innovation



Tony Proctor University of Chester, UK

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

Routledge

October 2018 : 392pp

Pb: 978-1-138-31238-8 : **£42.99**

Hb: 978-1-138-31236-4 : **£145**

eBook: 978-0-429-45825-5

* For full contents and more information, visit: www.routledge.com/9781138312388

2ND EDITION

Corporate Level Strategy

Theory and Applications



Olivier Furrer Radboud University Nijmegen, the Netherlands

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

Routledge

April 2016 : 298pp

Pb: 978-0-415-72722-8 : **£56.99**

Hb: 978-0-415-72721-1 : **£195**

eBook: 978-1-315-85557-8

* For full contents and more information, visit: www.routledge.com/9780415727228

2ND EDITION

Strategic Marketing Planning

A Step-by-Step Approach



Karel Jan Alsem Hanze University of Applied Sciences, Netherlands

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

Routledge

November 2023 : 478pp

Pb: 978-1-032-46383-4 : **£47.99**Hb: 978-1-032-46393-3 : **£175**

eBook: 978-1-003-38148-8

* For full contents and more information, visit: www.routledge.com/9781032463834

2ND EDITION

Strategic International Marketing

Strategy Development and Implementation



Carl Arthur Solberg , Håvard Huse

This book offers a uniquely adaptable strategy framework for firms of all sizes that are looking to internationalise their business, using Carl Arthur Solberg's tried and tested Nine Strategic Windows model. Compact and readable, this practical text offers the reader insights into the globalisation phenomenon, partner relations and strategic positioning in international markets. This 2nd edition has been fully updated to include coverage of the complex international business environment, consider how technological development has shaped buyer behaviour, channels of distribution and payments systems globally, and the impact of digitalisation on the global economy more broadly.

Routledge

June 2024 : 418pp

Pb: 978-1-032-46773-3 : **£39.99**Hb: 978-1-032-46772-6 : **£145**

eBook: 978-1-003-38320-8

* For full contents and more information, visit: www.routledge.com/9781032467733

Strategic Content Marketing

Creating Effective Content in Practice



Dan Farkas , Rebecca Geier

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

Routledge

January 2024 : 280pp

Pb: 978-1-032-43848-1 : **£41.99**Hb: 978-1-032-43849-8 : **£130**

eBook: 978-1-003-36910-3

* For full contents and more information, visit: www.routledge.com/9781032438481

Responsible Strategic Thinking for Business and Society

A Practical Guide



Edited by **Olivia Ramsbottom** University of Derby, UK

This exciting new text investigates the true essence of strategic thinking, and explores the need for alternative, responsible approaches in a complex global environment. Supported by detailed global case studies from well-known and smaller brands, examples show how business and organisation leaders have thought differently to bring about change. Written in an accessible style, this title is intended as introductory and recommended reading for advanced undergraduate and postgraduate students of Strategic Management and Leadership, who are interested in how strategic thinking relates to the global political, economic and social environment.

Routledge

July 2025 : 252pp

Pb: 978-1-032-75762-9 : **£46.99**

Hb: 978-1-032-75764-3 : **£160**

* For **full contents** and more information, visit: www.routledge.com/9781032757629

The Economics and Business of Sustainability



Peter N. Nemetz

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

Routledge

September 2021 : 372pp

Pb: 978-0-367-77309-0 : **£37.99**

Hb: 978-0-367-77311-3 : **£145**

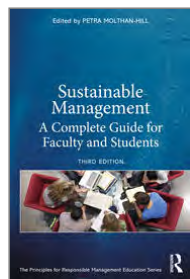
eBook: 978-1-003-17073-0

* For full contents and more information, visit: www.routledge.com/9780367773090

3RD EDITION

Sustainable Management

A Complete Guide for Faculty and Students



Edited by **Petra Molthan-Hill**

Series: *The Principles for Responsible Management Education Series*

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

Routledge

August 2023 : 620pp

Pb: 978-1-032-25375-6 : **£38.99**

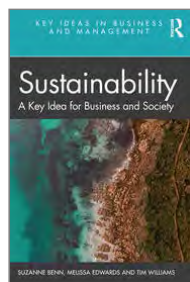
Hb: 978-1-032-27920-6 : **£145**

eBook: 978-1-003-29466-5

* For full contents and more information, visit: www.routledge.com/9781032253756

Sustainability

A Key Idea for Business and Society



Suzanne Benn University of Technology, Sydney,
Melissa Edwards University of Technology, Sydney, **Tim Williams** University of Technology, Sydney

Series: *Key Ideas in Business and Management*

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

Routledge

September 2021 : 164pp

Pb: 978-0-367-07702-0 : **£34.99**

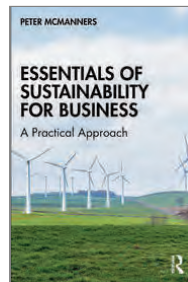
Hb: 978-0-367-07701-3 : **£145**

eBook: 978-0-429-02217-3

* For full contents and more information, visit: www.routledge.com/9780367077020

Essentials of Sustainability for Business

A Practical Approach



Peter McManners

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

Routledge

October 2023 : 198pp

Pb: 978-1-032-47935-4 : **£36.99**

Hb: 978-1-032-47934-7 : **£145**

eBook: 978-1-003-38662-9

* For full contents and more information, visit: www.routledge.com/9781032479354

2ND EDITION

Sustainable Marketing Planning



Neil Richardson Leeds Business School, UK

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

Routledge

April 2024 : 298pp

Pb: 978-1-032-56172-1 : **£39.99**

Hb: 978-1-032-56173-8 : **£145**

eBook: 978-1-003-43421-4

* For full contents and more information, visit: www.routledge.com/9781032561721

2ND EDITION

Global Talent Management



Edited by **David Collings** Trinity College Dublin, Ireland,
Hugh Scullion National University of Ireland, Galway.,
Paula M. Caligiuri

Series: Global HRM

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

Routledge

October 2018 : 250pp

Pb: 978-1-138-71245-4 : **£38.99**

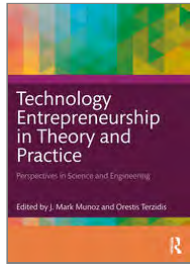
Hb: 978-1-138-71244-7 : **£145**

eBook: 978-1-315-20017-0

* For full contents and more information, visit: www.routledge.com/9781138712454

Technology Entrepreneurship in Theory and Practice

Perspectives in Science and Engineering



Edited by **J Mark Munoz**, **Orestis Terzidis**

Technology Entrepreneurship in Theory and Practice compiles the essential research knowledge about principles and practices in technology entrepreneurship. Systematically presenting theory and practice for entrepreneurs coming from an engineering or scientific background, the authors assemble a comprehensive overview of the subject and enhance it with their expert viewpoints. The book compiles and summarises available knowledge and approaches to enable engineers and scientists to develop entrepreneurial initiatives.

Routledge
February 2025 : 202pp
Pb: 978-1-032-37663-9 : **£39.99**
Hb: 978-1-032-37664-6 : **£145**
eBook: 978-1-003-34128-4

* For full contents and more information, visit: www.routledge.com/9781032376639

3RD EDITION

Managing Information Technology Outsourcing



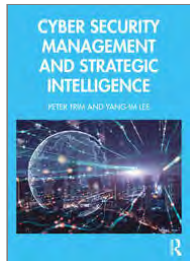
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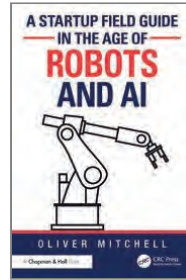
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