

Taylor & Francis

College Textbooks Business and Management



Welcome

At Taylor & Francis and Routledge we are here to help with your academic needs for your College. If there are any subject areas not included in this catalogue which you require resources for, do get in touch with us and we will see what we can provide.

We are, as always, keen to view textbook publishing as a collaborative process and look forward to working with you in the future.

Request Complimentary Inspection Copies!

Select textbooks are available for consideration for course adoption, available as e-Inspection Copies for you to request and review.

College Roadshows

We can arrange tailored roadshows for your college where we bring along a selection of titles for tutors and librarians to browse. Please contact your local T&F Representative for more details or see the following link:

<https://www.routledge.com/go/college-online-catalogue>

Inclusive Course Textbook Provision

Inclusive Coursebook Provision enables institutions to provide 1-to-1 access to their class texts, either through eBook platform integration or through simply purchasing print books for their students. For more information please go to:

<https://taylorandfrancis.turtl.co/story/textbook-provision-for-college-students/page/1>

Librarians

All titles featured are available in print and eBook format. To view our Librarians Resources pages please go to:

<https://librarianresources.taylorandfrancis.com/>

To explore our extensive Journals Collection please go to:

<https://www.tandf.co.uk//journals/sublist.asp>

Contacts

Lucy Pink

*Area Sales Manager and
College Representative UK and
Ireland*

Mobile: +44 (0) 7860 633 156

Email: lucy.pink@tandf.co.uk

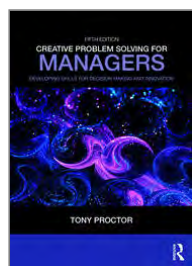
Contents

Business & Management	2
Study Skills	4
Index	5

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

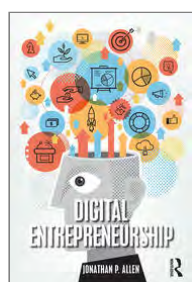
* For full contents and more information, visit: www.routledge.com/9781138312388

2ND EDITION

Digital Analytics for Marketing**A. Karim Feroz, Gohar F. Khan, Marshall Spender***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

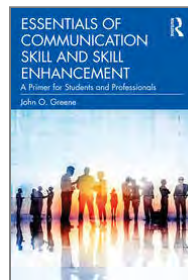
* For full contents and more information, visit: www.routledge.com/9780367456412**Digital Entrepreneurship****Jonathan Allen** University of San Francisco, USA

With an award-winning approach, the author guides readers through the process of a lean startup, taking a "digital first" approach to entrepreneurship. Students using the book will emerge with enhanced understanding of different digital business models, analytical skills for digital ventures, and the confidence to move from prototype to product.

Routledge
February 2019 : 260pp
Pb: 978-1-138-58369-6 : **£46.99**
Hb: 978-1-138-58367-2 : **£145**
eBook: 978-0-429-50656-7

* For full contents and more information, visit: www.routledge.com/9781138583696**Essentials of Communication Skill and Skill Enhancement**

A Primer for Students and Professionals

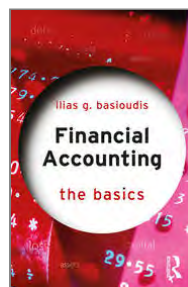
**John O. Greene**

For those who wish to learn or teach the tools of skillful communication, this book provides concrete insight into what makes a person a successful communicator. Predicated on four simple notions—that communication can be done well or poorly, that communication skills matter, that people differ in those skills, and that those skills can be improved—the book helps readers identify and enhance their own communication strengths and address weaknesses, assess the communication skills of others, and coach others to improvement. This book is written for students and professionals in fields such as human resources, sales, training, counseling, customer relations, education, and healthcare.

Routledge
March 2021 : 174pp
Pb: 978-0-367-53428-8 : **£38.99**
Hb: 978-0-367-53838-5 : **£145**
eBook: 978-1-003-08345-0

* For full contents and more information, visit: www.routledge.com/9780367534288**Financial Accounting**

The Basics

**Ilias Basioudis** Aston University, UK*Series: The Basics*

Understanding the basics of financial accounting can be a tricky task to master. This practical guidebook provides an overview of the fundamental principles in a jargon-free and simple format. Financial Accounting: The Basics provides concise overviews of the key financial accounting topics supplemented by practical examples and exercises to enable readers to test their knowledge and understanding in bitesize chunks. In empowering students to learn at their own pace, the book enhances course learning to maximise chances of overall success.

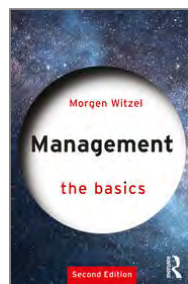
Routledge
March 2019 : 402pp
Pb: 978-1-138-60551-0 : **£19.99**
Hb: 978-1-138-60550-3 : **£94.99**
eBook: 978-0-429-46806-3

* For full contents and more information, visit: www.routledge.com/9781138605510

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

3RD EDITION

Organization Design

The Practitioner's Guide

**Naomi Stanford**

This new and updated third edition of Organization Design looks at how to (re)design an organizational system in order to increase productivity, performance and value. This edition has an enhanced international focus, and includes new material on organization design theories, the role of leaders, public sector organizations, and evaluation. This book is a must-read for students or practitioners involved in organizational design, development and change.

Routledge

June 2018 : 338pp

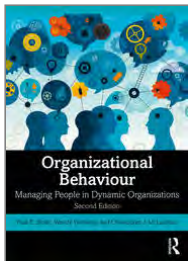
Pb: 978-1-138-29324-3 : **£57.99**Hb: 978-1-138-29319-9 : **£185**

eBook: 978-1-315-23210-2

* For full contents and more information, visit: www.routledge.com/9781138293243

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

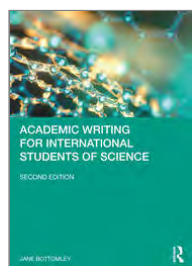
Pb: 978-0-367-23372-3 : **£35.99**Hb: 978-0-367-23371-6 : **£135**

eBook: 978-0-429-27956-0

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

2ND EDITION

Academic Writing for International Students of Science



Jane Bottomley Kungliga Tekniska Högskolan (KTH), Sweden.

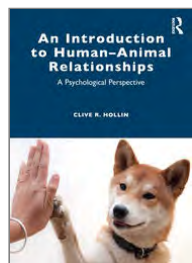
This second edition is an accessible companion designed to help science and technology students develop the knowledge, skills and strategies needed to produce clear and coherent academic writing in their university assignments. Using authentic texts to explore the nature of scientific writing, the book covers key areas such as scientific style, effective sentence and paragraph structure, and coherence in texts and arguments. Throughout the book, a range of tasks offers the opportunity to put theory into practice. This is an invaluable tool for the busy science or technology student looking to improve their writing and reach their full academic potential.

Routledge
October 2021 : 220pp
Pb: 978-0-367-63272-4 : **£28.99**
Hb: 978-0-367-63271-7 : **£145**
eBook: 978-1-003-11857-2

* For full contents and more information, visit: www.routledge.com/9780367632724

An Introduction to Human–Animal Relationships

A Psychological Perspective



Clive R. Hollin

An Introduction to Human–Animal Relationships is a comprehensive introduction to the field of human–animal interaction from a psychological perspective across a wide range of themes. This key text brings an important perspective to the field of human–animal studies and will be useful to students and scholars in the fields of psychology, sociology, animal welfare, anthrozoology, veterinary science, and zoology.

Routledge
May 2021 : 208pp
Pb: 978-0-367-27759-8 : **£35.99**
Hb: 978-0-367-27757-4 : **£135**
eBook: 978-0-429-29773-1

* For full contents and more information, visit: www.routledge.com/9780367277598

3RD EDITION

Study Skills for Foundation Degrees



Dorothy Bedford, Elizabeth Wilson

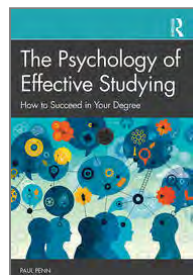
Study Skills for Foundation Degrees offers a step-by-step guide to the skills needed to successfully complete a Foundation Degree. Filled with activities and useful tips, it will help students to move from nervous novice to confident expert and provide them with the necessary tools to accomplish this. This third edition has been fully updated and features new chapters on e-learning, dissertations as well as expanded sections on ethics, feedback and referencing. Each chapter includes practical guidance as well as student perspectives that will help students through their course of study.

Routledge
December 2019 : 200pp
Pb: 978-0-367-33135-1 : **£17.99**
Hb: 978-0-367-33134-4 : **£145**
eBook: 978-0-429-31810-8

* For full contents and more information, visit: www.routledge.com/9780367331351

The Psychology of Effective Studying

How to Succeed in Your Degree



Paul Penn Independent Scholar, UK

This book provides a vital guide for students to key study skills that are instrumental in success at university. It uses a combination of research from cognitive psychology, humour and practical examples to convey where students often go fundamentally wrong in their studying practices and provides clear and concise advice on how they can improve. The book covers time management, academic integrity, writing essays, team work, and other key required skills for academic study. Written in a humorous and irreverent tone, and including illustrations and examples from popular culture, this is the ideal alternative and accessible study skills resource for any student at undergraduate level.

Routledge
August 2019 : 244pp
Pb: 978-1-138-57092-4 : **£19.99**
Hb: 978-1-138-57090-0 : **£120**
eBook: 978-0-203-70311-3

* For full contents and more information, visit: www.routledge.com/9781138570924

2ND EDITION

The Researcher's Toolkit

The Complete Guide to Practitioner Research



David Wilkinson Research Fellow within the Work-Based Learning Unit at the University of Leeds, **Dennis Dokter**

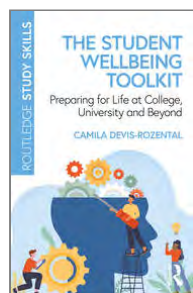
Designed for those undertaking research for the first time, the second edition of The Researcher's Toolkit is a practical and accessible guide for all those partaking in small-scale research. Jargon-free and assuming no prior knowledge, it covers the entire research process, from defining a research topic or question through to its completion. This book is a must-read guide for students and budding researchers as well as educators seeking to explain academic research and writing to their pupils. It will benefit anyone looking to complete a research project whether inside academia or beyond.

Routledge
May 2023 : 178pp
Pb: 978-1-032-01810-2 : **£26.99**
Hb: 978-1-032-01809-6 : **£135**
eBook: 978-1-003-18015-9

* For full contents and more information, visit: www.routledge.com/9781032018102

The Student Wellbeing Toolkit

Preparing for Life at College, University and Beyond



Camila Devis-Rozental Bournemouth University, UK

Series: *Routledge Study Skills*

The Student Wellbeing Toolkit puts wellbeing at the centre of your journey into university and beyond. By encouraging self-efficacy and a focus on the things you can control, it provides clear guidance to enhance wellbeing and opportunities for self-reflection that help develop self-awareness and prosocial skills for life. Drawing on research evidenced theories around positive psychology, theories of learning, motivation, and self-development, the book explores what, how, and why these areas are key to our wellbeing and the rationale for taking them into account to enable you to flourish and thrive at university.

Routledge
June 2023 : 286pp
Pb: 978-1-032-32966-6 : **£17.99**
Hb: 978-1-032-32965-9 : **£145**
eBook: 978-1-003-31754-8

* For full contents and more information, visit: www.routledge.com/9781032329666

A.	
Academic Writing for International Students of Science	4
An Introduction to Human–Animal Relationships	4
C.	
Creative Problem Solving for Managers	2
D.	
Digital Analytics for Marketing	2
Digital Entrepreneurship	2
E.	
Essentials of Communication Skill and Skill Enhancement	2
F.	
Financial Accounting	2
M.	
Management	2
O.	
Organizational Behaviour	3
Organization Design	3
S.	
Study Skills for Foundation Degrees	4
T.	
The Psychology of Effective Studying	4
The Researcher's Toolkit	4
The Student Wellbeing Toolkit	4

A.	
Allen	2
B.	
Basioudis	2
Bedford, Wilson	4
Bottomley	4
D.	
Devis-Rozental	4
F.	
Feroz, Khan, Sponder	2
G.	
Greene	2
H.	
Hollin	4
P.	
Penn	4
Proctor	2
S.	
Smith, Yellowley, McLachlan	3
Stanford	3
W.	
Wilkinson, Dokter	4
Witzel	2



VISIT ROUTLEDGE.COM

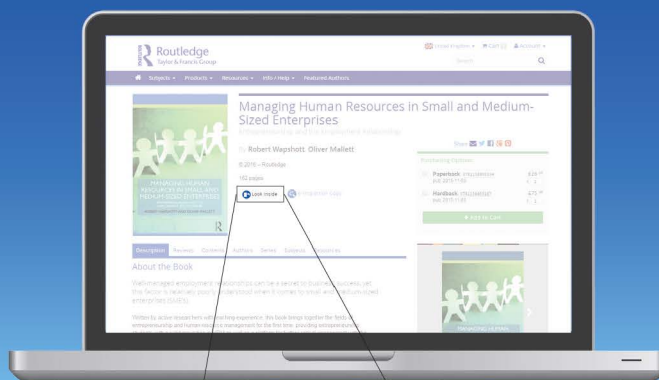
Visit www.routledge.com today to view the full range of **books** and **journals** in each subject area.

View the **latest titles**, exclusive **author interviews** and **news**, and sign up to our subject specific **eUpdates**, to receive details of new publications and special offers by email.

Look Inside Routledge Books

Did you know that many of our books now have 'Look Inside' functionality that allows you to browse online content before making any purchasing decisions?

For more information visit www.routledge.com.



Look Inside



Taylor & Francis

Taylor & Francis Group
4 Park Square, Milton Park, Abingdon. Oxon. OX14 4RN
Tel: +44 (0) 20 805 20500