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Shannon Moore
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Management

An Introduction/Companion Website with Gradetracker Student Access Card
Fourth Edition
DAVID BODDY

A comprehensive introduction to the themes and functions of management within the clear process framework of planning, organising, leading and controlling. The 4th edition of this well-respected text has been revised and updated to incorporate the latest research and most recent and relevant examples and illustrations.

It is written for students on undergraduate and postgraduate degree programmes, or undertaking professional qualifications.

Features
Among the most valuable features and aids to learning in the book are:

• Case studies on organisations as diverse and globally known as Virgin, Nokia, Vodafone/Ericsson and Starbucks, to provide relevant illustrations of theory in practice.

• Critical Reflections to encourage the application of personal experience and critical thinking to the issues in question.

• Skills Development Activities to build practical and work-based competences.

• Key Terms highlighted in the text and defined both at the margin and in a full Glossary.

New to this edition:
Based on what our customers wanted

• Brand new cases including Google, IKEA and Innocent drinks

• New chapter 12 on Information Technology and e-business

• New chapter 18 on Performance Measurement and Control

• Chapter 10 and 12 combined into a more focused chapter on Structure

• Substantially revised chapter 13 on Managing change and Innovation

• Every chapter concludes with a focus on 3 key current themes - performance, responsibility and internationalisation.

The following online resources support the text:

• For Instructors: teaching manual, powerpoint slides and testbank

• For Students: self-assessment questions, glossary, revision “flashcards” and exercises to develop work and study skills

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18. Performance measurement and control
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20. Managing operations and quality

2008
1-4058-8734-6 / 978-1-4058-8734-2
Financial Times/ Prentice Hall
Management
Concepts & Practices
Fifth Edition
TIM HANNAGAN

Management provides students with a thorough explanation and exploration of management concepts and practices across all management functions.

The major theme of the book is management at a time of change, reflecting the challenges faced by managers with increasingly rapid developments in technology, the culture and environment in which they work and the globalisation of ideas and business activity.

Written in a straightforward style, the book contains chapters contributed by experts in their field to ensure coverage of the most recent ideas and practices.

Features
Among the most valuable features and aids to learning in the book are:

- Contributed chapters from experts in their field
- Case studies, examples and exhibits encourage active learning and help relate theory to real-life management
- A wide range of contemporary issues: business ethics, environmental and green issues, leadership, brand management, globalisation, innovation and entrepreneurship, teamwork, and management careers

Instructor resources for download: Instructor’s Manual and PowerPoint slides.

Management
Ninth Edition
STEPHEN P ROBBINS
MARY COULTER

In Robbins/Coulter Management 9/e, students learn from real managers how to apply management theory. Students are actively engaged in putting concepts into practice – thinking and acting like real managers through the integration of various in-text assignments and unique online activities (Robbins Online Learning System (R.O.L.L.S)).

Features
- Designed to be student-friendly and readable, Robbins/Coulter includes a variety of fascinating examples that pique student interest and make management principles real.
- Q&A – Designed to be students’ 24/7 tutorial, Q&A addresses the questions most frequently asked by students. ‘Understanding Yourself’: this section helps students learn more about their skills, strengths, and weaknesses.
- Self-Assessment Library offers students the benefit of taking a self-assessment test immediately after they’ve learned a concept.
- SAL increases students’ self-awareness of who they are and how they interact with others. Self-reflection helps students learn, retain, and apply theoretical concepts to their own careers.

2007 672pp  Hbk
0-13-225773-4 / 978 0-13-225773-2
Prentice Hall

Fundamentals of Management
Sixth Edition
STEPHEN P ROBBINS
DAVID A. DE CENZO

Robbins/DeCenzo is the best-selling brief paperback text that gives students more depth and breadth of practical tools to practice their management skills (Management Workshop) than any other textbook.

The subject matter encompassed in an introductory management text is inherently exciting. This edition will cover the essential concepts of management that students will find interesting and straightforward. Some points of distinction include:

- Why a company like Pepsi would assist its rival Coke when Coke’s product recipe was stolen
- How two employees at PNC Financial effectively share one job
- How companies like GE are actively recruiting global leaders—especially in China

Features
- Management Workshop – Step-by-step instructions within the body of each chapter, guide students through practical skills exercises
- NEW! Integrating Chapter Skills - Throughout the text the authors have integrated a new feature at the end of each chapter to encourage students to apply concepts they’ve learned.

2008 480pp  Pbk
0-13-600710-4 / 978-0-13-600710-4
Prentice Hall

visit www.pearsoned.co.uk
Self-Assessment Library
(CD-ROM)
Twelfth Edition
STEPHEN P ROBBINS
Prentice Hall’s Self-Assessment Library is a unique learning tool that allows you to assess your knowledge, beliefs, feelings, and actions in regard to a wide range of personal skills, abilities, and interests. Provided scoring keys allow for immediate, individual analysis. This single volume of fifty-one research-based instruments is organized into three parts – What About Me? Working with Others, and Life in Organizations – and offers you one source from which to learn more about yourself.

Features:
• 51 research-based Self-Assessments – Our entire collection of 51 instruments, 10 of which are all new to this edition, are from sources such as Journal of Social Behavior and Personality, Harvard Business Review, Organizational Behavior: Experiences and Cases, Journal of Experimental Education, Journal of Applied Measurement and more.
• Work-life and career focused - All self-assessments are focused to help individuals better manage their work-lives or careers.
• Save Feature - Students can take the self-assessment unlimited number of times, save and print their scores for class discussion.

Management
Second Edition
JOHN NAYLOR
Suitable for use on introductory management modules on 1st or 2nd year undergraduate programmes, and postgraduate diploma and Masters courses.
This edition has been fully updated and revised. The book covers the important elements of an introduction to management course; planning, organising, implementing, controlling and changing. The text also explores origins and context of management globalisation, social responsibility; quality and enterprise. A critical view stimulates the learning process in an engaging fashion for students. Learning is further aided by diagrams and real-world business examples. Case studies and examples are taken from many sectors, and are truly global. A strong emphasis is placed on examining the application of theory in practice.

Modern Management
Tenth Edition
SAMUEL C. CERTO
S. TREVIS CERTO
Modern Management, 10e is the most flexible book available. It is built around the concept of “Core Plus” - a core of chapters covered in most courses, surrounded by a rich selection of optional chapters that enable one to teach exactly the type of course he/she wants to teach. Possible “flavors” around the core? (a) Management History (b) Operations Management (c) Information Technology in Management (d) Creativity and Innovation in Management.
Modern Management, 10e offers a powerful method for student study. The integrated learning plan first asks the reader if they have met the Student Learning Objective, then asks readers to respond to Study Questions followed by Action Summary Questions. After achieving mastery of the key concepts, readers are provided an opportunity to apply management concepts in several types of activities: Individual Exercises, Group/Team Exercises, Cases, and Video Cases.

visit www.pearsoned.co.uk
This text connects theory with practice, incorporating the latest research findings to make management relevant and exciting to aspiring managers. It covers the key topics of the management of change, evaluating the external environment, managing within cultural contexts, ethics and social responsibility, motivation, leadership, groups, teams, and control.

Key Features
- The second edition of the book is more concise without sacrificing the important content. Three new sections include:
  - One chapter on “International Management and Globalization”
  - Another chapter titled “Operations Management”
- An Appendix has been added titled, “The History of Managerial Thought and Practice” for those students who desire to learn more about the historical development of the management field.
- The self assessment feature has been added at the end of each chapter to help students think about themselves, and how their inclination or orientation relates to some of the material covered in the chapter.
The Business Environment
Fifth Edition
IAN WORTHINGTON
CHRIS BRITTON

By encouraging students to explore the challenges and opportunities managers face in the business environment, this text will provide students with a solid foundation from which to build upon their business knowledge.

Features:
• Broad and engaging coverage of the environment, provides a solid foundation for students to build upon
• A student friendly text that guides the reader through this dynamic subject
• Encourages students to actively think about the challenges that face every organisation in this changing, global economy
• Mini case studies throughout provide an opportunity for students to relate the theory they have learnt into manageable, real world examples


The International Business Environment
IAN BROOKS
JAMIE WEATHERSTON
GRAHAM WILKINSON

The International Business Environment is a thoroughly revised and re-orientated edition of the successful text entitled The Business Environment by the same author team. Responding to demand for a more global perspective, the book offers broad and discursive coverage of the external international environment that organisations face. It addresses the key issues and institutions within the economic, political and legal frameworks, as well as the impacts of social and cultural, technological and ecological developments.

Aimed at undergraduate students taking an introductory module on the context and environment of business as part of an International Business, Business Studies or Management degree.

Features:
• Truly international perspective
• Comprehensive business focus covering all aspects of business environment
• Longer and shorter cases represent range of industries in public and private sector
• Mini-cases and discussion questions offer regular opportunity to reflect on real-world application


Understanding Organisational Context
Second Edition
CLAIRE CAPON

Understanding Organisational Context introduces organisations, their structures, behaviours, cultures, resources and functions, before showing how organisations can manage their external environment.

The student is supported in their learning with the many activities which are both integrated throughout the text and encourage the acquisition of knowledge and the development of skills.

This text is suitable for students taking a level 1 or level 2 module on Business Studies courses, such as BA Business Studies, HND Business Studies and those studying business as part of a degree course.

Features:
• A new introductory chapter on organisational behaviour, many new case studies and the chapter features listed below.
• The text is illustrated throughout with many new, relevant and contemporary case studies.
• Each chapter includes assignment questions with learning outcomes and short answer questions.
• Weblinks for each chapter provide students with other sources of information about topics covered.

Business and Its Environment
Fifth Edition
DAVID P. BARON

Business and Its Environment, the best-selling text, brings together in an integrated manner the disciplines of economics, political science, law, and ethics to provide a deeper understanding of the managerial issues that arise in the environment of business. Built around a set of conceptual frameworks for analyzing these issues, the text formulates non-market strategies to deal with them, integrates these with market strategies, and provides cases for the application of the conceptual material.

For undergraduate and graduate courses in Environment of Business, Business and Public Policy, Business and Society, and Business and Public Responsibility.

Features:
- Conceptual frameworks based on the disciplines of economics, political science, law, and ethics - Provides frameworks for analyzing the business environment in the US and other countries
- International and global issues - Contains chapters on the political economy of China, the European Union, Japan, international trade policy, and ethics issues in international business as well as 21 cases concerning global and international non-market issues.

Business
Eighth Edition
RICKY W GRIFFIN
RONALD J EBERT

This best-selling text provides students with a comprehensive overview of all the important functions of business. Each edition has introduced cutting-edge firsts while ensuring the underlying principles that guided its creation. This eighth edition focuses on the broad range of developments – economic, social, and political – re-shaping some long-established business practices.

Features:
- Chapter-end Exercising Your Ethics exercises - Describe an ethical dilemma and conclude with questions that focus on how to approach and resolve these ethical challenges.
- ‘Say What You Mean’ features - Emphasizes students’ need to communicate effectively both orally and in writing, across cultures.
- Self-check assessment exercises - Introduced at three points within the chapter, and all answers presented in back of book with a specific page reference.

Business Essentials
Sixth Edition
RONALD J EBERT
RICKY W GRIFFIN

Ebert/Griffin focuses on the four ways to approach business – as an employee, as an owner or a boss, as a customer, or as an investor – to help students understand the relevance of studying business to their own lives.

The Business Prologue defines a framework of four ways to look at business – as an employee, as an owner or a boss, as a customer, or as an investor – to help students understand the relevance of the study of business to their own lives. The framework is referred to throughout the text, where appropriate, to further relate the study of business to students’ own lives.

For Introduction to Business courses.

Features:
- Chapter 9 is a new chapter on leadership and decision-making. This chapter covers the most up-to-date leadership approaches, discussing such topics as strategic leadership, ethical leadership, virtual leadership, examining leaders as coaches, as well as gender and cross-cultural issues in leadership.
- Chapter 13 is an all new chapter covering the effect of IT on business. This chapter explores not only the effects of IT, but also the IT resources have and the threats and challenges that these resources present.

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Excellence in Business
Third Edition
COURTLAND L. BOVEE
JOHN THILL
MICHAEL H. MESCON

For Introduction to Business courses.

With its real-life examples and cases, and its lively, conversational writing style, Bovee/Thill/Mescon brings concepts to life and prepares students for obtaining and pursuing satisfying business careers.

Bovee/Thill/Mescon weaves a four-part pedagogical tool throughout each chapter. It starts with Orient (ex. Pg. 24-26), which outlines what is going to be covered in the chapter and then connects these topics with a ‘role-model’ business professional. Next is Explore (ex. Pg. 34), which looks at the skills that their ‘role-model’ used in order to be successful. Third is Confirm (ex. Pg. 52-54), which revisits what they have learned in the chapter. And, finally, Apply (ex. Pg. 56) allows students to use the skills they have learned in the chapter.

2007  792pp  Hbk
Prentice Hall

Business in Action
Third Edition
COURTLAND L. BOVEE
JOHN THILL

Courses in Introduction to Business

This text’s user-friendly format, manageable length, and up-to-date real world examples enable students to experience business firsthand. Business in Action takes students on an engaging exploration of the fundamentals, strategies, and dynamics that make the business world work. This exciting text offers numerous resources to simplify teaching, promote active learning, and stimulate life-long critical thinking skills.

2006  504pp  IPE
0-13-196868-8 / 978-0-13-196868-4
Prentice Hall
Organisational Behaviour and Analysis
An Integrated Approach
Fourth Edition
DEREK ROLLINSON

A comprehensive introduction to Organisational Behaviour, steering a neutral path through the sociological, psychological and managerial approaches to the discipline. It balances coverage of the micro - (organisational behaviour) with the macro - (organisational analysis) level issues, with a cross-cultural theme running through the book.

It is written for students on undergraduate and postgraduate degree programmes in business, or business-related disciplines.

Among the most valuable features and aids to learning in the book are:

• OB in Action – features provide short illustrations showing the practical application of specific issues in a real-world context
• Case Studies – give a bigger picture of key themes in each chapter
• Critical Reflections – encourage the application of personal experience and critical thinking to the issues in question
• Key Terms highlighted in the text and defined both at the margin and in a full Glossary.

New to the fourth edition based on what our customers wanted:

• New integrative case studies at the end of parts 2, 3, 4 and 5
• Focus on key contemporary issues such as CSR, diversity and globalisation (ch.2)

The following online resources support the text:

• For Instructors: teaching manual, powerpoint slides
• For Students: self-assessment questions, glossary, revision “flashcards”

Derek Rollinson is a former Principal Lecturer at the Huddersfield University Business School.

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6. Memory and Learning
7. Work Motivation: Basic Concepts and Theories
8. Work Motivation: Advanced Concepts and Theories
9. Individual Decision Making
10. Stress

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15. Organisational Goals and Effectiveness
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17. Organisational Design
18. Control
19. Organisational Cultures and Climates
20. Communication
21. Organisational Change and Development
22. Globalisation and the Organisation Across Cultures

*2008 792pp  Pbk
0-273-71114-8 / 978-0-273-71114-8
Financial Times/ Prentice Hall*
**Management and Organisational Behaviour**

Eighth Edition  
LAURIE J. MULLINS

This long established market leader has set standards that few texts have equalled in terms of accessibility of writing style, clarity of presentation and popularity with students and teachers alike. Written from a managerial perspective and packed with contemporary references to management research and practice, it continues to prove the student’s OB text of choice.

This eighth edition brings fresh evidence to explore theory in practice, and a wide range of brand new and intriguing examples and case studies on issues and organisations that are engaging, relevant and contemporary. It also provides an abundance of online student self-assessment resources.

The breadth of appeal of this text makes it ideal for Management and Organisation courses from HND level through to undergraduate and up to MBA.

**Features**

- Accessible, engaging and student-focussed
- Comprehensive text that lasts as a reference guide well beyond the end of the course
- Managerial viewpoint illustrates current and future working perspective of student reader
- Tried-and-tested, trusted authorship blending classic theory with up-to-date references
- A teaching text including instructor manual support, classroom and project exercises, powerpoint slides and a testbank of over 1000 questions

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140-585476-6 / 978-140-585476-4  
Financial Times/ Prentice Hall
Essentials of Organisational Behaviour
Second Edition
LAURIE J. MULLINS

A concise introduction to Organisational Behaviour, developed specifically for short courses and/or non-specialist business students. It focuses on the core topics of the discipline in detail, providing a survey of key theory and illustrations to show its application in practice.

It is written for students on undergraduate and postgraduate degree programmes, and is particularly suitable for students of e.g. engineering, computing or other non-business disciplines taking an introductory module in business.

Features

• Management in the News provide short illustrations derived from recent press articles showing specific issues in a real-world context
• Case Studies give a bigger picture of key themes in each chapter through illustrations as diverse as blogging, leadership at Apple, the London 2012 Olympics and e-government.
• Critical Reflections encourage the application of personal experience and critical thinking to the issues in question.
• Key Terms highlighted in the text and defined both at the margin and in a full Glossary.

Organizational Behaviour
Sixth Edition
ANDRZEJ HUCZYNSKI
DAVID BUCHANAN

Huczynski and Buchanan bring their well-known and successful brand of critical thinking, social science underpinning, and visual appraisal to bear in this comprehensive introduction to organizational behaviour. A wide range of features enable you to understand the dynamics of human behaviour at work, and encourage regular reflection on the theory and context of contemporary organizational life.

Features

• Social science approach
• Encourages critical thinking
• Always includes key current academic debates
• Key concepts, Stop and think exercises, recap and revision sections, cartoons, springboards to further reading, OB in film and literature and Invitation to see features.

Organizational Behavior
Twelfth Edition
STEPHEN P. ROBBINS
TIM A. JUDGE

For one-semester, undergraduate level courses in Organizational Behavior.

Robbins & Judge, unlike any other author team, provide the research you want in the language your students understand.

Steve Robbins is a master at grabbing and holding students’ attention. He weaves vivid workplace examples through the book, making OB unfold like a great story.

The new Co-Author Tim Judge – Tim Judge (University of Florida), the leading theorist and scholar in the field of HR/OB, has strengthened the scientific base of this text with the most current research and theory.

A new Full Chapter on Emotions and Moods (Ch.8) – Effective management of emotions and moods in the workplace is becoming increasingly more important.

Features:

• NEW Full Chapter on Emotions and Moods (Ch.8) - Effective management of emotions and moods in the workplace is becoming increasingly more important.
• NEW Integration of Prentice Hall’s Self-Assessment Library (SAL)
Essentials of Organizational Behavior
Ninth Edition
STEPHEN P ROBBINS
TIM JUDGE

This brief alternative to the OB course covers all the key concepts you need, the cutting edge topics you hope for and streamlined pedagogy to allow instructors maximum flexibility in designing and shaping their courses.

This book has never been solely about theory. There is a strong focus on making sure that readers see the link between OB theories, research, and implications for practice. It’s about using theory to better explain and predict the behavior of people in organizations.

The topics of globalization and cross-cultural differences, diversity, and ethics are integrated throughout. Rather than being presented in stand-alone chapters, these topics have been woven into the context of relevant issues. This makes these topics more fully a part of OB and reinforces their importance.

For one-semester, undergraduate and graduate level courses in Organizational Behavior.

Features:
• Balanced Topic Coverage. This book continues to provide balanced coverage of all the key concepts of OB.

Organisational Behaviour
Individuals, Groups and Organisation
Third Edition
IAN BROOKS

Perfect for students needing a concise but broad introduction to organisational behaviour. It critically examines the three themes of: change, communication and conflict.

Encouraging and promoting the critical examination of the theory and practice, this book enables students to interpret and deal with organisational problems.

It’s totally up-to-date, with reference to contemporary work in the field, including: emotions in organisations, diversity management, technology and management development.

Features:
• Chapter objectives, key terms and discussion questions help students check their understanding and prepare for exams.
• Totally up-to-date, with reference to contemporary work in the field, including: emotions in organisations, diversity management, technology and management development.
• Case studies help students to develop the ability to critically analyse real-life scenarios.
• Online lecturer support including downloadable instructor’s manual and power point slides.

Work Psychology
Fourth Edition
JOHN ARNOLD
JOANNE SILVESTER
FIONA PATTERSON
IVAN ROBERTSON
CARY COOPER
BERNARD BURNES

The fourth edition of Work Psychology by John Arnold retains its popular blend of theory, research and examples. Fully revised and updated with extensive new material, the book offers an accessible and fascinating examination of human behaviour in today’s workplace. Covering a broad range of core topics the book is suitable for undergraduate students in business and management, and psychology as well as those studying for professional qualifications.

Features:
• Each chapter has an opening and closing case study with related exercises to help apply the theory presented in that chapter.
• Full colour design helps navigation and enlivens the text.
• Coverage of cross-cultural issues reflects the increasingly global context of work.
• Learning outcomes, long and short self-test questions, annotated further reading and weblinks help students structure their learning within and beyond the textbook.
• A comprehensive glossary helps students revise key terms.

visit www.pearsoned.co.uk
Organising and Managing Work
TONY WATSON

The book takes as its starting point the everyday practices of people at all levels in organisations as they manage their work. It encourages the reader to use and judge organisation and management theories by their relevance to ‘real life’ practices and dilemmas, ranging from the day-to-day to major strategic change.

The book also offers insights into aspects of organisational life that are often marginalised, such as the politics and ethics of managerial action; the ambiguous, uncertain and contested nature of organisational processes; and the significance of angst, emotion, humour and mischief in the everyday life of organisations.

Features:
• Examines organisational events and issues through case studies taken from first-hand research and direct involvement in work organisations
• Explores observations and experiences from a wide range of organisational and national settings
• Encourages the reader to reflect on their own experiences and interests in both academic debate and organisational practice
• Includes annotated suggestions for further reading and detailed references

Organizational Behavior
RAE ANDRE

For undergraduate and applied graduate courses in OB.

This text organizes the research of the field to show how it can be used to solve organizational problems, and provides much pedagogical support for this problem-solving approach.

This text strongly emphasizes international OB because it fully integrates global issues in every chapter and topic, devotes one full chapter to understanding cross-cultural relationships, includes many opening and end-of-chapter international cases and introduces, in Chapter 1, global issues as a major context for today’s organizations.

Features:
• Emphasizes why mastering OB is important in your career (history and methodology are covered much later, in the last chapter)
• Preview sections that open each chapter ask students to address issues as if they were managers.
• Rather than being a theory string, each chapter is organized around a logical set of applied questions. It includes many lively (and often thorough) examples and interesting quotes from managers and commentators in the field.

Organizational Behavior Today
LEIGH THOMPSON

For undergraduate and graduate courses in organizational behavior.

Thompson’s Organizational Behavior Today provides a new, refreshing approach to the study of OB, enabling students to reflect and explore self-knowledge, development, and apply new behavioral skills to their daily lives.

This brand new text offers a brief approach to the field of OB and prepares business students with skills necessary to be an effective organizational leader, exercising the challenges and decisions every manager makes within a corporation.

Features:
• Immediacy - Each chapter can be used for organizational pursuits in the present by offering skills and techniques for job interviews, class projects, and academic clubs.
• Self-Knowledge and Self-Development - The difference between good managers and great managers is that great managers are constantly on a self-improvement course. This book and its supporting materials allow for a great deal of self-exploration.
• Actionable Theory - The prescriptive advice in this book is all research based.
Understanding and Managing Organizational Behavior
Fifth Edition
JENNIFER GEORGE
GARETH JONES

George/Jones uses real world examples, thought – and discussion – provoking learning activities and the latest organizational behaviour research to help students become more engaged in what they are learning.

The text reflects all the current and pressing concerns facing organizations, managers, and employees today. In four different types of in-text boxes (OB Today, Ethics in Action, Focus on Diversity and Global View), George/Jones provide up-to-date, real world examples that bring the content of each chapter to life and engage students to actively think about what they are learning. They are different from similar features in most other textbooks in that they are directly integrated into the text material to highlight and illustrate significant points.

Features:
- Global View: showcases business practices around the globe and the benefit of employing a diverse workforce. For example, how IKEA founder Ingvar Kamprad operates under the same values he was raised with in his small Swedish hometown.

Behavior in Organizations
Ninth Edition
JERALD GREENBERG
ROBERT BARON

Greenberg/Baron show students the real world of OB by blending the most current research with practical applications and asking them to put them into practice.

For one-semester, undergraduate and graduate courses in Organizational Behavior.

Features:
- Blends research, theory, and practical application. Greenberg/Baron identify practices in real organizations that demonstrate how OB principles are put to use, and integrate these examples throughout. These illustrate how theory is the basis for real, organizational practices in today’s organizations.
- Making Sense out of Common Sense. These special sections in each chapter explain OB phenomena and shed new light on seemingly commonsensical beliefs about behavior in organizations, offering deeper-than-usual insight into that behavior.
- How to Do It. These features, found within each chapter, provide concrete information on putting OB to practical use. They present several concrete tips for readers to follow when attempting to carry out some practice related to the field of OB.

visit www.pearsoned.co.uk
Organization Theory
Challenges and Perspectives
JOHN MCAULEY
PHILIP JOHNSON
JOANNE DUBERLEY

“A critical introduction to Organisation Theory that you can understand, apply and enjoy!”

This book addresses fundamental questions such as what is organisation theory and why does it matter. It explores the historical development of organization theory from its origins right up to present-day debates. It asks what challenges it presents to contemporary organisations, and explores the solutions it can provide.

Organization Theory brings a fresh approach to long-standing questions and is aimed at undergraduate and postgraduate students for whom the study of organizational theory or analysis is an integral part of their degree programme.

Features:
• Frequent and appealing examples show how concepts of organisations theory can be seen in the context of managerial reality.

• A rich set of pedagogical features to support the reader includes: Stop and Think boxes to invite personal or group reflection; Brief Biographies of seminal thinkers; Case Studies on organizations

Rethinking Organisational Behaviour
A Post-Structuralist Framework
Second Edition
NORMAN JACKSON
PIPPA CARTER

Rethinking Organisational Behaviour engages in an original and thought-provoking approach to the subject. It situates organisational behaviour within recent theoretical developments whose sources – such as semiotics or poststructuralism – often lie outside the traditional disciplines of organisational behaviour.

In clear and accessible language, the authors provide critical analysis of important elements in understanding organisational behaviour rarely addressed in detail in more conventional textbooks, including knowledge and power, rationality, ideology and self, boundary, efficiency and decision-making.

Features
• Adopts a poststructuralist approach and introduces a key body of contemporary theory.

• Introduces an organisation as a process, rather than an object, which enables wider issues to be addressed.

• Presents the understanding of organisational behaviour as the behaviour of people, rather than of employees.

• Gives a wide range of case studies and examples.

Organizational Theory, Design and Change
Fifth Edition
GARETH R. JONES

Jones, Organizational Theory, Design and Change is the only text that brings together coverage of organizational theory and organizational change to allow faculty to teach how organisation theories are put into practice for analyzing and changing organizations.

For undergraduate and graduate courses in Organization Theory, and Organizational Change.

Features:
• Part III: Organizational Change - This text provides five chapters covering the many types and forms of change, and the many issues and problems that surround change.

• Integrated theme of Design & Change - The integrating theme of organizational design and change issues is illustrated by one company example, Amazon.com particularly those that relate to the theme of new information technology.

• NEW Coverage of Outsourcing - A new theme linking the book’s chapters is the way outsourcing is changing the organizational boundary and the nature of interorganizational relations.

2007 560pp  Hbk
0-13-186542-0 / 978-0-13-186542-6
Prentice Hall

visit www.pearsoned.co.uk
Organizational Theory
STEPHEN P. ROBBINS

Organisation Theory: Concepts and cases, 5e applies organisational theory in an Australian context. The material has been selected and interpreted to assist students in understanding how organisations may be structured and managed more effectively. This best-selling text is known for its applied approach, and is suitable for undergraduate and early stage postgraduate students.

Features
• Each chapter opens with an illustrative case study.
• At the end of each chapter is a closing case study that is intended to be discussed in class.
• Review questions test student's knowledge of the material.
• Many illustrative boxes dispersed throughout the text show how the material may be applied in current business situations.
• Key terms are highlighted in the text and defined in the margin.
• A useful glossary and concluding case studies can be found at the end of the book.
• Each chapter is extensively referenced and contains a guide to further reading for those interested in broadening their study of the topic.

2006 1206pp Pbk
0-733-97471-6 / 978-0-733-97471-7
Prentice Hall
Features
Among the most valuable features and aids to learning in the book are:

- Thorough and up to date examination of all the key areas of HRM practice
- Strategic importance and aspects of HRM set the foundation for each Part
- 'Window on Practice' boxes provide a range of illustrative material, including examples of real company practice, survey results, anecdotes and court cases which bring the content alive for students
- 'Activity Boxes' encourage readers to review and apply their understanding at regular intervals - either responding to questions or undertaking a short assignment, individually or as part of a group
- 'Focus on Skills' sections enable students to develop specific work-based and face-to-face skills within HR practice
- Case Study Problems enable readers to apply their understanding of the concepts to a business scenario

The following online resources support the text:
- For Instructors: teaching manual, powerpoint slides and testbank
- For Students: self-assessment questions, glossary, revision "flashcards"
Among the most valuable features and aids to learning in the book are:

- Learning Objectives to list the concepts or skills you should be able to apply by the end of the chapter
- ‘Did you know?’ and ‘Pause for thought’ features offer opportunities for critical reflection throughout the chapter material
- Activities are integrated throughout to enable you to examine key learning points
- Review Questions and Self-Check Questions are included at the end of each chapter for you to check your understanding of the chapter material
- ‘HR in the News’ features provide relevant articles from the FT illustrating real-world examples that correspond to the concepts introduced in the chapter. Questions are included to stimulate discussion

New to the fifth edition based on what our customers wanted:

- New chapter on equality and diversity
- Revised and updated coverage of the learning process in organisations, focusing on practical aspects of training and development
- Revised and updated coverage of well-being
- Greater international perspective throughout
- Real-world examples from the FT illustrate the concepts in each chapter

The following online resources support the text:

- For Instructors: Multiple choice questions, role play scenarios, case studies and PowerPoint slides.
- For Students: Multiple choice questions, quizzes and crossword puzzles to check your understanding.

Both Margaret Foot and Caroline Hook are based at Huddersfield University Business School.

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12. Health and Safety
13. Partnership, Employee Involvement and High Performance Working
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15. Dismissal, Redundancy and Outplacement
Human Resource Management

A concise analysis
Second Edition
EUGENE MCKENNA
NIC BEECH

Human Resource Management offers an accessible yet rigorous introduction to HRM. The language and integration of theoretical and empirical material fully enables students to gain a concise yet comprehensive view of the subject. This text presents the reader with a clear grasp of the theoretical and applied aspects of the subject, and the ability to engage in constructive critical analysis.

This new edition explores the relationship between HRM and Organisational Performance, integrates coverage of strategic and international HRM, and includes coverage of new research areas. New learning aids are fully integrated throughout the text, enabling students to engage in reflective practice.

It is ideal for undergraduate Business & Management students, as well as MBA students seeking an introduction to contemporary HRM.

Among the most valuable features and aids to learning in the book are:

- Cases and related activities are integrated throughout to enable students to critically analyse real-world scenarios
- Review and Reflection Questions are provided in each chapter allowing students to test their understanding of the key concepts and engage in reflective practice
- Each chapter concludes with suggested activities that correspond to different levels of work experience
- Further Reading and Research sections contain recommended books and weblinks to enable students to find out more about specific topics

New to the second edition based on what our customers wanted:

- New learning aids throughout to enable reflective practice
- Increased coverage of cross-culturalism and ethics integrated throughout
- Greater coverage of international issues throughout
- Updated coverage of the role of HRM in SMEs and entrepreneurial organisations

Dr Eugene McKenna is Emeritus Professor at the University of East London.
Dr Nic Beech is Professor of Management at the University of St Andrews.

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8. Employee resourcing: performance management
9. Employee development: reward management
10. Employee development: training and development
11. Employee relations
12. HRM: reviews, critique and developments

$2008 352pp Pbk
0-273-69418-9 / 978-0-273-69418-2
Financial Times/ Prentice Hall
Human Resource Management

A Contemporary Approach

Fifth Edition

TIM CLAYDON
JULIE BEARDWELL

The expert authors of this leading text present a thorough introduction to HRM by exploring a variety of perspectives, styles and arguments. It takes a rigorous, critical approach that makes contemporary developments in Human Resource Management accessible to students.

They explore the most pressing and topical themes and debates of today – HR strategy, gender and diversity, and employee rights, involvement and participation – whilst covering in depth the theory and practice of the operational aspects of HRM. The final part of the text compares trends in HRM around the world, with a particular focus on India and China, as well as the influence of multinational corporations on the practice of HRM.

Human Resource Management is written for undergraduate, postgraduate and MBA students, as well as those studying for the CIPD qualifications.

Features:
• Critical, challenging and accessible
• Extensive coverage of International HRM
• Rigorous and up to date on research

Contemporary Human Resource Management

Text and Cases

Second Edition

TOM REDMAN
ADRIAN WILKINSON

The first edition of this book has proved ideal for students at both undergraduate and postgraduate level, taking a module in HRM. It’s strong theoretical underpinning and focus on widely applicable themes has proven extremely popular on courses outside the UK.

The book is divided into 2 parts. First it looks at the Fundamentals of HRM providing an analysis of the core elements of HR practice. The second part examines some cutting edge themes of increasing importance to HR practitioners and academicians.

Features:
• Emphasis on critical analysis and insight whilst also examining the implications of HRM research and theory development on practice.
• Contributed by experts in the field based on their own empirical research
• A wide-ranging selection of substantial case studies stimulate and engage the reader in these key ideas
• Focuses on ideas relevant to line managers as well as HR specialists.

People Resourcing

Contemporary HRM in Practice

Third Edition

STEPHEN PILBEAM
MARJORIE CORBRIDGE

This book focuses on the resourcing of organisations with people, achieving a balance between academic rigour and practitioner relevance, which together with the breadth and versatility of the content, enables the book to be used effectively for modules based on the CIPD Professional Standards and HRM modules on upper Undergraduate and Masters programmes.

Crucially, this third edition also goes beyond this remit by integrating coverage of the most contemporary issues in HRM, avoiding prescriptive solutions and encouraging critical evaluation, making the subject even more involving and understandable than ever before. Case studies, further reading, web links and on-line resources help to enhance the teaching and learning experience.

Features:
• Fully meets the CIPD performance indicators for the People Resourcing and People Management and Development Professional Standards.

Visit www.pearsoned.co.uk
Managing Human Resources

Fifth Edition
LUIS GOMEZ-MEJIA
DAVID BALKIN
ROBERT CARDY

This book covers all of the core HR topics, while taking a ‘non-functional’ approach that shows the relevance of HR topics to all employees.

For undergraduate or graduate level Introduction to Human Resource Management courses.

Features:
- This book covers all of the core HR topics, but takes a ‘non-functional’ approach that shows the relevance of HR topics to all employees.
- NEW! Discussion of outsourcing to India and China have been added.
- NEW! Addresses religious diversity.
- NEW! Chapter 8 now looks at how online technology is being used to train employees in areas such as ethics and increasing team performance. It also examines its effectiveness in the area.
- NEW! Chapter 11 addresses the implications of Sarbanes-Oxley with regards to rewarding employee performance. Also, Chapter 14 examines the legal protection now provided to ‘whistle-blowers’

2007  672pp  Hbk
0-13-187067-X / 978-0-13-187067-3
Prentice Hall

Human Resource Management

Eleventh Edition
GARY DESSLER

This best-selling HRM text is designed to provide authoritative and accurate information on HR-related responsibilities and personnel management by focusing on practical applications, concepts, and techniques that ALL managers can use in business.

For courses in human resources and general management.

Because all managers have personnel related responsibilities, the eleventh edition of this text focuses on practical applications that all managers need to deal with and their HR related responsibilities. This publication is designed to:
- Provide practicing managers and students with a complete guide to the techniques and concepts essential in personnel management.
- Offer accurate and authoritative information in regard to the subject matter covered, but it is not intended to be a source of legal or professional advice for any purpose.

Features:
- Aimed especially at line and small-business managers, the ‘When You’re On Your Own’ sections within each chapter help students understand what HR related activities could potentially fall onto any manager in the workplace.

2008  710pp  Hbk
0-13-174617-0 / 978-0-13-174617-6
Prentice Hall

A Framework for Human Resource Management

Fourth Edition
GARY DESSLER

This brief yet lucid ten-chapter text provides students and practicing managers with a review of central human resource management concepts and techniques in a highly readable and understandable format.

For undergraduate or graduate courses on human resource management; also appropriate for brief executive development courses or as a supplementary text for courses in which other topics are combined with HRM.

Features:
- Provides a concise review for students of the essential topics to Human Resource Management.
- Focuses on all managers need to understand core HR concepts and techniques.
- Added coverage of Strategic HR in this new edition.
- New coverage of HRIS.

2006  400pp  Pbk
0-13-188676-2 / 978-0-13-188676-6
Prentice Hall

visit www.pearsoned.co.uk
Human Resource Management

Tenth Edition
WAYNE MONDY
ROBERT M. NOE

Mondy showcases the interrelationship of human resource management functions and the increasing utilization of technology within the field. For undergraduate/graduate courses in Human Resource Management.

Features:
- Mondy showcases the interrelationship of human resource management functions and the increasing utilization of technology within the field.
- HRM in Action discusses current topics in human resource management, is provided at the beginning of each chapter to set the tone for a discussion of the major topics included within the chapter.
- A Trends & Innovations section is included in each chapter to highlight current developments in the field of human resource management.
- A brief exercise called Ethical Dilemma is included in the body of each chapter.
- A Global Perspective is included at the end of each chapter that highlights HRM in the global environment.

2008  528pp  Pbk
0-13-222595-6 / 978-0-13-222595-3
Prentice Hall

Managing Careers

Theory and Practice
YEHUDA BARUCH

This important new book addresses the concepts and principles of career planning and management in a contemporary context. Acknowledging the often-cited motto of many organizations, that people are their most important assets, this book explores systematic ways of retaining and developing talented people. It is ideal for students of HRM or at MBA level taking a module on career management. Additionally, it is of great interest to consultants, HR managers and individuals wishing to develop their career.

Features:
- Comprehensive and innovative coverage of a fast developing subject is of importance to both the individual and the organisation.
- The theory of managing careers is integrated into both traditional and contemporary management thinking.
- Thought-provoking pedagogy provides an interactive experience for the reader.
- An international outlook offers a realistic view of the world of work.

2004  320pp  Pbk
0-273-67800-0 / 978-0-273-67800-7
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Employment Relations
Third Edition
ED ROSE

Employment Relations by Ed Rose provides the most thorough and engaging introduction to the subject available today and is essential reading for anyone approaching Employment Relations for the first time. Clear structure around the themes of continuity and change, policies and practices.

Suitable for undergraduate, postgraduate and CIPD students of Employment Relations, Industrial Relations, HRM or Personnel Management courses.

Key Features:
• Covers both the historical development of the subject and current debates and issues.
• Considers the changing national, international and political contexts of Employment Relations.
• Up to date with statistics, legislation, case material and academic contributions.
• New chapters on Employee Participation and Industrial Action.
• Inclusion of contemporary debates and issues, such as employee voice and partnership, modernisation vs. marketisation and more.

2008 704pp Pbk
0-273-71008-7 / 978-0-273-71008-0
Financial Times/ Prentice Hall

Employee Relations
Understanding the Employment Relationship
PHILIP LEWIS
ADRIAN THORNHILL
MARK SAUNDERS

This exciting new text is different from many of the employee relations textbooks currently available because it takes as its central theme the employment relationship between the employer and the employee. This reflects one of the major changes in employee relations over recent years: the increasing extent to which the individual relationship each of us has with our employer is central in shaping our working lives.

2003 464pp Pbk
0-273-64625-7 / 978-0-273-64625-9
Financial Times/ Prentice Hall

Industrial Relations
Theory and Practice
Fourth Edition
MIKE SALAMON

This well-known text draws on an extensive range of sources and materials to present a thorough, yet clear, introduction to the subject of industrial or employee relations for those studying at undergraduate, postgraduate or post-experience level. It provides a framework of concepts and knowledge for understanding and analysing approaches to the subject, the roles of the major participants, the issue confronting them and the strategies and processes used.

The fourth edition retains the structure and international focus of the previous edition, but has been updated throughout and includes several new learning features.

2001 640pp Pbk
0-273-64646-X / 978-0-273-64646-4
Financial Times/ Prentice Hall
Strategic Human Resource Management
Contemporary Issues
MARK SAUNDERS
MIKE MILLMORE
PHILIP LEWIS
ADRIAN THORNHILL
TREVOR MORROW

This key textbook will become core reading for students studying a module on Human Resource Strategy at upper level Undergraduate, MBA and Masters level. The author team have proven successful with students and academics alike with their market leading Research Methods for Business Students and, more recently, Employee Relations.

This new text successfully integrates HR strategy with the overall business strategy, examining both how the HR function contributes to, and is affected by that strategy.

Features:
• Extensive coverage of such important employee relations topics as power, culture, the psychological contract, reward, discipline, downsizing and termination of employment.
• Make links to national, EU and international contexts explicit throughout.
• Present material in a lively, accessible and enjoyable way.
• Self-check questions and case studies in every chapter.

2007  600pp  Pbk
0-273-68163-X  /  978-0-273-68163-2
Financial Times/ Prentice Hall

The Strategic Managing of Human Resources
JOHN LEOPOLD
LYNETTE HARRIS
TONY WATSON

The Strategic Managing of Human Resources addresses the gap between the corporate strategy of a business and the way that HR specialists work with line managers to deliver and implement strategy. It starts from the premise that managing human resources strategically is crucial for long-term organisational success.

The authors define ‘human resources’ as the capabilities and potential that people bring to work organisations. They examine the process of negotiation, argument, conflict and resolution in all human resource exchanges within a range of management issues.

Suitable for students of advanced undergraduate modules in HRM, masters programmes in HRM, CIPD specialist electives and MBA and DMS students.

Features:
• Starts from the premise that managing human resources strategically is crucial for long-term organisational success.
• Analyses the respective roles and responsibilities of specialist HR and line managers – looking at how HR specialists may operate as a consultant to help line managers implement policies and practices.

2005  582pp  Pbk
0-273-67430-7  /  978-0-273-67430-6
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
International Human Resource Management

CHRIS REES
TONY EDWARDS

This exciting new text tackles the issues raised by cross-national differences in HRM styles. Specifically, it identifies a number of themes: the meaning of globalization and the extent to which it is a novel phenomenon; the challenges to national traditions; the way in which many key issues within international HRM are contested; and the extent to which change in national systems is evident.

This book will appeal to undergraduates taking International HRM courses, those taking Masters programmes in HRM and MBA students.

Features:

• Provides a clear, cohesive theme throughout to help students see the ‘big picture’

• Broad depth of coverage of multinational companies reflects the current major themes in this topic.

• Case studies throughout help students to see how the theory applies in practice, many from the authors’ own research.

• International HRM is approached from an institutional context which means that students will understand more than just the cultural values of this subject.

2006  336pp   PbK
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Critical Human Resource Development

Beyond Orthodoxy

JIM STEWART
CLARE RIGG
KIRAN TREHAN

Critical Human Resource Development offers the latest thinking and research in the area. Leading experts inform and support current discussion and debate on the nature and practice of HRD. The theoretical ideas of Critical HRD are discussed and the latest research addressing the practice of HRD is presented and analysed from a critical perspective. The book’s strength lies in bridging the gap between theory and practice by offering practical ideas and examples.

It is relevant to postgraduate students at diploma, master’s and doctorate level, both on specific HRD and HRM courses, and on specialist HRD modules within general management and business courses.

Features:

• Written by subject-leading editors and contributors.

• Includes analysis of attempts to implement Critical HRD in the workplace.

• Cutting edge research and up-to-the minute examples.

• Section introductions and summary and discussion questions to provoke further debate.

2007  312pp  Pbk
0-273-70559-8 / 978-0-273-70559-8
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Research Methods for Business Students
Fourth Edition
MARK SAUNDERS
ADRIAN THORNHILL
PHILIP LEWIS

In this book, Saunders et al address what are perhaps the two biggest problems in teaching Research Methods – getting students interested in methodology and theory and helping them to understand the practical relevance.
Depth of coverage combined with an accessible style, a real practicality and a straightforward structure result in consistently good student and lecturer feedback. Saunders is an excellent book in terms of both coverage and clarity of expression and this 4th edition will go from strength to strength.

Features:
• Features in every chapter offer students practical guidance through the research process: Worked Examples; Checklists; Progressing Your Research Project; Real life Case Studies
• Appendices are included on: Systems of referencing; Example research project titles; Calculating the minimum sample size; Random sampling number tables.
• References and Further Reading are kept completely up to date.

Researching and Writing a Dissertation
a guidebook for business students
Second Edition
COLIN FISHER

An engaging and pragmatic introduction to researching and writing a dissertation for master’s level Business students.

Features:
• Broad coverage of the many issues in this subject ensures that students see the whole picture.
• The use of real-world case studies and simulations help to stimulate debate and appreciate the multi-faceted aspects of ethical arguments.
• A well-developed supplements package to support tutors and students includes an instructor’s manual, powerpoint slides and a companion website.

2007 376pp Pbk
0-273-71007-9 / 978-0-273-71007-3
Financial Times/ Prentice Hall

Research Methods in Business Studies
A Practical Guide
Third Edition
PERVEZ GHAURI
KJELL GRONHAUG

This clearly written introduction is ideal for business students taking a course in research methods, or undertaking their first dissertation or report on a work placement project. It is designed to equip them with a systematic approach to business research.
Written in a concise and accessible style, it demonstrates to students the importance of a scientific approach to business research and problem-solving projects. It shows them how to formulate a problem, choose a research method, argue and motivate, and how to collect, analyse and present the data.

2005 280pp Pbk
0-273-68156-7 / 978-0-273-68156-4
Financial Times/ Prentice Hall
Exploring Corporate Strategy
Text & Cases
Eighth Edition
GERRY JOHNSON
KEVAN SCHOLES
RICHARD WHITTINGTON

Over 750,000 students worldwide have used this best-selling book to understand and explore strategic management through their academic and professional careers.

Exploring Corporate Strategy has established a reputation as a pre-eminent textbook in its field, based upon the expertise of authorship, range of cases, depth of commentary and wealth of supporting resources.

The 8th edition builds on these strengths, including coverage of key topic areas in this fast-moving discipline such as internationalisation, innovation and entrepreneurship. It is written for students of Strategic Management at all levels.

Features
Among the most valuable features and aids to learning in the book are:

- Balance of theory and practical issues within the strategic process, with a strong research basis
- Mixture of short and long cases with wide geographical and sector coverage, which allow greater flexibility for instructors
- “Key Debates” focus on areas of current academic research
- Critical commentaries encourage the reader to examine different strategic perspectives
- Exemplary teaching and learning package saves lecturers time and helps students learn

New to this edition:
- 3 new chapters on: Internationalisation; Innovation & Entrepreneurship; Strategy as Practice
- A wealth of new cases, including Skype, Hurricane Katrina, Ray Ozzie (of Microsoft) and IKEA
- More coverage on the importance of organizational history within the chapter on Culture
- Within the Critical Commentaries, a new fourth ‘lens’ on Discourse
- Average case length (in Text & Cases version) reduced

The text includes access to a companion website, which provides:
- For Instructors: teaching manual with case notes, PowerPoint slides, additional classic cases from previous editions, a testbank
- For Students: self-assessment questions, audio guides, weblinks, a glossary and revision “flashcards”

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visit www.pearsoned.co.uk
Understanding Strategic Management

CLAIRE CAPON

A brand new introductory text in strategic management which presents the key theories and frameworks for the analysis, formulation and implementation of strategy in a concise and accessible format.

The book has been written for undergraduate and postgraduate students on one-semester or short courses. It is also particularly well suited to students of e.g. engineering, computing or other non-business disciplines taking a module in business strategy.

Among the most valuable features and aids to learning in the book are:

- Entry and Exit Cases provide illustrations showing specific strategic issues in a real-world context
- Case Studies feature organisations including Google, Eurostar, Viacom in China, Burberry in Japan, Napster and MTV
- Regular invitations to stop and reflect on key topics through Review Questions, Check your Understanding and Widen your Horizons features
- A focus on business-level rather than corporate-level strategy
- A unique chapter on Managing failure and turnaround
- Coverage of key contemporary issues such as international growth, alliances and acquisitions, leadership and strategic control
- Total of 12 chapters to ensure a manageable volume of content for shorter courses
- Key Terms highlighted in the text and defined both at the margin and in a full Glossary.

The following online resources support the text:
- For Instructors: teaching manual, powerpoint slides and testbank
- For Students: self-assessment questions, glossary, revision “flashcards”

Claire Capon is Senior Lecturer at the Business School, Staffordshire University. She is author of one other book published by Pearson Education: Understanding Organisational Context (2004).

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4. Managing human resources, culture and stakeholders for competitive advantage
5. Developing competitive strategy and market options for competitive advantage
6. Developing the organisation for competitive advantage
7. Developing international strategy for competitive advantage
8. Implementing Strategy
9. Evaluation and control
10. Managing turnaround (from failure to success)
11. Managing Change
12. Changing structure, culture and leadership
Corporate Strategy
Fourth Edition
RICHARD LYNCH

A rich resource that guides students through the rational and emergent approaches to strategic management. Thoroughly updated references and 27 brand new cases ensure that students will actively learn the core topics and how to apply them in practice.

Features:
- Balanced coverage of rational and emergent approaches to the subject provides a thorough view on the subject
- Emphasis on practice throughout with features to help students apply theory into practice
- Clear exploration of the key concepts ensures that students reflect whilst they learn.
- Fully supported by teaching resources to save lecturers time and help students learn.

Financial Times/ Prentice Hall

The Strategy Process
Fourth Edition
HENRY MINTZBERG
JOSEPH B. LAMPEL
JAMES BRIAN QUINN
SUMANTRA GHOSHAL

With the goal of offering students something unique from other texts, this collection of readings, edited by Henry Mintzberg, is combined with cases from Quinn, Lampel, and Ghoshal. Together they present an up-to-date look at how actual companies act strategically and organize themselves. The authors provide the reader with a richness of theory, a richness of practice, and a strong basis for linkage between the two. Combining the case study approach with theory provides the accumulated benefits of many years of careful research and thought about management processes, and emphasizes the authors’ belief that in this complex world of organizations a range of concepts is needed to cut through and illuminate particular aspects of that complexity.

For graduate level courses in Strategic Management, Business Policy, and Organizational Theory.

Prentice Hall

Strategic Management and Competitive Advantage
Concepts and Cases:
Second Edition
JAY BARNEY
WILLIAM S HESTERLY

For professors who want students to see connections between big ideas in strategy (thus understanding vs. memorizing), Barney/Hesterly provides an organizing framework (VRIO) as the foundation of the text. Students have a clear decision-making framework to use in analyzing cases and business situations.

The VRIO Framework - a theory-based, multi-chapter organizing mechanism that provides a decision-making framework for students to use in analyzing case and business situations. ‘VRIO’ integrates two existing theoretical frameworks: the positioning perspective and the resource-based view. It stands for four questions one must ask about a resource or capability to determine its competitive potential.

For courses in strategy/strategic management.

Prentice Hall
Gaining and Sustaining Competitive Advantage
Third Edition
JAY BARNEY

Barney provides students and practitioners with the most up-to-date research in a way that allows them to see how to apply it to the real business world.

The first five chapters of the book develop a framework that is then summarized in Chapter 5, and this framework is used throughout the rest of the text to show students that strategy formulation and implementation are integrated. When each strategy option a firm may face is discussed, both the formulation and the implementation issues are discussed.

For graduate level courses in Strategic Management.

Features:
- Barney provides students and practitioners with the most up-to-date research in a way that allows them to see how to apply it to the real business world.
- All theories in the book are related to examples pulled from Fortune, Business Week, or The Wall Street Journal.

2007 592pp Phbk
0-13-147094-9 / 978-0-13-147094-1
Prentice Hall

Strategic Management
Concepts and Cases
MASON A. CARPENTER WILLIAM GERARD SANDERS

Carpenter/Sanders is the first book built around a dynamic perspective on strategy.

Three themes constitute the dynamic perspective on strategy: (1) changing strategies for changing times, (2) the integration of formulation and implementation, and (3) strategic leadership.

For undergraduate/MBA strategic management courses.

Features:
- Strategy Diamond: The strategy diamond outlines five key elements necessary for creating a complete strategy: arenas, vehicles, differentiators, staging, and economic logic. The Strategy Diamond gives students a concrete model for considering all aspects of a strategy in order to create and implement a complete strategy. The arenas and staging elements deal specifically with the dynamic aspect of strategy.
- Early introduction of Strategy Implementation Levers - A strategy is only as successful as its implementation, so implementation is introduced right away in Chapter 1
- Implementation sections are integrated into the formulation chapters in the book, reinforcing the importance of good strategy implementation

2007 704pp Hbk
0-13-145353-X / 978-0-13-145353-1
Prentice Hall

Strategic Management and Business Policy
Eleventh Edition
THOMAS L. WHEELEN DAVID L. HUNGER

This book contains the latest research and examples of well-known and not-so-well known companies dealing with complicated strategic issues.

This book contains a Strategic Management Model that runs through the first eleven chapters and is made operational through the Strategic Audit, a complete case analysis in terms of external and internal factors and takes the student through the generation of strategic alternatives and implantation programs.

This text has been class-tested in strategy courses and revised based on feedback from students and instructors. We emphasize those concepts that have proven to be most useful in understanding strategic decision-making and in conducting case analysis.

For students of Strategic Management and Business Policy.

2008 1064pp Hbk
0-13-232346-X / 978-0-13-232346-8
Prentice Hall
Strategic Management

Concepts and Cases
Eleventh Edition

FRED DAVID

For professors who want their students to understand the practical application of strategic management, David provides a skills-based, practitioner-oriented focus.

David meets the AACSB guidelines which supports a practitioner approach. Skills that are learned include: developing a vision and mission statement; performing an external audit; conducting an internal assessment; and formulating, implementing, and evaluating strategies.

David introduces a simple strategic-management model, which is widely used by consultants and companies, in the front cover of the book, and it is subsequently used in each chapter.

For undergraduate and graduate strategic management courses.

Features:
• After chapter 1 there is a Cohesion Case (Google), which is revisited in every chapter, allowing students to apply the concepts learned to a familiar case.
• NEW! There are new global, e-commerce, and natural environment boxes inserted in every chapter.

Strategic Management in Action

Fourth Edition

MARY COULTER

Strategic Management in Action, 4/e, clearly illustrates the most current strategic management practices today by presenting theories, ethical dilemmas, and unique strategies of real managers and organizations in action.

For undergraduate and graduate courses in Strategic Management.

Features:
• This book illustrates strategic managers and strategic management in action by describing real managers and real organization using strategic management. Examples are featured throughout the chapters in various boxed features:
  - Strategic Managers in Action boxes: These boxes describe organizations and the unique strategies they are using.
  - Strategic Management in Action – Global Perspective boxes: Features that describe global organizations and the unique challenges they’re facing and strategies they are using.
  - Strategic Management Concepts – brought to life in these highlighted features.

Strategic Management and Organisational Dynamics

Fifth Edition

RALPH.D. STACEY

Strategic Management and Organisational Dynamics by Ralph D Stacey is renowned for its unconventional thinking and it continues to be a refreshing alternative for those teaching and studying strategic management who are looking for ‘something different’. Stacey challenges the conceptual orthodoxy of planned strategy, focusing instead on the influence of more complex and unstable forces in the development of strategy. It remains unique in these respects amongst strategic management texts.

Ideal for advanced undergraduate and postgraduate study, this critically detailed account deals with up-to-the minute issues, raising the challenge of complexity within practice and theory. As such it remains unique amongst strategic management text books.

Financial Times/ Prentice Hall

2007 496pp  Pbk
0-273-70811-2 / 978-0-273-70811-7

Financial Times/ Prentice Hall

2008 368pp  Hbk
0-13-227747-6 / 978-0-13-227747-1
Prentice Hall

visit www.pearsoned.co.uk
Exploring Techniques of Analysis and Evaluation in Strategic Management
VERONIQUE AMBROSINI
GERRY JOHNSON
KEVAN SCHOLES

*Exploring Techniques of Analysis and Evaluation in Strategy*, aims to provide an expanded coverage of the techniques of strategic management, thereby complementing the main text. The book contains nineteen articles of which 9 are written by the Strategic Planning Society’s Workshop Leaders. The articles are practical rather than discursive, and each one deals with an individual tool or technique that is useful for effective strategic management. The tools and techniques fall into three categories which will be used to carry out: Strategic Analysis, Strategic Choice, Strategic Implementation.

*1998 312pp  Pbk
0-13-570680-7 / 978-0-13-570680-0
Financial Times/ Prentice Hall*

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Exploring Public Sector Strategy
GERRY JOHNSON
KEVAN SCHOLES

This book in the *Exploring Corporate Strategy Series* brings together a selection of 17 chapters which provide readers with material on a range of important strategic issues of particular relevance to the public sector. The chapters cover most of the major strategic themes from *Exploring Corporate Strategy* which is also reflected in the chapter sequence.

*2001 352pp  Pbk
0-273-64687-7 / 978-0-273-64687-7
Financial Times/ Prentice Hall*

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Strategy and the Business Landscape
Second Edition
PANKAJ GHEMAWAT

Pankaj Ghemawat, respected and renowned Harvard Business School Professor, has designed and written a brief strategy text designed to help students master a body of analytical tools and develop an integrative point of view when making strategic choices.

For MBA and Executive MBA strategy courses.

*2006 176pp  Pbk
0-13-143035-1 / 978-0-13-143035-8
Prentice Hall*
Easy to start-up and use—even for students and instructors with no computer experience—this Windows based strategic management simulation puts student teams in the position of running a regional airline. By analyzing a company’s history, financial reports, and other information provided, the teams make decisions concerning hiring, forecasting, suppliers to use, costs, etc. Student and instructor disks are available via the web.

For courses in Strategic Management, Business Policy, and Marketing Strategy.
International Business
Strategy, Management, and the New Realities
TAMER CAVUSGIL
GARY KNIGHT
JOHN RIESENBERGER

Cavusgil, Knight, Riesenberger is the only international business book to focus on the ‘new realities’ of international business: emerging marketing, small and medium sized enterprises, the diverse participants in International Business, and global sourcing.

Accompanying the book, The Educator’s Consortium addresses the ‘new realities’ of teaching International Business by connecting instructor’s around the world with each other and with engaging information to create a community of instructors.

Features

• CKR is written with a managerial focus, which gives students the perspective of a company that is entering the international arena. To further emphasize this, the authors have placed an emphasis on students developing specific managerial skills.

• Management Skills Builder: experiential exercises that reinforce the key concepts from the chapter. These exercises guide students through a management challenge that mirrors a real-world scenario by providing a recommended solution based on the scientific method and exposes students to the most relevant resources related to the scenario. More of these exercises can be found in the Educator’s Consortium.

• CKR Knowledge Portal: this online resource contains two pieces: an online community for instructors, The Educator’s Consortium, and a resource for students, The Student Knowledge Portal. It can be found at www.prenhall.com/cavusgil.

• Unique chapter on Emerging Markets: The authors understand that in the ‘new realities’ of international business, emerging markets play an important role. Because of this, they have expanded the coverage and created an entire chapter (chapter 9) devoted to the important role that emerging markets play in today’s international business world, allowing students to better understand the strategic advantages to being involved in such markets, as well as explaining the huge growth potential they possess.

• For undergraduate and graduate level International Business courses

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16. Global Sourcing
V. FUNCTIONAL AREA EXCELLENCE
17. Marketing In the Global Firm
19. Financial Management and Accounting In the Global Firm

Opening Vignettes and Closing Cases at a Glance
MSBs at a Glance
A Guide to Using the CKR Knowledge Portal © (Laminated Insert)
Glossary (Subject/Author/Company Index)
The Educators Consortium: International Market Research and Competitive Intelligence

2008 704pp Hbk
0-13-173860-7 / 978-0-13-173860-7
Prentice Hall

visit www.pearsoned.co.uk
International Business
Environments and Operations
Eleventh Edition
JOHN DANIELS
LEE RADEBAUGH
DANIEL SULLIVAN

For undergraduate and graduate courses in International Business.
This exciting revision of the classic best-seller provides the most panoramic, authoritative and current review of international business. The world has changed and so has the book.
The text has been thoroughly updated to reflect the latest knowledge of international business. Most notably, this edition includes the following changes.

Features:
• New Chapter on Globalization and Society (Ch.5) This completely new chapter raises the bar on globalization coverage.
• New Chapter on Strategy in International Business (Ch.11) – This new chapter emphasizes for students the importance of critical thinking about strategic issues in International Business.
• Completely Updated Research

2007  832pp   Hbk
0-13-186942-6 / 978-0-13-186942-4
Prentice Hall

International Business
Fourth Edition
ALAN M. RUGMAN
SIMON COLLINSON

Taking a regional approach, this text challenges some of the underlying assumptions behind globalization and focuses on both the dominant economies – the EU, the US and Japan – as well as emerging markets, such as Brazil, India and China. The book also integrates analysis of the competitive environment and the internal resources of the firm to provide a strategic view of international business.

2006
140-584721-2 / 978-140-584721-6
Financial Times/ Prentice Hall

International Business
The Challenges of Globalization
Fourth Edition
JOHN J. WILD
KENNETH L. WILD

International Business 4/e places culture and globalization front and center to motivate and enable students to grasp difficult conceptual material. This approach has made it the fastest growing international business book available today.
For introductory International Business courses with the need for a brief, accessible text.

Features:
• Culture is presented early (in Chapter 2) and integrated within the text through culture-rich, chapter-opening company profiles and lively examples of cultural differences in business. Employing culture in this way fosters enthusiasm among students and makes concepts relevant to their world.
• International Business 4/e motivates the reader with thought-provoking examples and vivid illustrations, and uses concise vocabulary to present how intricate dynamics are reshaping the global marketplace.

2008  528pp   Pbk
0-13-174743-6 / 978-0-13-174743-2
Prentice Hall
International Business
International Edition
Fifth Edition
RICKY GRIFFIN
MIKE PUSTAY

For International Business courses
Griffin/Pustay takes a uniquely managerial focus in the study of International Business.

This comprehensive overview of international business is divided into various business functions, making it clear and easy to understand. In every chapter “Culture Quest Insights” into culture, geography, and business lead readers to a multi-media experience of a certain country or region that provides useful information on the impact of culture on business. Cases specific to each region or country add to the total reading experience. Topics covered include: the world’s marketplaces, the international environment, managing international business and business operations.

Features:
• New and Updated Cases, including chapter-opening cases, chapter-closing cases, and two comprehensive cases at the end of each part, bring real examples of international business issues to your students, so they can see what issues they might face as managers in international business.

2007 672pp IPE
0-13-233532-8 / 978-0-13-233532-4
Prentice Hall

International Business
Second Edition
STUART WALL
BRONWEN REES

International Business provides an accessible and theoretically rigorous introduction to the subject. Starting with an in-depth analysis of the environmental factors, the book then examines the functional and operational issues which organisations face in doing business internationally. This coherent structure is supported by a strong pedagogical framework within the text, and further substantial resources available on a companion website.

This book’s accessibility will also appeal to ‘non-specialist’ students from disciplines outside business and management who take an elective module in the subject.

Features:
• Broad coverage of key environmental and operational factors
• Dedicated chapter on ethical and environmental concerns
• Strong pedagogical structure enabling an active and open-learning approach
• Companion website at www.booksites.net/wallrees offers resources for both students and lecturers
• Instructor manual contains model answers, extra teaching ideas and test-bank of questions

2004 432pp PBk
0-273-68591-0 / 978-0-273-68591-3
Financial Times / Prentice Hall

International Management
Managing Across Borders and Cultures
Sixth Edition
HELEN DERESKY

International Management, 6/e, explores the dynamic global environment of business management, by exploring political, legal, technological, competitive and cultural factors that shape corporations worldwide.

For undergraduate and graduate students majoring in international business or general management.

Features:
• The Market Entry Strategy Project allows students to research a nation as a future market for a new video game system, the M-box.
• Market Intelligence Report - Results in a Market Intelligence Report (MIR) for the country in which the M-box will be introduced.
• Business Environment Analysis Report - Requires a Business Environment Analysis Report (BEAR) for the country being researched.
• Report on Opportunities for Market Entry - This module requires a Report on Opportunities for Market Entry (ROME) that identifies several import and export opportunities for the country being researched.

2008 512pp Hbk
0-13-614326-1 / 978-0-13-614326-0
Prentice Hall
European Business
Fifth Edition
SIMON MERCADO
RICHARD WELFORD
KATE PRESCOTT

This book raises the key issues facing European businesses today and accounts for and evaluates some of the strategic and operational responses to Europe’s evolving environment. Organised into two main parts, Part I presents an understanding of the changing political, economic, legal and labour environments of the European Union and the CEE states and their implications for business. In Part II, the authors discuss the different strategies that firms pursue when competing in the new Europe. Importantly, the book examines the challenges and issues for European firms in achieving competitive advantage in increasingly global markets.

Features
- Clear structure and strong thematic divisions provide a thorough introduction to the context and organisation of business in Europe.
- Offers a clear view of the changing nature of the European business enterprise through consistent use of case studies.
- Learning objectives, chapter summaries and reviews to help students navigate through the text.

Cross-cultural Management
MARIE-JOELLE BROWAEYS
ROGER PRICE

A brand new text in cross-cultural management which presents the key themes and issues in managing people and organisations across national and cultural boundaries. The book offers a selective but broad view of current thinking on culture linked to management, organisation and communication. It also encourages the reader to apply theories and ideas to practice - and to relate them to their own experience - through various examples and mini-cases from the business world, and a range of practical activities.

The book has been written for undergraduate and postgraduate students studying cross-cultural and international management as part of specialist international business programmes, or generic business-related qualifications.

Features
- A clear 3-part structure focusing on culture and management, organisation and communication.
- Cross-Cultural Concepts contain key ideas from leading theorists, thinkers and practitioners.
- Activities, including case studies, discussion and dilemmas.

Managing Across Cultures
Second Edition
SUSAN C. SCHNEIDER
JEAN-LOUIS BARSOUX

MBA and executive International Management; MBA and executive International Business; MBA/postgraduate modules in cross-cultural management, intercultural communication or intercultural management; undergraduate and postgraduate degree programs in international business or management. This very accessible book draws upon a broad and growing literature on culture and management to discover national differences in management practice. It clearly relates cultural differences to daily business practice by using many and varied examples. Diverse range of topics covered, from structure and strategy to social responsibility and ethics.

Features:
- Solid theoretical framework thoroughly integrated with research - provides students with invaluable insight into application in the real world.
- Provides a framework for analyzing national culture which can also be applied to other cultural spheres – regional, industry, corporate and functional/professional – providing students with an understanding of how any business encounter represents the interaction of several cultural spheres.
Managing Change
Fourth Edition
BERNARD BURNES

Thoroughly revised and updated to reflect modern research, this edition explores the concept and practice of change within the broader context of the history, literature and theories of management. The main approaches on strategy development, management and leadership are linked to the processes of organisational change. A wide-ranging selection of case studies provides illustrations of change in a real-world context.

Aimed at students of change management, strategy and organisational change as part of undergraduate, MBA and MA programmes.

Features:
- Comprehensive and balanced coverage of theory and practice of change management.
- Change within broad context and management theory and strategy.
- 10 real-life cases from a range of sectors and countries.
- Practical guidance on the planning and implementation of change.
- New chapters covering culture, power & politics and frameworks for change.
- Glossary of key terms
- Website providing teaching notes and presentation slides.

$2004 640pp Pbk
0-273-68336-5 / 978-0-273-68336-0
Financial Times/ Prentice Hall

Organizational Change
Third Edition
BARBARA SENIOR
JOCELYNE FLEMING

This successful text provides a discussion of change in relation to the complexities of organizational life with an emphasis on applying the theory into practice.

The book is structured in three parts. The first part considers the causes and nature of change. Part two 'opens up' the organization to expand on issues of structuring for change, the cultural and political contexts for change and how to lead change. Part three moves firmly into addressing the more practical considerations of designing, planning and implementing change.

The book is ideal for both MBA students and those studying for the more specialist degrees in Organizational Development and Change. Its structure and content also make it accessible to final level Business Studies undergraduate students.

Features:
- Comprehensive coverage of the significant ideas and issues associated with change at all levels of organizational activity from the strategic to the operational and at the individual, group, organizational and societal levels.
- 2006 464pp Pbk
0-273-69598-3 / 978-0-273-69598-1
Financial Times/ Prentice Hall

Managing Change in Organizations
Fifth Edition
COLIN CARNALL

Managing Change in Organisations provides a practical and thorough overview of how effective change can be achieved in organizations. The text is ideal for advanced undergraduates, MBA and postgraduate students on courses in managing change and organisational change.

Colin Carnall takes a strategic approach, outlining guidance and techniques for planning and implementing, evaluating and learning from major organizational change. Reviewing traditional and more recent critical theories, he also presents models and frameworks for change that are apt for the complex and fast-moving challenges of contemporary organizations.

Features:
- Short case studies with an international perspective.
- Illustrations, diagnostic exercises, questionnaires and review questions enable the student to learn independently as well as in the classroom.
- Synthesis of theory and practice makes it intellectually stimulating and immediately relevant.
- Lecturer download site including tutor notes linked to each chapter, model answers to all questions, additional case material, data and additional exercises.

$2007 384pp Pbk
0-273-70414-1 / 978-0-273-70414-0
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Exploring Strategic Change
Third Edition
JULIA BALOGUN
VERONICA HOPE HAILEY
GERRY JOHNSON
KEVAN SCHOLES

Exploring Strategic Change approaches the topic of change management by focusing on the fundamental importance of context specific analysis. The book explores all aspects of change, from the formulation of strategy through to implementation. The first half of the book introduces a framework which can be used to develop the most appropriate implementation, whilst the latter half focuses on managing the transition. Ideally suited for upper level undergraduate and postgraduate students on HRM and Strategy modules covering the management of change.

Features
• Encourages students to critique and apply the theories presented.
• Illustrations, diagrams and chapter questions support the critically reflective approach.
• The unique framework of the Change Kaleidoscope is used to adopt a context-sensitive approach.
• Focus on change implementation enables students to enhance their judgement and practical capabilities.

Implementing Organizational Change
Theory and Practice
BERT SPECTOR

Traditionally texts presented change as a compilation of theories and ideas. Spector Implementing Organizational Change: Theory and Practice is the only text that provides a clear sequential framework to help students and practitioners understand, analyze and implement change. Spector’s sequential framework guides students in orchestrating intervention that is proven to maximize the likelihood of successful implementation. For both practitioners and students of change management.

Features:
• Spector provides a clear sequential framework to help students and practitioners understand and analyze effective change implementation.
• The chapters are organized to follow this framework represented on p. 193. To help students more fully understand how this model can be applied, Chapter 9 applies the model to the Children’s Hospital.

2007 224pp Pb
0-13-147797-8 / 978-0-13-147797-1
Prentice Hall

Management Consulting
Delivering an Effective Project
Third Edition
PHILIP A. WICKHAM
LOUISE WICKHAM

Management Consulting provides an introduction to the theory and practice of consultancy, and considers both the consulting process and industry. The book is aimed at students taking dedicated management consulting modules and work placement programmes at undergraduate and postgraduate level. It is well suited to students of business as well as scientific and creative disciplines who undertake a work-based project during the course of their academic study.

This third edition has been significantly revised, adding to the tools and techniques required of the discipline to make the book practical as well as intellectually rigorous. There are new chapters on the international and cross-cultural nature of consulting, leadership and influence, and the selling process of consulting. A new long case study runs through the book.

Features:
• Comprehensive introduction to practice and process in consultancy
• Signposts to careers in consultancy

2008 336pp Pb
0-273-71184-9 / 978-0-273-71184-1
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Leadership in Organizations
Sixth Edition
GARY A. YUKL

This text provides the most comprehensive survey of the major theories and research on leadership and managerial effectiveness in formal organizations with practical suggestions for improving leadership skills.

For undergraduate and graduate-level courses in Leadership or Managerial Effectiveness.

Features:
- Theoretical foundation - Major theories are explained and critiqued, empirical research on leadership is reviewed and summarized, and many references are provided to enable them to follow up with additional reading on topics of special interest.
- Practical application - The text explains how theories and research can be used to improve the practice of management. The current edition has many guidelines and recommendations for improving managerial effectiveness.
- Cases – One or two short cases of real organizations are provided in every chapter. They are designed to help the reader gain a better understanding of the theories, concepts, and guidelines presented in the chapter.

The Mind and Heart of the Negotiator
Fourth Edition
LEIGH THOMPSON

This text provides an integrated, big-picture view of what to do and what to avoid at the bargaining table, based on the latest research findings. Combining a strong applied flavor with straightforward and lively writing, it presents a unified, and comprehensive overview of the insights, strategies, and practices inherent in successful negotiations, and addresses the most common myths and pitfalls that plague negotiators. It weaves together a wide range of disciplines in its study of negotiation, including economics, psychology, sociology, and organizational behavior.

Features
- Illustrative case studies and real-life negotiations.
- Shows students that many of the concepts in the book are borne out in real-world situations.
- Skills-based approach.
- Provides students with practical take-away points for several different kinds of multiparty situations.
- Numerous Self-Insight assessments.
- Negotiators can test their own intuition, and approach, i.e. Chapter 5 and 10.

Making the Team
Third Edition
LEIGH THOMPSON

The exciting new third edition of Making the Team: A Guide for Managers combines cutting-edge theory with the latest research and real-world applications. It delivers the most current research on groups and teams in a digestible manner. An excellent resource for managers at every stage of the game, the book offers insight to help both players and coaches maximize their success.

For undergraduate or graduate management courses in Organization Behavior, Group Dynamics, or Teamwork; also appropriate for executives enrolled in degree and non-degree short courses on general management.

Features:
- Reflecting the latest advances in teamwork and group behavior research, every chapter in the timely third edition has been updated with new information, fresh research, updated examples, and more.
- The new edition reflects groundbreaking advances in theory and research, as well as recent calamities – such as Hurricane Katrina, corporate fraud, terrorist attempts – that have impacted the corporate world, providing students with the latest information available about the headlines they’re reading today.
The subject of innovation management is often treated as a series of separate specialisms, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process.

This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, business studies and engineering.

Features

• Topical articles from the Financial Times illustrate how the subject is being discussed in the context of the wider business world.
• Full of up-to-date examples integrated into the text to help enliven the concepts for students.
• Comprehensive diagrams throughout the book illustrate some of the more complex concepts to students.
• A substantial case study at the end of each chapter shows the student how the subject is applied within actual firms.
Enterprise and Small Business
Principles, Practice and Policy
Second Edition
SARA CARTER
DYLAN JONES-EVANS

This text delivers the latest research, current thinking and practice, and looks at future trends, as well as covering hot topics such as e-commerce, leadership and venture capital. This highly successful book provides a comprehensive introduction to entrepreneurship, enterprise and small business for the undergraduate and postgraduate student. With over 30 specialist contributors from academic institutions in the UK, Europe and the USA, this second edition - while building on the foundations of the first - has been extensively revised and updated.

Features:
• Twenty-four chapters covering the most essential and contemporary topics taught on small business and enterprise courses.
• Contributions from leading international academics, each a subject specialist in the field.
• Strong theoretical and research pedigree ensures high degree of academic credibility.
• Encourages critical thinking through challenging discussion questions.
• Provides students with a guide to further study and weblinks.

Strategic Entrepreneurship
Fourth Edition
PHILIP A. WICKHAM

The text offers an up-to-date, accessible and rigorous examination of a strategic approach to entrepreneurial management and emphasises its distinction from small business management. The text integrates both conceptual and practical ideas from a broad grounding within wider economic, psychological and other social science disciplines.

The book is written in a clear style, with coherent and logical organisation of themes, and effective visualisation of key ideas to facilitate students’ learning and lecturers’ course planning & delivery. It provides comprehensive coverage of the fast-growing field of entrepreneurship teaching and research.

Features:
• Comprehensive treatment of content, agenda and concerns of maturing and fast-moving field.
• Covers entrepreneurship and entrepreneurial behaviour in all sizes of business.
• Financial Times articles illustrate concepts in real-world context.
• Dedicated chapter on research methodologies in entrepreneurship.

Entrepreneurship
Successfully Launching New Ventures
Second Edition
BRUCE BARRINGER
DUANE IRELAND

This lively book, containing many real-life examples, makes a thoughtful, practical guide to the process of launching new ventures. It begins by introducing a model of the entrepreneurial process, and follows the model throughout the book. Emphasis is placed on the beginnings of the entrepreneurial process - particularly opportunity recognition and feasibility analysis. A four part organization makes the journey toward understanding the entrepreneur process both enjoyable and productive. The four parts, which collectively contain 15 chapters, are: The Decision to Become an Entrepreneur, Developing Successful Business Ideas, Moving From an Idea to an Entrepreneurial Firm, and Managing and Growing an Entrepreneurial Firm.

Undergraduate course in Entrepreneurship and New Venture creation.

Entrepreneurship 2/e takes students on the entire journey of launching a new venture.

Prentice Hall
New Venture Management
The Entrepreneur’s Roadmap
DONALD KURATKO
JEFFREY HORNSBY

For undergraduate and MBA courses in entrepreneurship and/or new venture management.

This book is about effectiveness, emphasizing what a new manager needs to know to run a successful new venture.

Features
• Part 1 of this text discusses the various ways individuals find venture opportunities such as establishing a home-based business, or by purchasing a franchise.
• Part 2 of this text discusses the start-up issues faced by new ventures, with specific attention given to developing an effective business plan, and the legal forms necessary to start an organization.
• Part Three explains the marketing research needed for an emerging venture as well as the strategic pricing needs of new ventures.
• Part Four deals with financial challenges. It covers the critical sources of capital, financial statements, record-keeping, and financial analysis.
• Part Five focuses on the challenges of managing new ventures.

Social Entrepreneurship
A Modern Approach to Social Value Creation
ARTHUR BROOKS

For undergraduate and graduate courses in social entrepreneurship and nonprofit management.

This text brings together the established pedagogy of entrepreneurship with cutting edge nonprofit and public management tools.

Features
• Entrepreneurial Skill in the Non-Profit and Social Sectors. This book emphasizes an entrepreneurial approach to creating solutions for social problems and unmet needs of society, transforming them into authentic opportunities to create social value.
• Understanding of For-Profit Ventures – A new generation of social entrepreneurs are looking to transfer the traditional skills of establishing new ventures to non commercial frontiers. The text helps tie the similarities of what social entrepreneurs do with the orientation and activities of for-profit entrepreneurs. However, they also face unique issues of measuring social benefit, acquiring donated resources, and knowing what “success” means in a nonprofit environment.

Effective Small Business Management
Ninth Edition
NORMAN M. SCARBOROUGH
THOMAS W. ZIMMERER

For undergraduate and graduate courses in entrepreneurship and/or small business management.

This book provides you a pathway to launching a new, small business successfully.

Features
• 10 new cases, all of them featuring actual entrepreneurs and their business ventures, many of which students can research online.
• Complete Chapter on E-Commerce. This edition offers the most comprehensive coverage of e-commerce than any book on the market.
• Updated coverage is included of important topics, such as:
  - Conducting a feasibility analysis and building a business plan
  - E-Commerce
  - Strategic management
  - Guerrilla marketing techniques
  - Sources of financing, both equity and debt
  - Business strategies for reaching global markets
Essentials of Entrepreneurship and Small Business Management
Fifth Edition
THOMAS W ZIMMERER
NORMAN M SCARBOROUGH
DOUG WILSON

Essentials of Entrepreneurship and Small Business Management, 5/e is the practical, how-to guide that gives students the tools to launch a new venture and the knowledge for entrepreneurial success.

Topics include: the challenges of entrepreneurship, building a business plan, marketing considerations, e-commerce and the entrepreneur, advertising and pricing for profit, financial considerations and managing cash flow, building a competitive edge, and debt/equity and site and location considerations.

For courses in Small Business Management, Entrepreneurship, New Venture Creation, and New Venture Management.

Features:
• Hands On: How To - features emphasize the practical nature of the book, because Zimmerer/Scarborough/Wilson believe that theory is not enough to launch a new business—you also need the tools and hands-on experience to truly be successful.
Business Ethics and Values
Second Edition
ALAN LOVELL COLIN FISHER

*Business Ethics and Values* introduces students to the complexities and principles of ethical issues by focusing on developing ethical awareness and the ability to argue business ethics matters.

A proven resource, the second edition of this text continues to present a successful blend of business issues and academic theory, suitable for undergraduate and postgraduate students with or without practical experience of the world of organisations. It gives as much importance to individual conscience at work as it does to socially responsible behaviour at the corporate level and within the global business world.

Managing Values and Beliefs in Organisations
TOM MCEWAN

An extremely popular textbook for modules at the advanced undergraduate, postgraduate and MBA level in Business Ethics, Corporate Social Responsibility and Corporate Governance. This book summarises the origins of corporate social responsibility, business ethics and corporate governance before presenting several methods for evaluating similarities and differences in these three perspectives on business activity.

**Features:**
- Unique chapter on Business Ethics and Management Information Systems.
- Explores the links between management values and beliefs in the fields of business ethics, corporate social responsibility and corporate governance from the standpoint of different internal and external stakeholders in organisations.
- Contains numerous real-world examples and carefully chosen case studies, many taken from the Financial Times, which develop the reader’s skill in evaluating ethical issues that have arisen in actual organisations.
- Adopts an international outlook in its treatment of different values and belief systems in organisations.

Ethics and the Conduct of Business
Fifth Edition
JOHN R. BOATRIGHT

*Ethics and the Conduct of Business* teaches students ethical decision-making through a brief theoretical overview, and forty-five short cases, with each case presenting more than one side of the issue.

This book gives a thorough treatment of the most prominent issues of business ethics and the major positions and arguments on these issues. An abundance of case studies help illustrate topics such as: Whistle-blowing, discrimination and affirmative action, occupational health and safety, ethics in finance, and ethics in international business.

For undergraduate/MBA-level courses in Business Ethics in the departments of Philosophy or Business.

**Features:**
- How do you show the practical applications of theory?
- A single text that contains all the material necessary for a business ethics course built around the case method.
- The book opens with two comprehensive chapters on theory; the remainder of the text is case-based, organized around the major topic areas of business ethics.
- Chapters 1 and 2 on ethical theory provide the basis for the arguments used in the other chapters.
This popular text on Business Ethics introduces the reader to the ethical concepts that are relevant to resolving moral issues in business; imparts the reasoning and analytical skills needed to apply ethical concepts to business decisions; identifies moral issues specific to a business; provides an understanding of the social, technological, and natural environments within which moral issues in business arise; and supplies case studies of actual moral conflicts faced by businesses.

The ethical landscape of business is constantly changing and this edition has been revised to keep pace with those changes most effecting business: accelerating globalization, constant technological updates, proliferating of business scandals.

Features:

- Sixteen completely new or revised end-of-chapter cases that reflect the most current ethical issues in the business world such as: Slavery in the Chocolate Industry; Enron’s Fall; and AIDS in Africa.
The Smarter Student
Study Skills & Strategies for Success at University
KATHLEEN MCMILLAN
JONATHAN WEYERS

Covering the entire university experience from freshers’ week to graduation, this highly practical reference book is both a help manual for students and a bridge between lecturers and students’ expectations of study in Higher Education. The topic coverage, content, design and structure of the book have all been written from material with a proven track record of student success and student-tested to ensure thorough support and guidance in every area.

Features:
This book provides solid support for students throughout their time at university, giving them broad guidance through:

- a focus on key issues and rapid solutions
- a clear design so that you can immediately access the information you need
- a common sense, no-nonsense approach with lots of practical checklists and tips
- an avoidance of patronising assumptions and educational jargon

2007 496pp Pbk 0-273-71449-X / 978-0-273-71449-1
Prentice Hall

How to write Dissertations & Research Projects
KATHLEEN MCMILLAN
JONATHAN WEYERS

How to write great dissertations and projects provides all of the tips and techniques that a student is likely to need to choose, research, write and present dissertations and projects that will guarantee you top marks.

Features
This provides the best preparation tool and support through the dissertation process, through valuable advice on:

- How to choose a winning topic or question and get started
- How to structure and plan your writing proposal
- How to undertake experimental work and field research
- How to read, analyse and understand information and take notes effectively
- How to interpret, analyse and present numerical & research data
- How to improve your academic writing style and use of conventions and vocabulary
- How to cite references and avoid plagiarism
- How to review, proof-read and present your dissertation or project for maximum impact & results

Prentice Hall

How to succeed in Exams & Assessments
KATHLEEN MCMILLAN
JONATHAN WEYERS

How to pass exams & assessment provides everything a student is likely to need to prepare for and perform well in all types of university assessment and examination.

Features
This book provides tried and tested and advice on getting the most from exams. It guides students through careful preparation and asks them to consider:

- How to prepare mentally & physically to get in top shape for exams
- How to use your revision time to best effect
- How to assess your learning personality and work out the best form of revision for yourself
- How to ensure that you have the best exam strategies and avoid common pitfalls
- How to avoid and deal with stress and combat exam nerves
- How to perform well in MCQ, numerical and essay questions, and in tutorial & lab assessments

2008 208pp Pbk 0-273-71359-0 / 978-0-273-71359-3
Prentice Hall

visit www.pearsoned.co.uk
How to write Essays & Assignments
KATHLEEN MCMILLAN
JONATHAN WEYERS

How to write great essays covers everything a student is likely to need to research, plan and write academic essays and assignments that will get you great marks. This book will provide all the tips and techniques needed to ensure students of all disciplines get the most from the essay-writing process. It supports students in preparing and crafting their essay through consideration of:

- How to get started
- How to read and take notes effectively
- How to plan your essay and write to a deadline
- How to improve your academic writing style and use of conventions and vocabulary
- How to shape your essay and avoid common grammatical and structural pitfalls
- How to cite references and avoid plagiarism
- How to review, proof-read and present your essay for maximum impact & results

9 2007  256pp  Pbk
0-273-71357-4 / 978-0-273-71357-9
Prentice Hall

The Business Student’s Handbook
Skills for Study & Employment
Fourth Edition
SHEILA CAMERON

The Business Student’s Handbook integrates study skills, interpersonal skills and work skills to help students gain better marks in their study and to transfer those skills into assets in the workplace. It covers the key issues for today’s students, such as critical thinking & analysis, reflective practice & logic and plagiarism to ensure they’re fully equipped prepared for success.

Features:
- Study skills such as essay writing, exam technique and managing one’s studies.
- Interpersonal skills such as teamwork, communication and presenting.
- Work skills such as exploring problems, managing projects and improving creativity.
- Includes an extensive bank of text based and online exercises to address issues such as stress, time management and confidence so students can assess their strengths and build a personal development plan to improve on weaker areas.
- Checklists for essay planning, job application and interviews; exercises on how to deconstruct exam questions and work with case studies, and basic maths and grammar helpfiles for practice and reference.

9 2007  464pp  Pbk
0-13-234924-8 / 978-0-13-234924-6
Prentice Hall

The MBA Handbook
SHEILA CAMERON

The MBA Handbook is a solid support guide for students studying for their MBA, providing advice about the whole MBA process, including choosing a course and examining post-MBA job opportunities. It can be used either to support a specific study skills unit on the course or as student reference and support beyond the classroom - it therefore has a lot of value for distance-learning students.

Features
- One of the most well-liked and accessible books on the market
- still unique in its focus on the MBA market and the skills needed to undertake an MBA
- clear structure and layout is complimented by its colour design for easy navigation

Visit the updated and expanded companion website at www.pearsoned.co.uk/cameron for worksheets and self-assessment quizzes.

9 2007  504pp  Pbk
0-13-613873-X / 978-0-13-613873-0
Prentice Hall

visit www.pearsoned.co.uk
Developing Essential Study Skills
Second Edition
ELAINE PAYNE
LESLEY WHITTAKER

There is an increasing trend in Universities and Colleges towards independent learning, so moving towards independence in studying as quickly as possible is a major key to success. This practical book and the accompanying online course are aimed at helping you improve your skills, develop a personal development portfolio and become a more independent learner, empowering you to study more effectively and efficiently.

Features:
• Online course materials are provided for free with the book and accompany every chapter, allowing the reader to practice, improve and monitor their skills development as they go. Features include: Extra content; Multiple Choice Questions; Activities and Exercises; Personal Development Portfolio templates to print off, complete and record your own development.
• Textbook features enable you to learn how to do things quickly, to practice skills until they have improved and to identify whether you have achieved what the chapter intended.

2006   424pp   Pbk
0-273-68804-9 / 978-0-273-68804-4
Financial Times/ Prentice Hall

Developing Management Skills
Seventh Edition
DAVID A WHETTEN
KIM S. CAMERON

For undergraduate/graduate Principles of Management and Management Skills courses, Whetten/Cameron teaches students the ten essential skills all managers should possess in order to be successful. This guide to effective managerial behavior shows readers what they need to know to perform well as managers, synthesizes a large body of scholarly research related to each skill topic, and uses a proven learning methodology. Emphasizing the basic human skills that lie at the heart of effective management, it combines academic knowledge with real world practicality, the key to this book’s proven durability. Assisting readers in improving their management skills, this book covers the following topics: personal skills such as developing self-awareness, managing stress, and solving problems creatively; interpersonal skills such as communicating supportively, gaining power and influence, motivating others, and managing conflict; group skills such as empowering and delegating, building effective teams and leading positive change; and oral and written presentations, and conducting interviews and meetings.

2007   625pp   Pbk
0-13-174742-8 / 978-0-13-174742-5
Prentice Hall

Management Skills for Everyday Life
The Practical Coach
Second Edition
PAULA CAPRONI

This text’s engaging and practical, yet research-based style is designed to help students achieve the success they desire. Specifically, the ideas, tools, and techniques help students enhance their effectiveness (ability to achieve results), career potential (e.g., marketability, salaries, promotions, job satisfaction and job choice), and general well-being (e.g., happiness, health, work-life ‘balance’). As with the first edition, this second edition is based on the compelling assumptions that (1) IQ is not a big predictor of success and (2) the most successful people work smarter, not only harder, than less successful people. Students appreciate this book not only because it is written in an engaging and practical style, but because it provides them with many tools that will help them work smarter immediately, as well as in the long term. Instructors appreciate this book because if effectively translates solid research into concepts and tools that students find interesting and immediately useful.

For undergraduate and graduate level Management Skills, and Organizational Behavior courses, as well as for Executive Education for beginning through mid-level managers and professionals.

2005   480pp   Pbk
0-13-143968-5 / 978-0-13-143968-9
Prentice Hall

visit www.pearsoned.co.uk
Business Communication Today
Ninth Edition
COURT BOVÉE
JOHN V THILL

Delivering the most comprehensive selection of model documents, market-leading Bovée/Thill remains the only text that reflects the multimedia emphasis of real-world business communication.

The field’s leading text for more than two decades, Business Communication Today continues to provide cutting-edge coverage students can count on to prepare them for real business practice. Thoroughly revised, updated, and streamlined, the succinct new ninth edition encompasses every medium that students will be expected to use on the job—from conventional printed documents and formal reports to e-mail and instant messages to blogs, podcasts, and wikis.

2008 744pp Hbk
Prentice Hall

Excellence in Business Communication
Seventh Edition
JOHN V. THILL
COURTLAND L. BOVÉE

Thill/Bovee, Excellence in Business Communication 7e, delivers an abundance of the most realistic model documents so your students can learn by example. This best-selling book captures the dynamics of business communication as no other on the market does. It presents the subject in a fascinating way, powerfully stimulating and motivating readers; this book gives the foundation for excellent, effective, and practical business communication. By offering “On the Job” simulations that feature actual companies, readers apply business communication concepts to real situations and sharpen their problem-solving skills.

Incorporating a three-step approach to writing (planning, writing, and completing business messages), Excellence in Business Communication covers letters, memos, e-mail and other brief messages, reports and oral presentations, and employment messages (including resumes and application letters).

For undergraduate business communication courses.

2007 688pp Pbk
0-13-187076-9 / 978-0-13-187076-5
Prentice Hall

Effective Organisational Communication
Perspectives, principles and practices
Third Edition
RICHARD BLUNDEL
KATE IPPOLITO

Effective Organisational Communication is a comprehensive introduction to the principles of effective communication within and between organisations. Combining a strong theoretical grounding and real-world examples, it encourages students to explore fresh perspectives, challenge popular assumptions and gain new insights, while also developing practical communication skills.

2008 384pp Pbk
0-273-71375-2 / 978-0-273-71375-3
Financial Times/ Prentice Hall
Principles of Marketing

Fifth Edition

PHILIP KOTLER
GARY ARMSTRONG
VERONICA WONG
JOHN SAUNDERS

This classic textbook has provided many generations of marketing students with an exceptional introduction to marketing, written by one of the masters.

With global examples and completely up-to-date with the latest marketing techniques, Principles of Marketing looks at the major decisions that marketing managers face in their efforts to balance an organisation’s objectives and resources against needs and opportunities in the global marketplace.

Covering exciting new topics such as Sustainability, this text continues to be the a leader in the field of marketing. New integrated video cases from companies such as HSBC, Land Rover and Amazon help to bring the subject alive.

Features

• Using interesting examples from both well known brands and SME’s, the authors manage to effectively contextualise the theory and encourage academic thought. New cases include iPod, Harley Davidson and NSPCC.

• 11 new video documentaries, from companies such as Land Rover, IKEA, Electrolux, Voluntary Service Organisation and Marketing Birmingham. These cases go well beyond the traditional ‘Talking Heads’ and mix interviews, with company footage and advertisement to create an exciting and imaginative insight into how theories are applied in the real world.

• MyMarketingLab is a huge advancement in student self-learning. Designed to build on a students strengths and support their weaknesses, MyMarketingLab builds a tailored study guide to fit each individual. By taking a Pre-Test, students can check their initial understanding of a topic. If they pass they may move onto the next part. If they are below the pass grade, they are directed to a study guide complete with e-book, video and audio content. After working through this material, their understanding is checked with a ‘Post-Test’. This material can be used with almost no lecturer involvement, or can be integrated into a course and performance can be monitored. By integrating MyMarketingLab into your teaching, you can ensure that no student is left behind.

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APPENDICES
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4. Careers in Marketing
Glossary

visit www.pearsoned.co.uk
Brassington and Pettitt’s Principles of Marketing has proven to be hugely popular with first-time marketing students – leading them painlessly through their course from basic principles such as ‘what product should I market?’ to more specialised topics such as ‘Relationship Marketing’.

This comprehensive 4th edition combines the freshness that people love with new and updated cases and now it is set apart from other Principles texts with an unrivalled media package that is fully integrated with the book.

The book is essential for undergraduate, postgraduate and post-experience students undertaking introductory marketing courses or modules. Its depth also makes it useful as support reading on specialist courses and modules, such as integrated marketing communications.

Marketing
Real People, Real Choices: International Edition
Fifth Edition
MICHAEL SOLOMON
GREG MARSHALL
ELNORA STUART

For the Principles of Marketing course.
Marketing: Real People, Real Choices is the only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies every day.

Real People, Real Choices vignettes
- Each chapter opens with a vignette that highlights a real marketer and asks the students to consider a dilemma that marketer faces and presents three options they may choose. There are videos that also highlight these companies.
- The vignette is weaved throughout the chapter with the Real People, Other Voices which features students and professors from across the country discussing which of the three options highlighted in the opening vignette they would choose and why.
- At the end of the chapter, the marketer from the opener is revisited in How It Worked Out which talks about which option the marketer choose and what happened as a result of this choice.

2007 640pp IPE
0-13-157910-X / 978-0-13-157910-1
Prentice Hall

Marketing
Ninth Edition
GARY ARMSTRONG
PHILIP KOTLER

For undergraduate courses in Principles of Marketing.
This best-selling, brief introduction to marketing teaches students marketing using a customer value framework.

Features
- The ninth edition of this text presents the very latest in marketing thinking. It builds upon an innovative and integrative marketing framework, one that positions marketing simply as the art and science of creating value for customers in order to capture value from customers in return.
- NEW! Expanded Coverage of Integrated Marketing Communications
- A heavily revised Chapter 12 - To increase students awareness of the changes in marketing, this chapter addresses the shifting IMC model, emphasizing how marketers are adding a host new-age media-everything from interactive TV and the Internet to iPods and cell phones-to reach more carefully targeted customers.
- Brand NEW Chapter 14 - Titled “Direct and Online Marketing,” this chapter exposes students to direct marketing and Internet marketing.

2009 618pp Pbk
0-13-602113-1 / 978-0-13-602113-1
Prentice Hall
Principles of Marketing
United States Edition Twelfth Edition
PHILIP KOTLER
GARY ARMSTRONG

For the Principles of Marketing course.
The comprehensive, classic principles text organized around an innovative customer-value and customer-relationship framework.

Features
- Innovative customer-value and customer-relationships framework captures the essence of today’s marketing.
- Creating value for customers in order to capture value from customers in return.
- Building and managing strong, value-creating brands.
- Managing return on marketing to recapture value.
- New Appendix 2: Marketing by the Numbers. This new comprehensive appendix introduces students to the marketing financial analysis that helps to guide, assess and support marketing decisions in this age of marketing accountability. page A-11 - A-26
- Harnessing new marketing technologies.
- Marketing in a socially responsible way around the globe.

Essentials of Marketing
Companion Website with Gradetracker Student Access Card
Second Edition
DR. FRANCES BRASSINGTON
STEPHEN PETTITT

Brassington and Pettitt’s Essentials of Marketing is the indispensable introduction to the subject for all students taking a short or one-semester Marketing module – whatever their background.
The second edition retains the lively writing style and authority of the authors’ Principles of Marketing, and highlights the links between theory and practice by using fresh and topical case studies drawn from real-life, whilst focussing on the most important concepts and theories of Marketing.
Essentials of Marketing also boasts an unrivalled selection of online learning resources at www.pearsoned.co.uk/brassington, which includes multiple choice questions that test your learning and help monitor your progress, video interviews with top Marketing Managers, answering your questions on how they use the theories of marketing every day in their professional lives, a full online Glossary explaining the key terms of the subject, and weblinks for every chapter that help take your learning further!

Essentials of Marketing Fourth Edition
JIM BLYTHE

This book is aimed at undergraduates taking an introductory marketing course.
Essentials of Marketing provides an overview of the techniques, supporting theories and tactical decision-making processes involved in marketing. As well as traditional marketing techniques, up-to-date topics such as green issues, post-modern thinking, relationship marketing and ethics are also covered.
The 4th edition has been thoroughly re-written to include the new 7 C’s framework
The language is concise and transparent making this book an enjoyable read for students. A new full colour layout also helps to engage the reader.

2007 4th Edition
140-585828-1 / 978-0-273-71736-2
Financial Times/ Prentice Hall
Marketing Communications, Enhanced Media Edition

CHRIS FILL

Unlike most texts on the subject, this book focuses on the ‘why’ of marketing communications, encouraging students to take an analytical, reflective approach.

Relied upon by undergraduates and CIM students, this is an essential text just got even better in the new enhanced media edition. This includes a new chapter on e-communications, interviews with Chris Fill to introduce each part of the book, further video interviews with real marketing managers who show how the theory works in the real world.

There are also new self-assessment questions for students to use to make sure they have fully understood what they have learnt and to practice for their exams.

This enhanced media edition really does give students the best way to master their subject.

Features
- Key text boxes helps readers locate relevant material quickly and highlight key issues.
- Superb OneKey resource package provides valuable teaching and learning material for lecturers and students, including:
  - For Students:
    - Study material
    - Multiple choice questions with feedback to test your learning
    - Extra mini-cases from recent CIM diploma examination
  - For Lecturers
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    - Instructor’s Manual
    - Teaching Schemes

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31. Business-to-Business Marketing Communications
32. Internal Marketing Communications

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Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Marketing Communications

A European Perspective
Third Edition
PATRICK DE PELSMACKER
MAGGIE GEUENS
JOERI VAN DEN BERGH

Marketing Communications: A European Perspective, third edition, covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, personal selling and the Internet.

Filled with original, in-depth material, and supported by input from a number of premier marketing executives, Marketing Communications: A European Perspective, third edition, offers coverage from globally-recognised companies and brands, including Microsoft, Ford, Kitkat, McDonald’s.

This book is designed to be of use to both undergraduate and postgraduate students of marketing communications.

Features
• A consistent European focus. Unlike most American and UK texts, this book has a clearly European emphasis
• Coverage of all communications tools. Most other books mainly focus on advertising and sales promotions. This book devotes substantial attention to all the instruments in the communication mix.

2007 648pp Pbk
0-273-70693-4 / 978-0-273-70693-9
Financial Times/ Prentice Hall

Integrated Marketing Communications
Second Edition
DAVID PICKTON
AMANDA BRODERICK

Integrated Marketing Communications, second edition takes into account all aspects and elements of marketing communications. Based on the success of the first edition, David Pickton and Amanda Broderick have restructured this edition to make the three marketing communications models more explicit. Each model is clearly displayed graphically at the beginning of each part to provide a visual ‘route map’ throughout the book. This lively text takes a European approach and provides comprehensive coverage of the marketing communications mix elements. Ideal for those studying general marketing communications, the book also appeals to students taking advertising, public relations, sales promotions, or direct marketing courses.

2005 800pp Pbk
0-273-67645-8 / 978-0-273-67656-4
Financial Times/ Prentice Hall

Marketing Communications
JOHN R. ROSSITER
STEVEN BELLMAN

Marketing Communications, by Rossiter and Bellman, is the definitive new text in the field. It is the only textbook in marketing communications that draws comprehensively from both the academic literature and the applied literature, and from Europe and Australasia as well as the U.S.A.

Marketing Communications covers all contemporary forms of marcoms - brand advertising and direct-response advertising, sales promotion, corporate image advertising, sponsorship, PR, personal selling and telemarketing - and includes a special chapter on social marketing campaigns. A consistent, logical planning approach is followed throughout, and the book is full of useful theoretical frameworks and procedures. No other book on marcoms comes close to this one for being comprehensive and contemporary.

Marketing Communications is suitable for undergraduate and post-graduate students as well as marketing practitioners.

2005 Pbk
1-741-03269-5 / 978-1-741-03269-7
Prentice Hall

visit www.pearsoned.co.uk
Simply Marketing Communications
CHRIS FILL

Simply Marketing Communications offers a concise overview of the principles and practices of this dynamic and exciting subject. Based on Chris Fill’s comprehensive and widely used Marketing Communications: engagement, strategies and practice, this shorter book has much more emphasis on the basic concepts and avoids the use of some of the more complex theoretical frameworks. The practical and applied focus of this book makes it ideal for students studying Marketing Communications for their Chartered Institute of Marketing diploma and also undergraduates studying the subject as part of a marketing or management degree.

Features
- Real-World mini-cases enable readers to apply theory to practice.
- Vignettes provide colourful examples of marketing communications in practice.
- Four colour design with pictures throughout to bring life to the written word.
- Key text boxes help readers locate relevant material quickly and highlight key issues.

Essentials of Marketing Communications
Third Edition
JIM BLYTHE

Essentials of Marketing Communications 3rd edition gives students a concise overview of the strategic and tactical decision-making processes involved in marketing communications. It also links the current theories of marketing communications to consumer behaviour issues as well as explaining how marketing communications works in the real world. The text is ideal for those studying marketing communications for the first time.

Features
- Clear language explains topics in a no-nonsense manner making it easy for the reader to understand.
- Comprehensive discussion of the role of personal selling ensures students understand the importance of this topic in marketing communications.

Visit www.pearsoned.co.uk
Integrated Advertising, Promotion, and Marketing Communications

Third Edition
KENNETH E. CLOW
DONALD E. BAACK

For courses in Integrated Marketing Communications, Advertising Principles, and Advertising and Promotions.

Integrated Advertising, Promotion, and Marketing Communications is a pure IMC text by providing a truly integrated approach to teaching IMC.

Features
• Business-to-business marketing concepts. Provides students with examples and comments woven throughout the text. Examples, cases, text illustrations, and Internet exercises have been woven into the materials.

• Chapter-opening vignettes. Each chapter begins with a vignette and revolves around success stories in companies students will recognize, such as Starbucks, AFLAC, M & M’s, and Google to keep the stories fresh and recognizable.

• International Marketing discussions.

• Critical thinking exercises and mini-cases located at the end of each chapter.

• IMC Plan Pro

2007  544pp   Pbk  
Prentice Hall
### Advertising

**Eighth Edition**

**SANDRA MORIARTY**  
**NANCY . MITCHELL**  
**WILLIAM D WELLS**

For introductory courses in Advertising, Moriarty teaches students about effective marketing.

**Features**
- The Facets of Effects Model: Illustrating Advertising Effectiveness
- How advertising works - looking at how objectives are decided upon and how an advertisement is evaluated based on objectives
- Case Studies: To ensure all advertising claims are supported, each chapter opens with a case study that features award-winning campaigns recognized by the NY American Marketing Association as outstanding examples of effectiveness.
- The work of professional marketers, academics, and contributors is showcased to let students see what career path you can pursue
- **A Matter of Practice and A Matter of Principle** - These features present the ideas of outstanding professionals and professors who help explain the issues and dynamics of this

2009   600pp   Hbk  
0-13-222415-1 / 978-0-13-222415-4  
Prentice Hall

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### Kleppner’s Advertising Procedure

**Seventeenth Edition**

**RONALD LANE**  
**KAREN KING**  
**TOM RUSSELL**

Primarily intended for undergraduate students majoring in advertising, marketing, and management

*Kleppner’s Advertising Procedure* blends together all relevant contemporary information as it relates to the practice of advertising with accuracy and foresight.

**Features**
- Clear yet Comprehensive - This text is lucid but retains all of the wide-spread information a complete advertising book should include. It examines the roles advertising practitioners play from three perspectives:  
  1) a firm’s marketing and advertising department  
  2) as an advertising agency professional  
  3) from the perspective of media executives who provide the bridge between a company’s products and its target audience.
- More than ever, the text recognizes that the skill set for a successful advertising career have never been more complex

2008   864pp   Hbk  
0-13-230829-0 / 978-0-13-230829-8  
Prentice Hall

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Visit www.pearsoned.co.uk
Consumer Behaviour
Enhanced Media Edition

MICHAEL R. SOLOMON
GARY BAMOSSY
SOREN ASKEGAARD
MARGARET K. HOGG

Consumer Behaviour: A European Perspective 3rd edition provides a comprehensive, lively, contemporary and practical introduction to consumer behaviour. It shows how research and concepts in this subject can inform and be applied to broader/strategic marketing issues. The unique five-part micro-to-macro wheel structure takes a multi-disciplinary approach to the discussion of consumer behaviour theory and applications, and includes the latest trends and demographic data for profiling European consumers.

Features
• Opening illustrative vignettes highlight key terms and provide context from which the students will learn key concepts.
• Marketing Opportunity, Multi-cultural dimension and Marketing Pitfall boxes illustrate examples of where consumer behaviour issues and concepts have been successfully and unsuccessfully applied to broader marketing issues and strategies.
• Multicultural aspects of Consumer Behaviour from around the globe are covered throughout to help students gain a rounded picture of this subject.

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2007
1-4058-7324-8 / 978-1-4058-7324-6
Financial Times/ Prentice Hall
Consumer Behaviour
A European Outlook
LEON G. SCHIFFMAN
LESLIE KANUK
HAVARD HANSEN

This new European perspective on Schiffman and Kanuk’s classic Consumer Behaviour focuses not only on what consumers buy, but also why they buy, when they buy, where they buy, how they evaluate their purchase, and how they ultimately dispose of it.

The text has been thoroughly adapted and revised to reflect European conditions, and shortened to focus attention on critical concepts in consumer behaviour. The authors discuss the effects of family, social class, culture and subculture on the decision-making process, and, by taking a psychological approach, illuminate the ways in which marketers apply the principles of consumer behaviour to the development and implementation of marketing strategies.

Consumer Behavior
Eighth Edition
MICHAEL SOLOMON

For undergraduate and MBA courses in Consumer Behavior.

Solomon’s Consumer Behavior, 8e is a market leader because it goes beyond the “act of buying” by presenting an engaging, balanced and global perspective. Communicating a fascination for the everyday activities of people, this leading book on consumer behavior examines how our world is influenced by the action of marketers, and considers how products, services, and consumption contribute to the broader social world we experience. Its incredibly interesting and dynamic content proves hip and engaging, while reflecting the latest research.

- A four-part organization looks at consumers as individuals, consumers as decision makers, consumers and subcultures, and consumers and culture.

For brand managers, marketing research analysts, and account executives.

Consumer Behavior
Ninth Edition
LEON SCHIFFMAN
LESLIE KANUK

For undergraduate and MBA courses in Consumer Behavior.

Consumer Behavior, 9e takes a classic empirical and marketing segmentation approach that helps students learn consumer behavior.

Features
- Market segmentation approach throughout introduces students to the practical issues that the real business world interacts with. This popular, real-world approach of market segmentation provides students with the structure and direction for successful market practice.

- 32 Active Learning Cases are real world mini cases (two per chapter) that demonstrate how marketing practitioners use consumer behavioral concepts to solve current marketing problems. Cases reinforce the book’s market segmentation theme and help students learn by applying behavioral concepts to real-world business problems and current business situations.

visit www.pearsoned.co.uk
Marketing Research
An Applied Approach
Third Edition
NARESH MALHOTRA
DAVID BIRKS

This 3rd edition of *Marketing Research: An Applied Approach* forms a comprehensive, authoritative and thoroughly European introduction to applied marketing research and covers both quantitative and qualitative techniques in depth.

*Marketing Research: An Applied Approach* is aimed at students studying marketing research at undergraduate and postgraduate level.

**Features**

- Two chapters devoted to qualitative research to ensure the student fully understands why qualitative research is conducted, how it is conducted and the way in which qualitative data can be analysed.

- A series of Professional Perspectives which illustrate an array of applications and how different techniques combine to support the realities of marketing decision making. These are accompanied by questions and can be used as case studies.

- Links, via the companion website, to a range of software packages, including SPSS, SNAP, Experian and MOSAIC, which are accompanied by exercises to encourage familiarisation.

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Marketing Research with SPSS
PATRICK DE PELSMACKER
PATRICK VAN KENHOVE
WIM JANSSENS
KATRIEN WIJNEN

Suitable for undergraduate students studying Marketing Research.

Marketing Research provides a step-by-step treatment of the major choices facing Marketing researchers when using SPSS. Although they may have an understanding of how SPSS works, they may not understand the statistics behind the method. This book bridges the gap.

A top author team offer a concise approach to analysing quantitative marketing research data in practice.

Financial Times/ Prentice Hall

Marketing Research
An Integrated Approach
Second Edition
ALAN WILSON

This concise book places marketing research in the bigger picture of marketing and demonstrates how marketing research and its understanding should be seen as a key element of marketing rather than a backroom activity performed by statisticians.

The structure of this book closely follows the core elements of the MRS/CIM Marketing Research and Information Module, so will be ideal for those students studying towards these diplomas. This book is also ideal for those taking a short course in marketing research for the first time.

Features
• Logical structure followed in each chapter to provide easy navigation for the student including: opening vignettes, learning outcomes, key words, discussion questions and additional reading.
• Researcher/client quotes used from real life examples to reinforce some of the key messages in the book.
• Case studies from leading companies such as Sony Ericsson, Airmiles, Carlsberg-Tetley help students link the theory to business situations.
• Lecturer’s support package including an Instructor manual and lecture PowerPoint slides to save lecturers time.

Financial Times/ Prentice Hall

Essentials of Marketing Research
Fourth Edition
TONY PROCTOR

Tony Proctor’s Essentials of Marketing Research 4th edition offers a streamlined, traditional introduction to all the major concepts in the field of marketing research. He also discusses new developments, particularly in the areas of qualitative data analysis and marketing decisions support systems.

Ideal for undergraduates studying marketing research for the first time, MBA students, as well as anyone who seeks a basic understanding of the topic.

Features
• Mini case studies at the end of each chapter drive home real world relevance to students.
• Boxed examples drawn from articles in the press, including the FT, show students how this subject is important in the workplace.

Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
The Practice of Market and Social Research
An Introduction
Second Edition
YVONNE MCGIVERN

The Practice of Market and Social Research 2nd edition provides a comprehensive account of the techniques of market and social research and the practical tasks involved in setting up and running research projects – from identifying the problem through to reporting and evaluating the findings.

The book is aimed at those preparing for the MRS Advanced Certificate in Market and Social Research, at those doing an undergraduate and postgraduate course with a research module and/or a requirement to produce a research project.

Features
• Chapter 12 on the analysis of qualitative data (a topic often omitted in other texts) encourages students to evaluate a project in more depth.
• Real life examples and case studies of research in action (i.e. ASBOs, AIDS and Fast-Moving Consumer Goods (FMCG)) offer understanding of contemporary issues.
• Chapter aims and summaries help reinforce the main points and act as a revision tool.
• Short answer questions at the end of each chapter test knowledge and understanding.

Marketing Research & SPSS 13.0
Student CD Package
Fifth Edition
ALVIN C. BURNS
RONALD F. BUSH

For the undergraduate Marketing Research course.

Marketing Research is the global leader in marketing research because it demonstrates how to use statistical tools in an intuitive manner.

Features
• NEW! SPSS 13.0 Integration and full-color annotated screen captures. SPSS is the most popular statistical software in the marketing research industry. Each copy of the fifth edition includes a SPSS 13.0 CD and annotated screen captures that are thoroughly integrated within the text. Additionally, output screens help students see what to look for in analyzing data.
• SPSS Student Assistant. (available at www.prenhall.com/burnsbush)
• Integrated Case. The Hobbit’s Choice Restaurant is an integrated case that makes learning more efficient and enables students to understand the interrelationships in the steps in the research process.

2006
0-13-228035-3 / 978-0-13-228035-8
Prentice Hall

Marketing Research
An Applied Orientation and SPSS 14.0 Student CD
Fifth Edition
NARESH MALHOTRA

For graduate and upper-level undergraduate courses in Marketing Research and Marketing Data Analysis.

Marketing Research: An Applied Orientation, 5e allows students to actually experience the interaction between marketing research and marketing decision-making.

Features
• Real Research features are real company vignettes that profile a wide range of big and small businesses, so no matter what type of company or industry students work for in the future, they will find examples they can relate to.
• Decision Research scenarios present a real-life marketing situation and ask the student to assume the role of a consultant and recommend appropriate marketing research and management decisions.
• Active Research features are short, integrated, managerially-oriented exercises in which students have the opportunity to do research on the Internet and play the role of a marketing researcher and a marketing manager.

2007 864pp
0-13-222117-9 / 978-0-13-222117-7
Prentice Hall

visit www.pearsoned.co.uk
Marketing Research
An International Approach
MARCUS SCHMIDT
SVEND HOLLENSEN

Marketing Research: An International Approach is a comprehensive text written with the decision-maker in mind. It is written from the perspective of the firm conducting marketing research in the national and international markets irrespective of its country of origin. This tools-oriented book shows how international marketing managers can transform existing (Secondary) and newly collected (primary) data into useful information.

This book is written for advanced undergraduate and graduate students studying Marketing Research. It is also appropriate for practitioners who wish to keep abreast of the most recent developments in the field.

Features
- Comprehensive and detailed description of the marketing research process and advanced research techniques provides students with breadth and depth in their studies.
- Emphasis on online/internet surveys, making sure students are up to date with the latest channels for gathering information.
- Focus on database marketing, including data mining and data warehousing, which are key tools for any international marketing manager.

2006 632pp Pbk
0-273-64635-4 / 978-0-273-64635-8
Financial Times/ Prentice Hall

Multivariate Data Analysis
Sixth Edition
JOSEPH F. HAIR
BILL BLACK
BARRY BABIN
ROLPH E. ANDERSON
RONALD L. TATHAM

For graduate-level courses in Marketing Research, Research Design and Data Analysis.

Multivariate Data Analysis provides an applications-oriented introduction to multivariate data analysis for the nonstatistician by focusing on the fundamental concepts that affect the use of specific techniques.

Features
- NEW ‘Rules of Thumb’ for the application and interpretation of the various techniques in multivariate data analysis.
  - These guidelines will facilitate utilization of techniques.

2006 928pp Hbk
0-13-032929-0 / 978-0-13-032929-5
Prentice Hall

visit www.pearsoned.co.uk
Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world.

Extensive coverage of hot topics such as blue ocean strategy; celebrity branding; brand piracy; and viral marketing.

- Brand new case studies focus on globally recognised brands and companies operating in a number of countries, including IKEA, Philips, Nokia, Guinness and Cereal Partners Worldwide.

- All new video cases accompany every chapter and are available at www.pearsoned.co.uk/hollensen, featuring such firms as Nike, Starbucks, BMW, Ford and McDonalds.

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EXCLUSIVE TO THE WEB:
20. Global e-marketing
Global Marketing
Fifth Edition
WARREN J. KEEGAN
MARK GREEN

For undergraduate and graduate courses in Global/International Marketing.

Keegan/Green gives students an understanding of global marketing as a whole, as well as focusing on the importance of emerging nations in contemporary global marketing.

The fifth edition has been updated to provide students with an authoritative approach to global marketing, covering the global impact of emerging nations, religions, and the expanding European Union.

If there is a single unifying theme in the fifth edition, it is the growing impact of emerging nations on the global scene. Brazil, Russia, India, and China—the BRIC nations—figure prominently in the text. More broadly, the book examines emerging markets as whole that are rapidly approaching the ‘tipping point’ in terms of both competitive vigor and marketing opportunity. Coverage of emerging global companies include:

- Embraer (Brazil)
- Lukoil (Russia)
- Cemex (Mexico)
- Lenovo (China)
- India’s Big Three—Wipro, Infosys, and Tata

2008   656pp   Pbk
0-13-175434-3 / 978-0-13-175434-8
Prentice Hall

International Marketing and Export Management
Sixth Edition
GERALD ALBAUM
EDWIN DUERR

This book is suitable for Undergraduates and Postgraduates/MBA courses in International Marketing, Export Marketing and International Trade.

This book comprehensively covers both international marketing and export management. This is a focus on marketing decisions and management processes involved in exporting and not simply a ‘how to’ treatment of technical export details.

This 6th edition has been written in response to the continually rapid changes in international marketing and the new challenges that are arising, including increased coverage of cultural differences, logistics, supply chain management and the impact of the internet on international marketing and exports.

There is increased coverage of the 2 most important emerging markets of the 21st century; China and India. New cases from companies including Dell, Unilever and Microsoft help students apply the theory.

2008   688pp   Pbk
0-273-71387-6 / 978-0-273-71387-6
Financial Times / Prentice Hall

Marketing Across Cultures
Fourth Edition
JEAN-CLAUDE USUNIER
JULIE LEE

Marketing Across Cultures analyses cultures within global marketing, based on the recognition of diversity in world markets and on local consumer knowledge and marketing practices. The text adopts a cultural approach to international marketing, which has two main dimensions:

- A cross-cultural approach, which compares national marketing systems and local commercial customs in various countries.
- An intercultural approach, which is centred on the study of interaction between business people from different cultures.

Features

- Each chapter concludes with questions and is followed by an appendix comprising of cases, exercises and critical incidences. This provides students with extra learning material to reinforce their understanding.
- Extensive references to websites throughout the text allow students to have in-depth and updated access to cultural and business information.

2005   594pp   Pbk
0-273-68529-5 / 978-0-273-68529-6
Financial Times / Prentice Hall

visit www.pearsoned.co.uk
Marketing Management

Thirteenth Edition

PHILIP KOTLER
KEVIN KELLER

For the MBA Marketing Management course and/or undergraduate capstone marketing strategy course. This is the #1 selling marketing management textbook worldwide because it consistently delivers on its brand promise: to be the first to reflect changes in marketing theory and practice.

Features

- NEW – “Holistic marketing” coverage – Explores the emerging concept that everything matters in marketing: internal marketing, integrated marketing, relationship marketing, and socially responsible marketing.

- NEW – Modular Organization – Kotler and Keller focused on preserving the strengths and core topics from previous editions, while carefully tightening coverage in every chapter for greater clarity. By organizing the text into eight parts of related material, a more modular approach, instructors have greater flexibility.

- NEW – Casebook solutions - Instructors: Visit www.prenhall.com/custombusiness to see how easy it is to create a casebook or coursepack that includes cases and readings from leading providers, like Harvard Business School Publishing.

- NEW - “Marketing Memos” - 2-3 new per chapter. Provide tips and suggestions at all stages of the marketing management process, while practical advice and directions in dealing with various marketing decisions.

- NEW - “Marketing Insights” - 2-3 new per chapter. Highlight current research findings and cover key marketing topics in greater depth.

- NEW – Hands-on marketing plan exercise - Located at the end of many chapters, starting in Chapter 2. Gives students hands-on experience in developing a customized marketing plan.

- NEW - End of chapter applications

- Hundreds of mini cases and discussions - Show marketing in action and concepts in practice at large and small real world companies.

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PART 8: CREATING SUCCESSFUL LONG-TERM GROWTH
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2009   815pp   Hbk
0-13-600998-0 / 978-0-13-600998-6  Prentice Hall
Marketing Management and Strategy
Fourth Edition
PETER DOYLE
PHIL STERN

Marketing Management and Strategy is a concise and practical management guide to the latest ideas in advanced Marketing and Strategy. The authors show how to develop a marketing orientation in the organisation and how this impacts on the ultimate corporate goals of profit, growth and security. They then examine how marketing strategies are developed and implemented through effective product, pricing, distribution, communication and services. This is a core text for MBA Marketing Management course and for university short courses for executives. This will also be suitable for any undergraduates or postgraduates on marketing strategy courses.

Features
• Strong focus on financial implications of marketing decisions, and on marketing and shareholder value so students gain an understanding of the real financial benefits marketing can give.
• A case study per chapter with associated questions encourages critical thinking with the students.

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14. Managing Retailing, Wholesaling, and Logistics
15. Communicating Value
16. Developing Successful Long-Term Growth
17. Managing Marketing in the Global Economy

A Framework for Marketing Management
Fourth Edition
PHILIP KOTLER
KEVIN KELLER

Marketing Management, 3e introduces a strategic framework in Chapter 2 (p. 37) and integrates it throughout the entire text, very similar to the way a real marketing manager would develop a strategy and then fill in the blanks as the plan is executed. This framework follows the flow of decision making. For example:

1. The marketing manager first decides what the goal is and then how to get there.
2. The key decision is which customer groups to target, then other decisions flow from that crucial decision.
3. The customers’ needs, an analysis of the competitors, and an understanding of the industry environment lead to a core strategy that is tailored to each customer target.
4. Finally, the marketing mix or implementation of the strategy is customized for each target, with an additional understanding of the key reasons to buy.

5. Shows very clearly that strategic decisions must be made before tactical decisions
6. Students gain real real understanding into the decision making process, and this enables them to better analyze business cases and situations – one of the chief goals of this course.
Strategic Marketing Problems
Cases and Comments
Eleventh Edition
ROGER KERIN
ROBERT PETERSON

For courses in Marketing Strategy, Marketing Management, and Strategic Marketing.

The most comprehensive class-tested text material and case studies on the market - 44 class-tested cases provide an opportunity for concepts and tools to be employed in practice, challenging students to address marketing issues from a decision-making standpoint and with an analytical perspective. In every case, the decision maker develops a strategy consistent with the factors existing in the situation presented and must consider the implications of that strategy for the organization and its environment.

Author-prepared Instructor’s Manual casebook, over 600+ pages! Prepared by Roger Kerin, this teaching package includes thorough case teaching notes that feature a complete case analysis, teaching suggestions, case epilogues, and case summary points.

Instructor’s Resource Center provides instructors with a powerful visual aid to support the text material. Includes comprehensive PowerPoint slides for lectures and meaningful computer templates for students to perform quantitative and financial analyses.

2007 736pp Hbk
0-13-187152-8 / 978-0-13-187152-6
Prentice Hall

Global Marketing Management,
Eighth Edition
WARREN J. KEEGAN
ILAN ALON

For courses in International Marketing and Global Marketing.

This is the leading MBA text in international marketing with comprehensive cases.

Features
• NEW - Chapter on Global eMarketing
• NEW - Cases-Kodak vs. Fuji, Education of an Expatriate, CEAC-China and Ascom Hasler, Inc.
• The experience and insight of a distinguished advisory board-Of executive and consulting experts.
• Cases - Cover consumer, industrial, low tech and high tech, product and services marketing.
• A unique appendix - Identifies the location of global income and population and stages of development, country and region for 2000 with projections to the years 2010 and 2020.
• Students can incorporate the latest economic data in decision making.

2009 625pp Hbk
0-13-615739-4 / 978-0-13-615739-7
Prentice Hall

Market-Based Management
Fifth Edition
ROGER BEST

For MBA level Marketing Management and/or Marketing Strategy courses, or a capstone undergraduate marketing course.

Strategic, applied, and performance-oriented. While most textbooks in this area stress concepts and theory, Market-Based Management, 4e, incorporates a more strategic and applied approach. External performance metrics of a business are emphasized and actual measurement tools are provided. Its streamlined organization makes it ideal for courses in which outside cases and readings will be assigned.

2009 500pp Pbk
0-13-233653-7 / 978-0-13-233653-6
Prentice Hall

visit www.pearsoned.co.uk
Suitable for undergraduate and post graduate students studying Marketing Management or Marketing Strategy.

"Marketing Strategy and Competitive Positioning" deals with the process of developing and implementing a marketing strategy and how these processes can be managed to gain and sustain superior performance in the market place.

The 4th edition contains 3 new chapters; Competing Through the New Marketing Mix, Strategic Customer Management, Corporate Social Responsibility.

Thoroughly updated with new examples and the latest research findings, this new edition also boasts updates case studies in each chapter, taken from recent editions of the Financial Times, that illustrate the practical implications of the issues raised.

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15. Strategic customer management
    Case Study: Xerox
16. Strategic alliances and networks
    Case Study: Yahoo and eBay
17. Strategy implementation and internal marketing
    Case Study: British Airways
18. Corporate Social Responsibility
    Case Study: Ballantyne, Smythson and others
19. Twenty-first Century Marketing
    Case Study: It’s scary out there
Marketing Strategies
A Contemporary Approach
Second Edition
ASHOK RANCHHOD
CALIN GURAU

Taking a modern European perspective, *Marketing Strategies* examines marketing from different angles in order to create a broader understanding of the discipline. A radical and dynamic approach to the subject is taken, in that there is no discussion of the traditional 4 ‘P’s, as strategies are company-specific. Instead the author integrates five of the main contemporary factors that affect marketing in the 21st century: Globalisation, the Impact of Technology, Ethics, Market Orientation and Sustainability.

*Marketing Strategies* is suitable for upper level courses in BA marketing modules such as marketing strategy, marketing management, as well as students studying for an MBA and a Business Studies course.

**Features**

- Plethora of CIM Case Studies to give students a deeper understanding of the strategic decisions taken by a real marketing department.
- Excellent coverage of emerging areas such as new technology, marketing in different sectors and marketing performance (neglected by most strategy textbooks).

2007  440pp  Pbk
0-273-70674-8 / 978-0-273-70674-8
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Essential Guide to Marketing Planning

MARIAN BURK WOOD

Essential Guide to Marketing Planning takes you step-by-step through the planning process. Packed with real-life examples, up-to-date marketing ideas and a detailed sample plan, Marian Burk Wood’s friendly no-nonsense approach gives you exactly what you need to succeed. It offers you practical guidance in how to research, prepare and present a great marketing plan.

2007 288pp Pbk
0-273-71323-X / 978-0-273-71323-4
Financial Times/ Prentice Hall

Marketing Plan Handbook

and Pro Premier Marketing Plan Package
Third Edition
MARIAN BURK WOOD

For any marketing course that requires the development of a marketing plan, such as Marketing Management, Marketing Strategy and Principles of Marketing.

Wood, 3/e is the only planning handbook that guides students through the step-by-step creation of a customized marketing plan while offering Palo Alto’s Marketing PlanPro (a commercial software) to aid in the process.

Supports Hands-On Development of Marketing Plans. Never has a carefully crafted, properly implemented marketing plan been more important to business success. The text illustrates how marketing planning is actually applied in consumer and business markets, in large and small companies, in traditional and online businesses, and in nonprofit organizations.

To reinforce this real-world view, key examples also demonstrate how today’s global economy and dynamic business environment can cause marketers to change their plans as the situation evolves. Through specific features, the text encourages students to formulate imaginative, yet realistic, marketing plans.

2008
0-13-513628-8 / 978-0-13-513628-7
Prentice Hall

visit www.pearsoned.co.uk
Strategic Brand Management

A European Perspective
KEVIN LANE KELLER
TONY APERIA
MATS GOERGSON

For students, managers and senior executives studying Brand Management.

A number of excellent books have been written about brands, but no book has really maximized those dimensions to the greatest possible extent. Strategic Brand Management sets the new standard.

- The concept of brand equity is the main focus of this book - and provides all students with a valuable perspective, and a common denominator to interpret the potential effects and trade-offs of various strategies and tactics for their brands. Brand equity is the bridge between what happened to the brand in the past and what should happen to it in the future.

- Strategic Brand Management provides insights into how to lay groundwork and create profitable brand strategies by building, measuring, and managing brand equity.

- Adapted by an expert team from the Nordic Brand Academy, this book includes new cases on Innocent, Audi, Tesco, Sony Ericsson and Volkswagen. It is also full of primary research into Europe’s biggest brands.

2008 608pp  Pbk
0-273-70632-2 / 978-0-273-70632-8
Financial Times/ Prentice Hall

Strategic Brand Management

Third Edition
KEVIN KELLER

For students, managers and senior executives studying Brand Management.

A number of excellent books have been written about brands, but no book has really maximized those dimensions to the greatest possible extent. Strategic Brand Management sets the new standard.

The concept of brand equity is the main focus of this book—and provides all students with a valuable perspective, and a common denominator to interpret the potential effects and trade-offs of various strategies and tactics for their brands. By giving the students the foundation, the textbook allows for the broad exploration of a complicated subject. Brand equity is the bridge between what happened to the brand in the past and what should happen to it in the future.

Of course instructors have their own direction they would like to see the class go in, but laying the groundwork is imperative. In Strategic Brand Management we’ll provide insights into how to lay that groundwork and create profitable brand strategies by building, measuring, and managing brand equity.

2008 720pp  Hbk
0-13-188859-5 / 978-0-13-188859-3
Prentice Hall

visit www.pearsoned.co.uk
Internet Marketing
Strategy, Implementation and Practice
Third Edition
DAVE CHAFFEY

Internet Marketing is a comprehensive guide to how organisations can use the Internet to support their marketing activities and covers all aspects of the subject, from environmental analysis to strategy development and implementation.

Now in its third edition, Internet Marketing is an invaluable resource for all students studying e-marketing, e-commerce or Internet marketing at second, third or postgraduate level, as well as specialist courses involving Internet marketing. It should also prove particularly useful for practitioners wishing to update their e-marketing skills.

Features
• Comprehensive coverage of all the major aspects of marketing on the internet, including internet marketing communications, relationship marketing on the internet, and online service quality
• Greater focus on strategy and development, with a revised chapter on Improving E-Marketing Performance.
• Excellent resources for student and lecturer within the OneKey course management system, including an interactive student study guide.

E-Marketing
Fifth Edition
JUDY STRAUSS
RAYMOND FROST
ADEL EL-ANSARY

For courses in Electronic Marketing and Internet Business.

This 4th edition of E-Marketing treats the subject as traditional marketing with a twist: the Internet and other technologies have had a profound effect on the way we do business. This transformation has resulted in new business models that add customer value, build customer relationships, and increase company profitability. Stressing product, pricing, distribution, and promotion, the authors have tightened their presentation by using a strategic perspective and giving many important practices not covered in previous editions: namely, blogs, social networking, online branding, and search marketing. Point-of-purchase scanning devices, databases, and other offline technologies are discussed.

2009 500pp Pbk
0-13-615440-9 / 978-0-13-615440-2
Prentice Hall

Electronic Marketing
Theory and Practice for the Twenty-First Century
JOHN O’CONNOR
EAMONN GALVIN
MARTIN EVANS

Written by leading players in both industry and academia, Electronic Marketing: Theory and Practice for the 21st Century provides a broad, but sound overview of this rapidly changing field. Targeted at students and practitioners who already understand basic marketing concepts, the book includes the latest discussion of Relationship Marketing and CRM as well a chapter on Improving Sales Force Effectiveness.

2004 456pp Pbk
0-273-68476-0 / 978-0-273-68476-3
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
For advanced undergraduate and MBA/EMBA courses in Services Marketing.

Organized around a strategic marketing framework to give instructors maximum flexibility in teaching and take students deeper into the consumer and competitive environments in services marketing.

**Strategic Marketing framework** allows instructors to make selective use of chapters, readings, and cases to teach courses of different lengths and formats. The framework gives instructors the flexibility to touch on the many different roles of a service manager, because regardless what a student’s specific job may be, he or she must acknowledge the close ties that link service issues to various managerial functions.

An integrated managerial and strategic approach places services issues within a broader general management context and addresses the need for service marketers not only to understand customer needs and behaviors, but also how to use these insights to develop strategies for competing effectively in the marketplace.

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**Services Marketing**

**Managing the Service Value Chain**

**MANFRED BRUHN**

*Services Marketing: Managing the Service Value Chain* argues that all service management efforts are aimed to enhance value in order to improve the bottom line. Written from a European perspective, the book demonstrates that through strategic orientation and innovation, the firm and shareholder will reap the benefits.

Geared towards final year marketing students, the book is also useful for postgraduate students and for practitioners who work, or wish to specialise in the area of services management and marketing.

**Features**

- The original concept of the Service Value Chain is used throughout the book to make students think strategically about their Services Marketing activity
- Hot topics such as ‘E-services’ and ‘Managing Service Technology’ are integrated throughout the book to help students understand how innovations are used in all aspects of Services Marketing
- ‘Services Marketing In Action’ boxes provide practical applications and anecdotes to promote further discussion.
- End of chapter case studies exemplify and drive home the core topics of each chapter.

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Visit [www.pearsoned.co.uk](http://www.pearsoned.co.uk)
Product Strategy and Management
Second Edition
MICHAEL BAKER
SUSAN HART

From new product development to product elimination, this book holistically covers the entire product life cycle, including analysis of new product innovation strategy, new product ideas screening, product testing, managing growing and mature products, and product deletion. The nature and practice of these processes are central to the firm’s overall strategy for competitiveness, and this book repeatedly emphasises the fundamental relationship between the success of a product and the survival of the firm.

Whether they are studying at undergraduate, postgraduate or MBA levels, students will find this book essential to their understanding of this important subject area.

Features
• Provides a comprehensive review of the principles and practices of the product life cycle, giving readers full understanding of the subject.
• Contains original insights and ideas based on the author’s practical experience, which give a real world context to the subject.
• Illustrated with European case studies at the end of every chapter to ensure readers think practically.

Innovation Management and New Product Development
Fourth Edition
PAUL TROTT

This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, business studies and engineering.

The subject of innovation management is often treated as a series of separate specialisms, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process.

Written in an accessible style, this fourth edition brings a change in structure to clearly set out three key areas for the student: Innovation management, managing technology and knowledge and new product development.

• NEW! A new chapter on service development offers up-to-date coverage of this important subject.
• NEW! Five major new case studies have been introduced – including eBay, Viagra, Innocent and Apple.
Selling Today
Creating Customer Value and ACT! CRM Software Package
Tenth Edition
GERALD L. MANNING
BARRY L. REECE

For the Introductory level course in personal selling, sales, and/or tele-course in selling.

*Selling Today* is a best-selling sales textbook because it integrates the concept of customer value at every step of the selling process. The tenth edition builds on the delivery of customer value by offering time-proven fundamentals and practical practices needed to succeed in today’s world of sales and marketing.

Video Series: focuses on the effective use of questions to achieve need identification and need satisfaction. Segment 1 describes general survey questions and specific survey questions; Segment 2 presents information on probing questions and the use of acknowledge and confirm questions; Segment 3 describes need satisfaction questions that are designed to move the sales process toward commitment and action. At the conclusion of each segment, students may engage in role-play activities designed to develop effective questioning skills.

Role-play application exercises at the end of each part. These new role plays are designed to reinforce the key concepts in each of the first five parts of the text.

2007   592pp
0-13-222177-2 / 978-0-13-222177-1
Prentice Hall

Selling and Sales Management

Seventh Edition

DAVID JOBBER
GEOFFREY LANCASTER

*Selling and Sales Management 7th Edition* is a long standing classic book, which has been revised and updated to take into account recent developments in the theory and practice of selling. As well as covering all important elements of the marketing mix, it places emphasis on international aspects of selling and sales management.

Ideal for students on sales management, marketing and business studies courses as well as field sales people and sales managers. The book is also essential reading for those taking professional qualifications at the CAM, the Institute of Sales and Marketing Management and LCCI.

Features
- Each chapter concludes with a mini case study and practical exercises to reinforce key concepts for students.
- Formal practice exam questions help students prepare for forthcoming assessment.
- Full discussion of the role of selling as a part of an integrated marketing communications programme demonstrates the importance of selling on every level.

2006   552pp   Pbk
0-273-69579-7 / 978-0-273-69579-0
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Relationship Marketing
Exploring Relational Strategies in Marketing
Third Edition
JOHN EGAN

This book is suitable for any undergraduate or postgraduate student taking a course in relationship marketing. *Relationship Marketing: Exploring Relational Strategies in Marketing, 3e* comprehensively examines relationships in marketing and how these influence modern marketing strategy and practice. Based principally on the concepts and theories surrounding relationship marketing, John Egan critically reviews and analyses what has been described as ‘marketing’s new paradigm’.

- New "prequel" Chapter 1A detailing the progression of marketing beyond the traditional marketing paradigm. Chapter 1B continues the development of Relationship Marketing itself from this point.
- New end-of-chapter cases on current issues in RM, including client-agency relationships, collaboration and decision-making, and focusing on companies such as BSkyB, More Th’n and Ryanair.

\[2008\] 304pp Pbk
0-273-71319-1 / 978-0-273-71319-7
Financial Times/ Prentice Hall

Retail Management
A Strategic Approach
Tenth Edition
BARRY BERMAN
JOEL R. EVANS

Berman and Evans’ strategic approach and emphasis on decision-making have made this text a best-seller edition after edition. Key retail management concepts are reinforced with current, real-world examples that bridge the gap between theory and practice.

**Features**
- Chapter Opening Vignettes are all updated and highlight titans of retailing.
- Cases! 30 shorter cases, as well as 8 comprehensive cases. Every case is based on real companies and real situations.
- Enhanced comprehensive Web Site
- 16 exercises designed to be handed in for class assignments or for the instructor’s use. They are balanced in terms of subject and level.
- Linked to major concepts discussed throughout *Retail Management: A Strategic Approach, Tenth Edition*. For example, text page references are provided for each of the computer-based exercises.

\[2007\] 704pp Hbk
0-13-187016-5 / 978-0-13-187016-1
Prentice Hall

Retailing
An Introduction
Fifth Edition
ROGER COX
PAUL BRITTAIN

*Retailing: An Introduction, 5e* provides a comprehensive introduction to all aspects of retailing and the fundamental elements of retail management and a retail organisation’s activities so that the reader will have a solid platform on which to build.

Intended not only for students in college and universities, the book serves as an invaluable tool for those already working in selling, marketing or retailing who require more knowledge of how retailing works. It is also the perfect resource for aspiring retail managers who may have received little formal training on the subject.

\[2004\] 352pp Pbk
0-273-67819-1 / 978-0-273-67819-9
Financial Times/ Prentice Hall
Marketing Channels
Seventh Edition
ANNE COUGHLAN
ERIN ANDERSON
LOUIS W. STERN
ADEL EL-ANSARY

For advanced undergraduate and/or graduate-level courses in Distribution Channels, Marketing Channels or Marketing Systems. Marketing Channels shows students how to design, develop, maintain and manage effective relationships among worldwide marketing channels to achieve sustainable competitive advantage by using strategic and managerial frames of reference.

Features
• Updated current, worldwide research and practice. Vast and varied literature topics are covered, bringing in findings, practice, and viewpoints from multiple disciplines (marketing, strategy, economics, sociology, law, political science).
• Updated global examples covering a wealth of different products and services, sold to businesses and consumers, selected from the worldwide business press, research, and consulting.
• Updated modular organization. Each chapter is self-contained and designed to stand on its own thus giving instructors greater flexibility. Chapters are organized in a modular format, may be read in any order, and re-organized to suit.

Exploring Public Relations
RALPH TENCH
LIZ YEOMANS

This definitive academic Public Relations text introduces PR and its role within the organisation. A comprehensive text, Exploring Public Relations not only covers traditional academic PR theory, but also explores contemporary ideas. Divided into four key areas, the book covers:
1) The Context of PR
2) The Concepts of PR
3) PR Specialisms
4) PR in the public and private sector

This book is written for both undergraduate and postgraduate students working towards a Public Relations degree. It is also appropriate for those studying PR as part of a Marketing, Media or Communications degree.

Features
• ‘Thinkabout’ boxes and activities to encourage reflection and self-study
• In-depth international cases provide a global perspective and mini-cases promote further discussion.
• Cutting edge PR theory keeps students up to date
• Definition boxes help newcomers grasp key terms and concepts.

The Practice of Public Relations
International Edition
Tenth Edition
FRASER P. SEITEL

For courses in Introduction to Public Relations and Public Relations Practice, offered by Departments of Communication Studies, Journalism or Marketing.

The Practice of Public Relations leads the reader through the evolution of the practice, the preparation and process necessary to reach a variety of ‘publics’ and, most importantly, how to implement actual PR practice.

Long admired as the ‘practitioners’ Public Relations text, Seitel’s The Practice of Public Relations continues its tradition as the most visual, up-to-date and straightforward principles text available. For the aspiring student of public relations to the veteran professional seeking a refresher, Seitel’s text leads the reader through the evolution of the practice, the preparation and process necessary to reach a variety of ‘publics’ and, most importantly, how to implement actual PR practice. Drawing on his own vast professional experience, his role as a PR commentator on major U.S television networks such as CNN, ABC and FOX, and his network of industry leaders, Public Relations faculty and generations of PR professionals, Seitel presents the industry with dynamism and relevancy.

2007 480pp IPE
0-13-203862-5 / 978-0-13-203862-1
Prentice Hall
Principles of Direct and Database Marketing
Third Edition
ALAN TAPP

This comprehensive text covers all aspects of direct and database marketing. Examining direct marketing within a wider context, the book explores issues such as relationship marketing, customer loyalty and brand marketing.

A focused direct marketing text, this book marries the academic principles with the practicalities of the commercial world.

This book is suitable for final year undergraduate or first year postgraduate students studying Direct Marketing courses or marketing Communications courses.

Features
- Strong pedagogical features, learning objectives, case studies and summaries to make the book easy for students to follow and understand.
- Fully worked case studies to show the student how the theory translates into practice.
- Short case studies to enable lecturers to set seminar exercises based on a taught element.
- Each chapter follows successive elements of the marketing planning process providing a clear framework for the book as a whole.

2005 504pp Pbk 0-273-68355-1 / 978-0-273-68355-1
Financial Times/ Prentice Hall

Strategic Marketing for Non-Profit Organizations
Seventh Edition
PHILIP KOTLER
ALAN ANDREASEN

For graduate courses in Nonprofit Marketing and Management.

This best-selling text focuses on the impact of nonprofit marketing in the social sector and the growing intersection between nonprofit management and the business world.

The seventh edition reflects the fact that nonprofit marketing is poised to have a much greater impact on the field of nonprofit management and on the growing intersection between that sector and the business world.

- Pressure To Adopt Business Models – Nonprofit and government agencies are being pressured to adopt business models and frameworks to guide their operations
- Growing Appreciation for Business Concepts – The social sector is increasingly populated at the top and middle-management levels by individuals with business backgrounds and appreciation for what business concepts and tools can do for their new environments

2008 528pp HBk 0-13-175372-X / 978-0-13-175372-3
Prentice Hall

Public Sector Marketing
TONY PROCTOR

Public Sector Marketing examines the role of marketing in public organizations, from planning through execution and evaluation. It looks at marketing from the perspective of creating value for different organisational stakeholders.

The book examines specific applications for public sector organisations such as local government in the context of leisure, culture and the arts, regeneration, education and social services. The main theme of the book is creating value for stakeholders through a philosophy based on setting a vision, creating and communicating the values and establishing a culture.

2007 248pp Pbk 0-273-70809-0 / 978-0-273-70809-4
Financial Times/ Prentice Hall
The Marketing of Sport
JOHN BEECH SIMON CHADWICK

The Marketing of Sport explores the latest developments in sports marketing with cutting-edge analysis by the world’s leading sport marketing academics. International case studies, up-to-the-minute data and a wide-ranging list of websites provide an essential introduction to the key aspects of sport marketing.

Features
• 24 Chapters contributed by leading authorities from the UK, Ireland, the US, Greece, France, New Zealand, Australia
• Chapters address important developments including sponsorship and endorsements, branding, fan behaviour, merchandising, ticketing and the globalisation of Sport.
• Over 60 International case studies covering a range of subjects such as Manchester United, the Olympic Games and NBA basketball

The Business of Sport Management
JOHN BEECH SIMON CHADWICK

The scale and importance of the lucrative sport industry demands quality business professionals. This ground-breaking new book equips the manager and future manager of sport organisations with the tools they need to deliver. The Business of Sport Management is ideal for students of sports management on programmes of leisure studies, sports studies and business studies. Written and contributed to by leading academics and practitioners in UK, Europe and Australia it is also of great interest to practitioners working in sport businesses.

Blending both theory and practice The Business of Sports Management looks at the distinctive context of sport organisations. It then looks at management theories and practice within the functional areas such as finance, human resource management and marketing. Finally it considers contemporary issues of importance such as sponsorship and endorsement, risk management and the media. Set in an international environment the authors have been careful to choose stimulating examples from a wide variety of sports.

Features
• The first business focussed textbook to meet the needs of the Sport Management student outside the US

Sports Marketing
A Strategic Perspective
Fourth Edition
MATTHEW D SHANK

Shank provides a framework or conceptual model of the strategic marketing process that can be applied to the sports industry.

Features
• For courses in Sports Marketing. Shank provides a framework or conceptual model of the strategic marketing process that can be applied to the sports industry.
• In the fourth edition, the author presents a contingency framework for organizing the many elements that influence the strategic sports marketing process and recognizes the unpredictable nature of the sports industry.
• An awareness of job opportunities in the industry is presented in this edition by highlighting the career journey of several successful sports marketers who provide perspective on how and why they got started in this genre of marketing.
• Experiential Exercises – To help students learn about sports marketing and make this book more enjoyable to read, exercises have been added to the end of each chapter that ask them to apply basic sports marketing concepts and perform mini research projects.

visit www.pearsoned.co.uk
Sports Sponsorship and Marketing Communications
A European Perspective
WIM LAGAE

Sports Sponsorship and Marketing Communications concentrates primarily on the objectives of marketing communication of brands that invest in sport sponsoring and how sponsors can utilise sport sponsoring to achieve brand and sales-related objectives.

This book provides a truly European approach to this emerging field and provides the reader with a very clear link between marketing communications theory and the practicalities of sports sponsorship.

This book is written for any students studying sports marketing, sports management, physical education or broader marketing courses. The book also aims to reach professionals in this field.

Features
- Chapter Overview sets up the chapter structure.
- Teaching Objectives clearly outlines material to follow.
- Sections and Sub Headings in the main text aid in digesting the important facts.
- Tables and diagrams help conceptualise concepts.
- Mini cases and worked-out examples illustrate the core theme.

Financial Times/ Prentice Hall
Entertainment and Event Marketing

SAYRE

For undergraduate and graduate level Marketing and Communication courses or practitioners in the entertainment industry.

Entertainment Marketing & Communication is the first textbook to focus specifically on entertainment marketing, offering clear and up-to-date framework that allows you to adapt marketing principles and communication theory to the entertainment world.

2008  512 pp  Pbk  
0-13-234516-3 / 978-0-13-234516-1 
Prentice Hall

The Strategy and Tactics of Pricing


FOURTH EDITION

THOMAS T. NAGLE

JOHN HOGAN

For pricing strategy or Pricing and Product courses in MBA and/or advanced undergraduate marketing courses.

The Strategy and Tactics of Pricing provides a comprehensive, practical, step-by-step guide to pricing analysis and strategy developments.

• A conceptual/how-to approach. The Strategy and Tactics of Pricing covers the theory of pricing through step-by-step formulas and procedures that show students how to analyze a pricing problem and formulate a pricing strategy.

• Re-organization around ‘Pricing Pyramid.’ Clearly defines the domain of strategic pricing and identifies the 5 key elements of an effective pricing strategy.

• Lively writing style with practical examples that both students and practitioners find interesting and engaging. Clearly illustrates how pricing principles are being applied successfully, or misapplied unsuccessfully.

• Particularly related to consumer and high-tech products.

2006  368pp  IPE  
0-13-204358-0 / 978-0-13-204358-8 
Prentice Hall
Using MIS
Second Edition
DAVID KROENKE

Using MIS is the book that teaches students how people use information systems to solve business problems.

Features

• NEW! Information Systems for Collaboration - Chapter 2 explains the nature of collaboration and explains how collaboration pertains to decision-making, problem solving, and project management in business. This chapter introduces students to collaborative software such as: Microsoft Sharepoint, Google Docs & Spreadsheets, Microsoft Groove
• NEW! Collaboration Exercises - With two collaboration exercises featured in every chapter, students can practice collaborating on a variety of different topics utilizing Microsoft Sharepoint and other collaborative systems.
• NEW! Chapter Opening Interviews - These interviews, featuring real people who work in IS, show them that IS is important for all types of people in business.
• Current Issue Guides - Each chapter includes three unique guides designed to stimulate thought, discussion, and active participation to help students think critically about information systems issues that may arise when they enter the workforce. The categories include: Ethics Guides, Security Guides, Opposing Forces Guides, Reflections Guides.
• “In Practice” Boxes - In attempt to help students apply innovative information systems solutions to real business problems, each chapter includes two “In Practice” boxes to transfer knowledge gained from the chapter to a practical business challenge.
• Application Exercises - These exercises ask students to solve business situations using spreadsheets or database applications. Computer skills for both Excel and Access will be sharpened in preparation for advanced business classes and the corporate world.
• New! Question-Based Pedagogy - Instead of aimlessly reading multiple chapters at a time, each chapter utilizes a question-based pedagogy, so students know exactly what topics they are supposed to be focusing on in their reading.
• Instead of creating an “End of Chapter Summary,” the questions are repeated and an activity is provided, so students can prove they understand the chapter material.

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2009 600pp Pbk
0-13-813248-8 / 978-0-13-813248-4
Prentice Hall
Business Information Systems

Technology, Development and Management for the E-business
Third Edition
PAUL BOCIJ
DAVE CHAFFEY
ANDREW GREASLEY
SIMON HICKIE

This major text assumes no prior knowledge of IS or IT and builds both business and Information systems knowledge to enable the reader to choose the right systems, to develop them and to manage them effectively.

The three-part structure to the book covers:
1. Introduction to business information systems
2. Business information systems development
3. Business information systems management

Suitable for any IS, BIS or MIS course from UG to MBA level within a Business or Computer Science Department.

Features
• Lots of activities, self-assessment exercises, essay and discussion questions to engage the student and make them think.
• Online supporting web links, extra cases, extra exam questions and multiple-choice questions for reinforcement and revision.
• Cases are international and illustrate a wide variety of sectors and companies.

2006  856pp  Pbk
0-273-68814-6 / 978-0-273-68814-3
Financial Times/ Prentice Hall

Management Information Systems

Managing the Digital Firm with Student Multimedia CR-ROM
Tenth Edition
JANE P. LAUDON
KENNETH C. LAUDON

For introductory undergraduate courses, and MBA-level MIS and Information Systems courses that want to integrate business with technology.

These authoritative authors continue to define the MIS course by providing comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision making in an exciting and interactive manner.

2007  1-4058-7276-4 / 978-1-4058-7276-8
Prentice Hall

Business Information Systems

Analysis, Design & Practice
Sixth Edition
GRAHAM CURTIS
DAVID COBHAM

This book aims to equip those in, or entering business to assess the opportunities, limitations and major issues surrounding modern business information systems and to appreciate the way that information systems can aid the realization of business objectives.

New to this edition
• Chapters 10-15 on Systems Development, Analysis and Design have been replaced by new chapters taking an object oriented approach. The structured approach is still summarised in chapter 16 and the content from the previous edition is included in full online in the Companion Website.
• Case studies, questions and activities have been updated throughout.
• An introduction or increased focus on current topics such as globalisation, agile methods, E-Business, security and trust, off the shelf solutions, CRM, legacy systems integration, business intelligence, data warehousing and data mining.

2008  688pp  Pbk
0-273-71382-5 / 978-0-273-71382-1
Financial Times/ Prentice Hall

visit www.pearsoned.co.uk
Essentials of Management Information Systems
Eighth Edition
JANE LAUDON
KENNETH LAUDON

For introductory undergraduate courses in Information Systems taught in MIS, IS, CIS, Business and Management departments. This brief text is ideal for courses on quarter systems and those that combine a MIS text with hands-on software, projects, or case studies.

These authoritative authors continue to define the MIS course by emphasizing how business objectives shape the application of new information systems and technologies and integrating a career orientation that demonstrates the relevance of information systems to all business students regardless of their major.

2009  550pp  Pbk
0-13-602579-X / 978-0-13-602579-5
Prentice Hall

Business Information Management
Improving Performance using Information Systems
DAVE CHAFFEY
STEVE WOOD

Business Information Management takes a problem-solving approach, by highlighting the issues faced by managers in identifying, capturing and systematising information in order to improve organisational performance.

The book helps students to understand how to improve organisational performance by exploring these issues and examining solutions to reduce problems. Unique in its multi-stakeholder perspective, this book addresses challenges faced by not only the end-user but also the departmental manager, IS manager and company director.

Companion website includes an Instructor’s Manual, full colour Powerpoint slides, and Multiple Choice Questions.

Suitable for for modules on:
Information Management,
Business Information Systems,
Business Information Technology, Strategic Information Systems at both undergraduate and masters level.

2005  736pp  Pbk
0-273-68655-0 / 978-0-273-68655-2
Financial Times/ Prentice Hall

Managing Information Technology
What Managers Need to Know
Sixth Edition
WAINRIGHT E. MARTIN
JEFFREY A. HOFER
WILLIAM C PERKINS
DANIEL W. DEHAYES
CAROL V BROWN

Appropriate for all MBA-level and advanced undergraduate courses in information systems and/or technology.

Managing Information Technology, 5e is a comprehensive guide to the information technology management techniques that are vital to a successful career as a manager. This edition has been thoroughly updated to reflect rapid changes in information technology and the latest business applications. It contains an extensive collection of case study options (34 cases), making it especially customizable for instructors in MBA programmes.

New features in this edition include a complete Data Resource chapter that provides a “big picture” look at issues associated with managing an organizations data.

This edition also contains expanded e-business coverage, as well as insight into increasingly strategic technologies such as Linux, XML, .NET, J2EE, Bluetooth, and wireless LANs.

2009  816pp  Hbk
0-13-178954-6 / 978-0-13-178954-8
Prentice Hall
Experiencing MIS
DAVID KROENKE
For the introductory MIS course required of all business majors.
Kroenke introduces the world of MIS to today’s students by connecting with them in their current learning environment and offering professors flexibility in presenting the technical and business aspects of the subject.

THE CHALLENGE: Student self-regulation. Students have a problem studying nowadays and end up wasting time because they don’t know what to focus on for the course.

THE SOLUTION: Question Format. Every section of the text is driven by questions.
This ‘inquiry-based’ pedagogy is based on the author’s belief in the efficacy of current methods in learning theory and practice. This approach engages students in a topic, motivates them to read for the appropriate answers, and stay focused on the most important information in the chapter. This makes the job easier for the students to identify the main point of the section, and to know when he/she has ‘got the point’.

2008 736pp Hbk
0-13-233777-0 / 978-0-13-233777-9
Prentice Hall

Information Systems Today
Managing in the Digital World
Third Edition
LEONARD JESSUP
JOSEPH VALACICH
For the undergraduate/graduate introductory information systems course required of all business students.

Information Systems Today, 3e, speaks directly to WHY IS MATTERS today by focusing on what every business student needs to know about IS including its leading role in the globalization of business.

- A new Chapter 2 ‘Fueling Globalization Through Information Systems’ examines the evolution of globalization and its ever-increasing pace. This material draws heavily from Thomas Friedman’s bestseller The World Is Flat.
- Expanded and updated coverage of how the Internet is transforming commerce and society using the concepts and views of current writers and thinkers like Chris Anderson, author of The Long Tail.
- Chapter 10 on Ethics and Crime includes an expanded coverage of cyber-war and cyber-terrorism, particularly focusing on how the ‘business processes’ of global terrorism affect the digital world.

2008 624pp Hbk
0-13-233506-9 / 978-0-13-233506-5
Prentice Hall

Management
Information Systems
Tenth Edition
RAYMOND MCLEOD
GEORGE SCHELL
For upper-level undergraduate and graduate courses in Management Information Systems.
This brief, paperback text presents the core concepts in 11 chapters with 12 hands-on application projects at the end of the text. Management Information Systems is recognized for logical organization and clear descriptions. Focusing on the role of managers within an organization, the text emphasizes the development of computer-based Information Systems to support an organization’s objectives and strategic plans.

2007 480pp Pbk
0-13-188918-4 / 978-0-13-188918-7
Prentice Hall

visit www.pearsoned.co.uk
Managing Information Systems
An Organisational Perspective
Second Edition
DAVID BODDY
ALBERT BOONSTRA
GRAHAM KENNEDY

Presents an organisational approach to the management of information systems – covering their foundations, strategies, organisation and implementation. Not as technically orientated as other texts in this area, the book focuses on integrating information systems into other business functions.

A companion website accompanies this text, with instructors manual, powerpoint slides for teachers.

Suitable for both undergraduate and MBA students, studying MIS.

Features
- Integrates the management of IS with central themes from organisational behaviour and strategy using a consistent ‘interaction model’ throughout the text
- European and international examples encourage students to relate theory to experience and practice
- An extensive glossary of terms helps students to learn key terms and revise.

2005 300pp Pbk
0-273-68635-6 / 978-0-273-68635-4
Financial Times/Prentice Hall

Global Business Information Technology
an integrated systems approach
GEORGE ELIOTT

Students of Business Information Technology and Business Information Systems will find this book a thorough and engaging introduction to the subject area. Rooted in the global environment in which today’s organisations operate this book offers a comprehensive treatment of one of the most dynamic, exciting and challenging areas of study within business and management. Global Business Information Technology: Systems Theory and Practice describes how technology is being used to gather, interpret and communicate business information at an ever more sophisticated level.

The book introduces the basics of computer and communications technology in a clear, jargon-free style with. It’s case examples, ‘did you know’ and ‘activity’ features helps the student see the theory in practice. Self-check questions and website material encourage students to track their learning and progress.

2004 520pp Pbk
Addison Wesley

MIS Cases
Decision Making with Application Software
Fourth Edition
LISA MILLER

Appropriate for any introductory, intermediate or advanced MIS course where cases are used. This casebook serves as an ideal supplement to most MIS/CIS textbooks where students complete Excel, Access, and web projects.

Designed to demonstrate how software can support managerial decision-making activities, this brief casebook features 26 cases covering a wide range of functional areas throughout the business, including finance/accounting, HR, production, and information systems. Many of the cases require students to prepare both written and oral presentations on their solutions.

2009 200pp Pbk
Prentice Hall
E-Business and E-Commerce Management
with Companion Website with GradeTracker Student Access Card
Third Edition
DAVE CHAFFEY

Dave Chaffey brings his trademarks of authority, clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults. Popular for its cutting edge and contemporary coverage, it’s international approach and it’s balance of the technical and managerial topics of central importance to developing an understanding of this subject, this book is ideal for students or practitioners of e-business or e-commerce at any level.

Companion Website with Gradetracker Student Access Card: e-Business and e-Commerce Management, 3/e

2007 1-4058-4706-9 / 978-1-4058-4706-3
Financial Times/ Prentice Hall

Strategies for E-Business
Concepts and Cases
Second Edition
TAWFIK JELASSI
ALBRECHT ENDTERS

Strategies for e-Business adapts concepts from the field of strategic management and applied them to the specific context of e-business, providing readers with a framework for formulating comprehensive e-business strategies.

Taking account of contemporary developments, the new edition includes:
• Two new chapters on e-business supply chain management, and mobile e-commerce
• A new chapter on interaction with users exploring Web 2.0 and recent developments in user-generated content
• An expanded e-business strategy framework covering all key dimensions of e-business strategy formulation
• Fully revised and updated case material

2008 672pp Hbk 0-273-71028-1 / 978-0-273-71028-8
Financial Times/ Prentice Hall

Electronic Commerce 2008

Fifth Edition
EFRAIM TURBAN
JAE KYU LEE
DAVE KING
JUDY MCKAY
PETER MARSHALL

For undergraduate and graduate courses in Electronic Commerce. Electronic Commerce 2008, the #1 best seller in the business school market, offers a comprehensive managerial approach to electronic commerce. This new edition emphasizes the impact that social computing has on the business world and global economy.

Electronic commerce can be approached from two major aspects: technological and managerial. This text emphasizes a managerial perspective. However, the authors recognize the importance of technology and have decided to incorporate several features:
• The essentials of security in Chapter 11
• Infrastructure and system development in Chapter 19
• Detailed technology material are included in the files, appendices, and tutorials on the book’s Web site
• In order to show the most recent capabilities of E-Commerce in the real world, the authors have provided multiple features throughout the text.

Prentice Hall
E-Commerce
Business, Technology, Society
Fourth Edition
KENNETH LAUDON
CAROL TRAVER

For the undergraduate and graduate e-commerce course in any business discipline.

This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce to provide a coherent conceptual framework for understanding the field: technology change, business development, and social issues.

The authors present concepts in a logical fashion with clear explanations to make even those complicated topics accessible.

- The NEW services-based e-commerce, including Web 2.0 applications such as social networking, user-generated content and sharing, wikis, and 'cloud computing' Web services.

- Data updated to November 2007 for almost real-time coverage!

- Key sociological changes driving e-commerce including the movement of social life to the online arena; changing demographics of the Web audience; multi-tasking media; the extension of offline networks to online networks, and networking for business professionals.

2008 800pp Hbk
0-13-600645-0 / 978-0-13-600645-9
Prentice Hall
IT Strategy in Action
JAMES D. MCKEEN
HEATHER SMITH

For undergraduate and graduate courses in IT Strategy or IT Management.

This book teaches students how to use and manage IT to deliver business value, with a focus on IT management issues, rather than technical issues.

Features
- Presents Critical IT Issues with Mini-Cases
- Based on a real company, IT Strategy in Action includes twelve mini-cases to help students understand how different IT management techniques are used in companies today.
- Highly Relevant Information - Unlike standard cases which inter-mix irrelevant information, each sentence exists for a reason and reflects relevant information. As a result, students must analyze each case very carefully so as not to miss critical aspects of the situation.
- Learn by Example – Problem identification and prioritization skills are essential for future managers to learn for the simple reason that it is not possible for organizations to tackle all of the problems concurrently.
- To assist instructors, extensive teaching notes are available for all mini-cases.

Database Concepts
Third Edition
DAVID KROENKE
DAVID AUER

Appropriate for all introductory courses or brief courses on database development and management, as well as database courses designed around specific database products such as Microsoft Access, SQL Server, or MySQL.

Written by one of the world’s leading database authorities, Database Concepts 3e, introduces the essential concepts students need to create and use small databases.

Features
- Conceptual Standpoint-Teaching Concepts Independent of DBMS Products illustrates database concepts with Microsoft Access, SQL Server 2005 Express edition, and MySQL 5.0. Students can use these products as tools, but all concepts are presented in a DBMS-agnostic manner.
- Access WorkBench sections are included in each chapter to illustrate concepts and techniques using Access. The Access Workbench topics start with creating a database and a single table in Section one and end with Web database processing against an Access database in Section Seven. All necessary basics are included so students can effectively build and use Access databases.

Modern Database Management
Ninth Edition
JEFFREY A. HOFFER
MARY PRESCOTT
FRED X. MCFADDEN

For introductory courses in Database Management and Database Systems.

Modern Database Management is the leading text in the business database market. It’s noted for its focus on the latest principles, concepts and technologies and what leading practitioners say is most important for database developers.

2009  670pp  Hbk
Prentice Hall

visit www.pearsoned.co.uk
Systems Analysis and Design

Seventh Edition
KENNETH E. KENDALL
JULIE E KENDALL

For advanced undergraduate or graduate school courses in Systems Analysis and Design.

Kendall and Kendall’s Systems Analysis and Design, 7e is a human-centered book that concisely presents the latest systems development methods, tools and techniques to students in an engaging and easy-to-understand manner.

Human-Computer Interaction (HCI) is an additional concept that has been added to Chapter 14, which discusses the importance in designing systems that suit individuals and assist them in achieving personal and organizational goals through their use of information technology. The concepts of usability, fit, perceived usefulness and perceived ease of use are introduced, as is the Technology Acceptance Model (TAM), so that systems students can incorporate HCI practices into their designs.

2008 816pp Hbk
0-13-224085-8 / 978-0-13-224085-7
Prentice Hall

Decision Support and Business Intelligence Systems

Eighth Edition
EFRAIM TURBAN
JAY E ARONSON
TING-PENG LIANG
RAMESH SHARDA

Appropriate for all courses in Decision Support Systems (DSS), computerized decision making tools, and management support systems.

Decision Support and Business Intelligence Systems 8e provides the only comprehensive, up-to-date guide to today’s revolutionary management support system technologies, and showcases how they can be used for better decision-making. This completely revised and re-titled edition incorporates the expanded coverage of Business Intelligence and reflects the emphasis that most decision support courses are now taking.

The major changes in the 8th edition are the enhanced coverage of Business Intelligence topics (Chapters 5-9) and the linking of material with the Teradata University Network (TUN)

2007 850pp Hbk
0-13-198660-0 / 978-0-13-198660-2
Prentice Hall
Project Management for Information Systems

Fifth Edition
JAMES CADLE DONALD YEATES

Cadle and Yeates’ Project Management for Information Systems is suitable for undergraduate students studying Project Management within the IT environment.

This comprehensive and practical book is an excellent starting point for any students of Project Management for Information Systems, whether they are from a computing or a business background, at undergraduate or masters level.

The authors strike a good balance - covering both the mechanics of project management and the human factors involved and include plenty of case studies and exercises as well as good and bad examples from real life.

This fifth edition has new material on development life-cycles and approaches (including agile approaches).


Enterprise Systems for Management

LUVAI MOTIWALLA JEFFREY THOMPSON

For undergraduate and MBA-level Enterprise Systems courses.

Motiwalla teaches students the components of an ERP system as well as the process of implementing the systems within a corporation to increase its success.

Features
- Emphasizes the Value of Enterprise Systems. The goal of this text is to educate students about all the issues involved in choosing and implementing an ERP system to increase the success of an organization.
- It is organized into four sections which present the technical foundation of ERP systems; provides information on the ERP development life-cycle, the process of selecting software and vendors, how to manage an ERP implementation project; covers issues dealing with people and organizational change, business process reengineering, change management, operational and post-implementation activities and the role of ethics and globalization and emphasizes the two other enterprise-level applications, Supply Chain Management and Customer Resource Management, which are often integrated with ERP systems.

Operations Management
with Companion Website with GradeTracker
Student Access Card
Fifth Edition
NIGEL SLACK
STUART CHAMBERS
ROBERT JOHNSTON

In this market-leading text, the Nigel Slack, Stuart Chambers and Robert Johnston bring to life their comprehensive, practical and strategic view of operations management with over 100 contemporary and international examples of operations in practice, as well as providing critical commentaries on areas of academic contention and professional debate.

Features
• The authoritative managerial view of operations management
• A good balance between strategic and operations, and service and manufacturing views of operations management that offers students a wider outlook on operations management
• Clear structure based on design, planning and control, and improvement, which makes core concepts easier to follow
• Fantastic full-colour design with colour, exercises and images illustrating concepts and examples throughout
• Key questions to open each chapter with answers at the end of each chapter, provoke class discussions and enable students to pick up on the key points
• Global examples and cases with questions (full length mini-cases), offer a international perspective on operations management
• Key terms and glossary enable students to fully understand the terms used throughout the text
• Critical commentary boxes ensure that students are able to follow and understand the issues surrounding each chapter
• Worked examples come in both qualitative and quantitative techniques - demonstrates to students how these techniques can be used
• Study activities enable students to actively learn
• Extensive support for both students and lecturers online at www.booksites.net/Slack

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2007
1-4058-4700-X / 978-1-4058-4700-1
Financial Times/ Prentice Hall
Introduction to Operations and Supply Chain Management
Second Edition
CECIL BOZARTH ROBERT B. HANDFIELD

For the core course in Operations Management with coverage of supply chain management.

Introduction to Operations and Supply Chain Management, 2/e is the first text to provide an integrated and comprehensive treatment of both operations and supply chain management.

In the 2nd edition, the authors provide deeper coverage of important topics while maintaining a trim, integrated book. It now provides substantial coverage of the major operations management topics and tools, while extending coverage to include core supply chain management issues. NEW! topics include:

- Supply-Chain Operations Reference model
- Service Blueprinting
- Sourcing and Purchasing


Operations Management
& Student CD and Student DVD Package
Ninth Edition
JAY HEIZER

For the core course in Operations Management.

Operations Management, 9e offers students and professors the largest and most diverse problems sets in the industry, as well as providing solved problems and step-by-step worked examples to help students learn outside of the classroom.

The authors have instituted a system that codes all 597 problems in the book, labeling them with a 1, 2, 3, or 4 dot difficulty rating, so that professors can easily assign problems with the appropriate level of difficulty for their students. These are supplemented by 166 homework problems on the book’s web site. Solutions to all these are in the Instructor’s Solutions Manual, written by the authors.

Throughout the text, the authors feature an extensive amount of service applications and firms to give students an in-depth look at operations in the real world. Our prior editions focused on Arnold Palmer Hospital, Hard Rock Café, Wheeled Coach Ambulances, and Regal Marine. All of these videos and cases appear in this edition as well as:


Principles of Operations Management
& Student CD & Student DVD
Seventh Edition
JAY HEIZER

For the core course in Operations Management.

Operations Management, 7e allows students to apply what they’ve learned to real company challenges and best practices by offering a multitude of problems in the text and integrated case studies on video, including a new focus on the Darden Restaurants (i.e. Olive Garden, Red Lobster, etc).

- 17 core chapters, a more comprehensive version is available

Operations Management
Process and Value Chains
Eighth Edition
LEE J. KRAJEWSKI
LARRY P. RITZMAN
MANOJ MALHOTRA

For introductory Operations Management course in undergraduate and MBA programs.
This highly respected text integrates a process approach.

Features
• New! Co-author. Dr. Manoj K. Malhotra, the Jeff B. Bates chair at the University of South Carolina, was selected to join the team because of his teaching ability, scholarship in the field, and extensive knowledge of the text, to shape a new legacy and continue the level of excellence adopters have come to expect.
• Processes and Value Chains Theme
• Weave a central theme throughout the text to demonstrate that processes and value chains are vital to a firms' success and relevant to all functional areas of a business. A central figure is introduced in every chapter to help student make this connection.

Operations and Process Management
Principles and Practice for Strategic Impact
NIGEL SLACK
STUART CHAMBERS
ROBERT JOHNSTON
ALAN BETTS

The ultimate resource for your Postgraduate course by trusted authors.
Ideal for students taking any practically orientated MBA, executive MBA or executive course in Operations and Process management.
Written by best selling authors in their field, Operations and Process Management inspires a critical and applied mastery of the core principles and processes fundamental to managing business operations.
Approaching the subject from a truly managerial perspective, this brand new text provides clear and concise coverage, whilst the accompanying CD provides an opportunity to practice and further explore the concepts and techniques introduced.

Features
• Core operations principles are emphasized in each chapter and explored within a real business context. Questions, cases studies, excel spreadsheet problems and an interactive study guide, allow students to put the principles into practice.
Strategic Supply Management
Principles, theories and practice
PAUL COUSINS
RICHARD LAMMING
BENN LAWSON
BRIAN SQUIRE
Drawing on international research this text blends established theory and current practice to provide comprehensive strategic coverage of this wide and constantly developing area.

Features
• Underpinned by recent international research and practice providing a unique perspective on supply chain management
• Case examples of radical concepts in practice highlight areas where new ideas could be developed and incorporated
• Review concepts, models and theories provide a critical approach to each subject
• Coverage of public procurement
• 2 case studies per chapter cover a broad range of industries

2008 544pp PbK
0-273-65100-5 / 978-0-273-65100-0
Financial Times/ Prentice Hall

Supply Chain Management
Third Edition
SUNIL CHOPRA
PETER MEINDL
For advanced undergraduate or MBA courses in Supply Chain Management/Logistics. This text brings together the strategic role of the supply chain, key strategic drivers of supply chain performance, and the underlying tools and techniques for supply chain analysis

• Linking strategic perspective, supply chain concepts, and solution methodologies throughout the text. This is supported by key points throughout the text.
• Students are able to articulate the strategic important of supply chain thinking and support their ideas with evidence that can be built using models.
• Extensive use of Excel to illustrate all solution methodologies for network design, demand and supply planning, inventory management, and transportation management (Chapters 5-14). Excel has been used and explained in a way that students should easily be able to implement these models.

2007 552pp Hbk
0-13-173042-8 / 978-0-13-173042-7
Prentice Hall

Logistics Management and Strategy
Competing Through The Supply Chain
Third Edition
ALAN HARRISON
REMKO VAN HOEK
Logistics and supply chain management continue to transform the competitive landscape and have become one of today’s key business issues. This third edition of Logistics Management and Strategy continues to take a practical, integrated and international approach to logistics and includes the very latest research to reflect the innovative and exciting developments in this subject area.

A clear framework guides the reader through the four parts of the book, covering:
• an introduction to logistics and its contribution to competitiveness and value creation,
• leveraging logistics operations within the context of the customer,
• supplier partnerships, interfaces and the challenges of integration,
• leading-edge thinking in logistics and the future challenges ahead.

2008 344pp PbK
0-273-71276-4 / 978-0-273-71276-3
Financial Times/ Prentice Hall
Purchasing and Supply Chain Management
Seventh Edition
KENNETH LYSONS
BRIAN FARRINGTON

Taking an integrated approach to the supply chain and purchasing process, this comprehensive book draws upon the many disciplines that affect the purchasing and supply chain, and that contribute to a full knowledge of purchasing practice and techniques.

Following the CIPS syllabus, this well respected text has been completely updated can also be used on foundation and professional courses.

Features
• Cases and discussion questions enable students to think critically and debate real scenarios.
• Comprehensive glossary for quick reference.

Law for Purchasing and Supply
Third Edition
MARGARET GRIFFITHS
IVOR GRIFFITHS

Law for Purchasing and Supply divides this complex area of the law into five logical parts: chapters introduce a topic area, explain the relevant law and give examples of how the law is applied in practice. This step-by-step approach enables the authors to maintain a comprehensive coverage of the subject, while ensuring it remains accessible.

Law for Purchasing and Supply, 3rd edition, has been fully updated to take account of new legislation and case law, including the introduction of the Competition Act 1998 and recent judicial decisions which, together with incoming European legislation, affect basic rights under the Sale of Goods. The relationship between civil and criminal law in this area is examined and the implications of future developments are discussed.

Features
• Improved pedagogical features - increased number of review questions; include key words/phrases/objectives; shaded cases.
• New Introductory chapter - act as a guide to the book for students and lecturers; introduce various legal systems in force.
• More on European Law and issues relating to it.
**Law for Purchasing and Supply**
Third Edition
MARGARET GRIFFITHS
IVOR GRIFFITHS

*Law for Purchasing and Supply* divides this complex area of the law into five logical parts: chapters introduce a topic area, explain the relevant law and give examples of how the law is applied in practice. This step-by-step approach enables the authors to maintain a comprehensive coverage of the subject, while ensuring it remains accessible.

*Law for Purchasing and Supply, 3rd edition*, has been fully updated to take account of new legislation and case law, including the introduction of the Competition Act 1998 and recent judicial decisions which, together with incoming European legislation, affect basic rights under the Sale of Goods. The relationship between civil and criminal law in this area is examined and the implications of future developments are discussed.

**Features**
- Improved pedagogical features - increased number of review questions; include key words/phrases/objectives; shaded cases.
- New Introductory chapter - act as a guide to the book for students and lecturers; introduce various legal systems in force.
- More on European Law and issues relating to it.

- 2002 384pp Pbk
0-273-64679-6 / 978-0-273-64679-2
Financial Times/Prentice Hall

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**Service Operations Management**
Third Edition
ROBERT JOHNSTON
GRAHAM CLARK

- Written specifically to better serve the needs of students on services-orientated operations management courses.
- The first European-originated book.
- Operations management is set within the wider business context, recognising the impact of other management functions and covering wider issues, such as organisational culture and design, people issues, and customer relationships.
- Includes international examples from different types of organizations, such as: the Internet, public and voluntary sectors, mass transport services, professional services, retailers, internet services, tourism and hospitality.
- Each chapter identifies key operations management issues and provides definitions of key terms, real world illustrations, chapter summaries, case exercises, further reading and questions.

- 2008 516pp Pbk
1-4058-4732-8 / 978-1-4058-4732-2
Financial Times/Prentice Hall

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**Operations Strategy**
Second Edition
NIGEL SLACK
MIKE LEWIS

Ideal for Advanced Undergraduate and Postgraduate students, this book builds on concepts from Strategic Management, Operations Management, Marketing and HRM to give students a comprehensive understanding of Operations Strategy.

**Features**
- Comprehensive and accessible with authoritative authorship and an excellent blend of theory and practice,
- European context
- Engaging case studies,
- Teaching resources including an Instructor’s Manual with extensive case notes and PowerPoint slides.

- 2008 496pp Pbk
0-273-69519-3 / 978-0-273-69519-6
Financial Times/Prentice Hall
Project Management

Achieving Competitive Advantage

JEFFREY K PINTO

For undergraduate or graduate courses in Project Management.

This text takes a holistic, integrated approach to managing projects, exploring both technical and managerial challenges.

It emphasizes not only individual project execution, but also provides a strategic perspective, demonstrating means to manage projects at the program and portfolio levels. Overall, the text strikes a balance by using cases, examples, and problems from a variety of project types, including IT examples, construction, engineering, manufacturing, R&D, and services. This balance was designed to create a text that was useful for teaching project management across the widest possible range of settings.

2007 512pp Hbk
0-13-009233-9 / 978-0-13-009233-5

Prentice Hall

Project Management Media Edition with MS Project CD

Third Edition

HARVEY MAYLOR

Combining a strong academic approach with relevant practical cases, this text skillfully shows the range of issues that face project managers throughout the project cycle. This new Media Edition includes a free CD Rom with a trial version of Microsoft Project for students. The text is easier to use than ever before, with two colour text design and more diagrams and figures to aid navigation and understanding. Extra teaching materials are available online for lecturers.

Features

- Approaches the subject from a strategic perspective, covering the role of projects in the execution of organisational strategy and the application of strategic principles to projects.
- Covers a wide range of project types and settings, from the traditional to the non-traditional.
- Provides a strategic perspective, demonstrating means to manage projects at the program and portfolio levels.
- Combines a strong academic approach with relevant practical cases, using a wide range of examples and cases to illustrate key points.

2007 512pp Pbk
0-273-70431-1 / 978-0-273-70431-7

Financial Times/ Prentice Hall

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Managing Quality
Integrating The Supply Chain and Student CD PKG
Third Edition
S. THOMAS FOSTER

For undergraduate or graduate courses in Quality Management. This text focuses students on how to effectively manage quality. Students must understand their businesses, understand the quality body of knowledge, understand the available tools, and have a method for planning quality improvement based on this knowledge.

2007
0-13-179114-1 / 978-0-13-179114-5
Prentice Hall

Introduction to Materials Management
International Edition
Sixth Edition
TONY ARNOLD
STEVE CHAPMAN
LLOYD CLIVE

For courses in Materials Management, Production and Inventory Control, and Logistics

This is the only text listed in the APICS–The Educational Society for Resource Management CPIM Exam Content Manual as the text reference for the Basics of Supply Chain Management (BSCM) CPIM certification examination. Written in a simple and user-friendly style, it covers all the basics of supply chain management and production and inventory control.

Features
- Key Terms - listed at the end of each chapter
- Chapter references to case studies
- Case studies are located in the casebook. Several of these cases have been included at the end of the selected chapters of this edition
- Example problems within the chapters provide readers with reinforcement of information and opportunities to assess their understanding
- APICS concepts and vocabulary

2008 528pp IPE
0-13-242550-5 / 978-0-13-242550-6
Prentice Hall
Statistics for Business & Economics

United States Edition

Tenth Edition

JAMES T. MCCLAVE
P. GEORGE BENSON
TERRY SINCICH

For a one- or two-term course in business statistics.

This best-selling introduction stresses the development of statistical thinking – the assessment of credibility and value of the inferences made from data – by both those who consume and those who produce the information. The authors emphasize inference; data collection and analysis are covered extensively, as needed, to evaluate the reported results of statistical studies and to make good business decisions. Numerous case studies, examples, and exercises draw on real business situations and recent economic events. Assumes a background in basic algebra.

Features

• Over 1000 interesting and diverse applications: Represents a wide and diverse array of relevant business and decision making applications.

• Over 1400 exercises: Applets are on the textbook CD and illustrate concepts visually, facilitating student understanding. These applets are also integrated into chapter exercises to reinforce concepts.

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9. The Chi-Square Test and the Analysis of Contingency Tables
10. Simple Linear Regression
11. Multiple Regression and Model Building
12. Methods for Quality Improvement
13. Time Series: Descriptive Analyses, Models, and Forecasting (Available on CD)
14. Nonparametric Statistics (available on CD)

Appendix A: Basic Counting Rules
Appendix B: Tables

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Part Two - Collecting and summarising data
Part Three - Solving management problems
Part Four - Introducing statistics
Part Five - Management problems with uncertainty

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