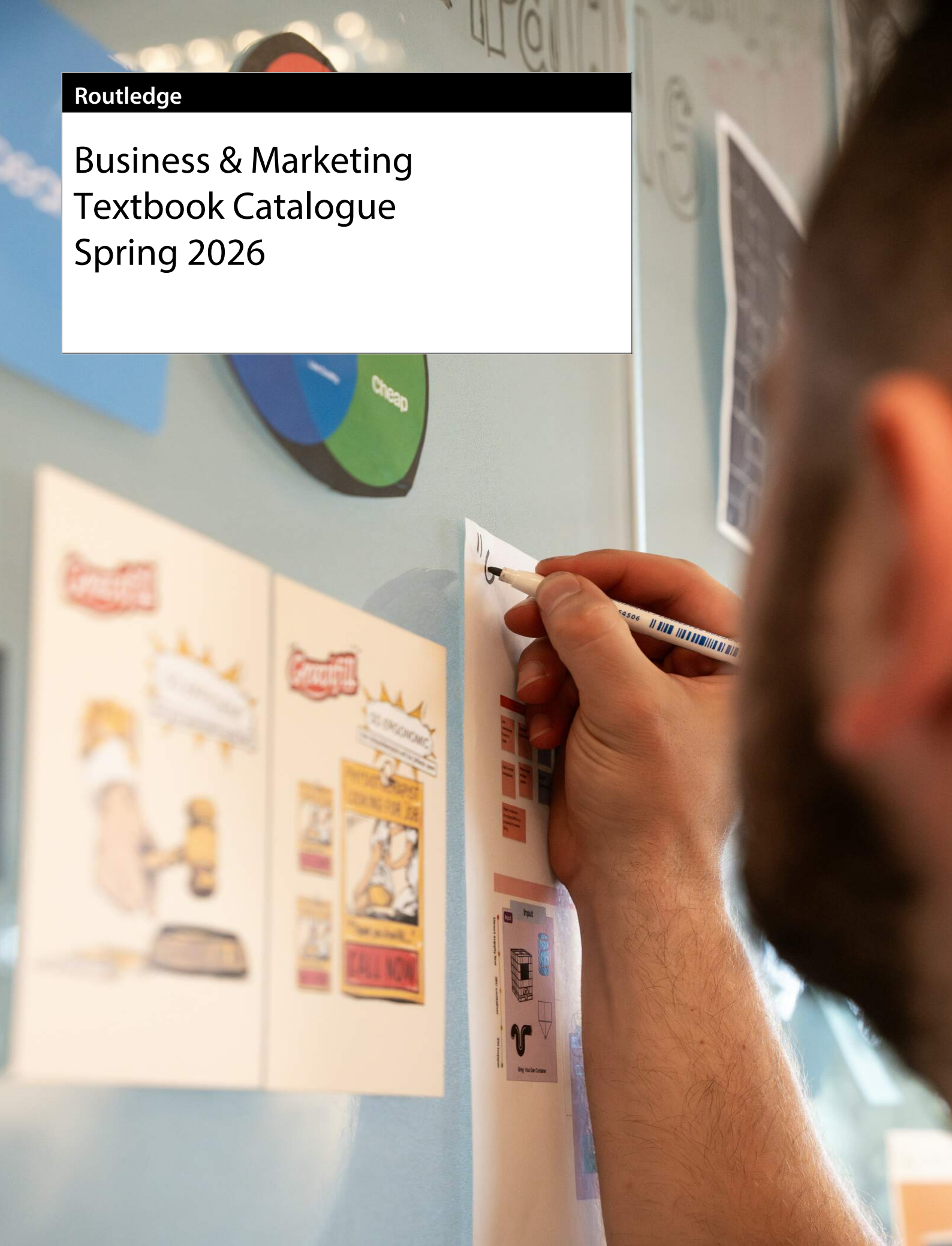


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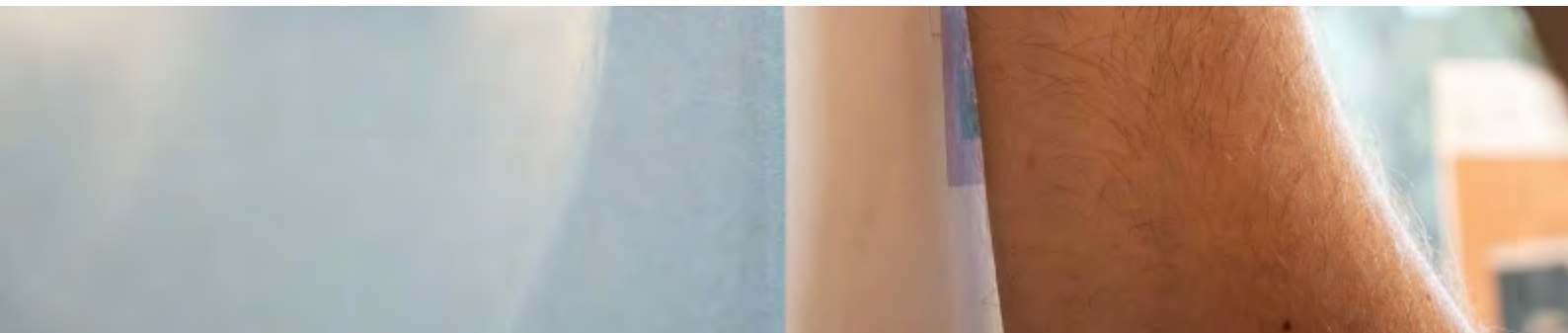


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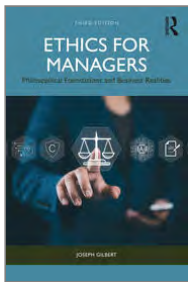
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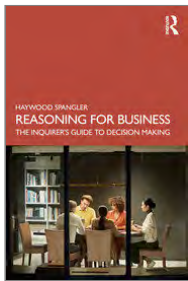
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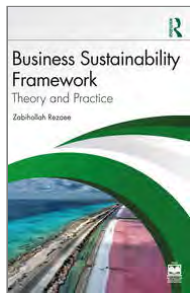
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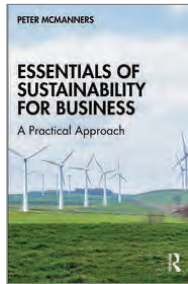
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Essentials of Sustainability for Business

A Practical Approach



Peter McManners

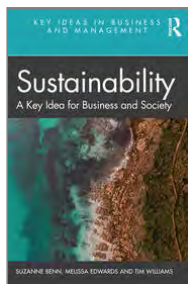
Essentials of Sustainability for Business teaches the core principles of sustainability in a concise format for those new to issues at the intersection of sustainability and business. The book plots a path through the contradictions and confusions in the debates about sustainability, to get to the heart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

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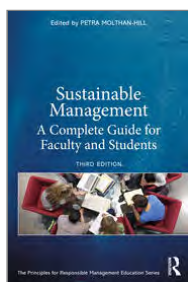
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A Complete Guide for Faculty and Students



Edited by **Petra Molthan-Hill**

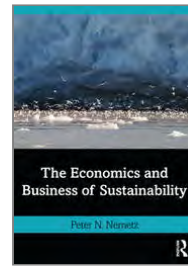
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Sustainable Management: A Complete Guide for Faculty and Students is both a textbook for students, as well as a teaching guide for educators. With a full introduction to sustainable management, the book covers a wide range of subject areas relevant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

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Building Your Creative Venture



Jennifer A. Reis , Marie Segares , Sara Hartmann

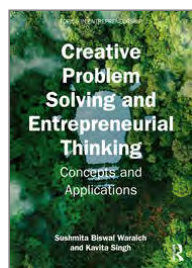
Creative Entrepreneurship is an essential guide for artists, makers, and designers, offering practical tools and strategies to transform creative talents into successful business ventures. This book provides a comprehensive, step-by-step roadmap for entrepreneurial success, tailored specifically for the creative industries. It covers essential topics such as opportunity recognition, market research, branding, financial management, and operational strategy. Each chapter is designed for hands-on application, featuring learning outcomes, actionable activities, and real-world case studies.

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Concepts and Applications



Sushmita Biswal Waraich , Kavita Singh

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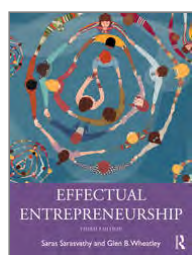
Creative Problem Solving and Entrepreneurial Thinking: Concepts and Applications offers practical insights into the psychology and process of entrepreneurial problem-solving through detailed case studies of successful ventures like Lenskart, Urban Company, and 3M. The book's unique integration of creative thinking, critical analysis, and design thinking provides readers with actionable frameworks to identify opportunities and develop innovative solutions in today's complex business environment. Each chapter builds essential skills through self-reflection activities and "Try it yourself" exercises that transform theoretical concepts into practical applications.

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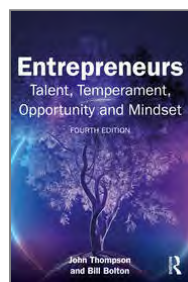
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Entrepreneurs

Talent, Temperament, Opportunity and Mindset



John Thompson , Bill Bolton

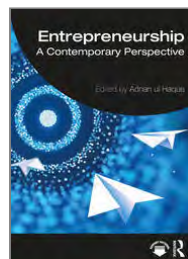
What does it take to be – or to become – a successful entrepreneur? Are there specific personality types that are best suited to entrepreneurship? And can these types, or rather the traits that combine to forge them, be learned or acquired? In this book, John Thompson answers these questions – and many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

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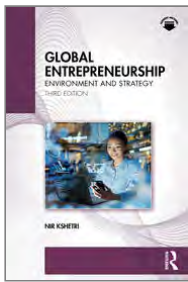
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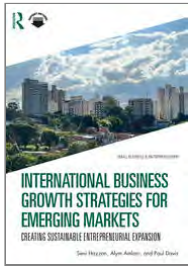
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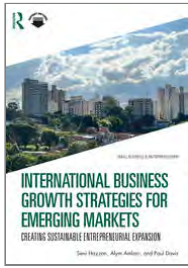
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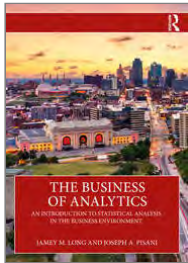
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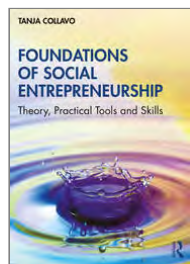
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Theory, Practical Tools and Skills



Tanja Collavo Judge Business School, University of Cambridge, UK

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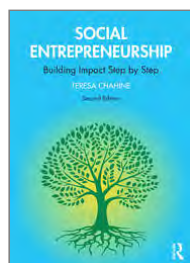
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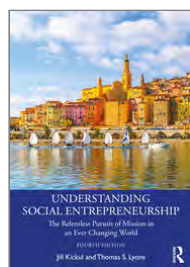
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Pb: 978-0-367-55687-7 : **£57.99**
Hb: 978-0-367-55686-0 : **£205**
eBook: 978-1-003-09471-5

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

4TH EDITION

Understanding Social Entrepreneurship

The Relentless Pursuit of Mission in an Ever Changing World



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

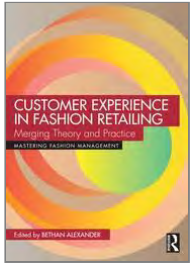
Understanding Social Entrepreneurship is the leading textbook that provides students with a comprehensive overview of the field. It brings the mindset, principles, strategies, tools, and techniques of entrepreneurship into the social sector to present innovative solutions to today's vexing social issues.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

Routledge
January 2025 : 348pp
Pb: 978-1-032-59464-4 : **£80.99**
Hb: 978-1-032-59467-5 : **£155**
eBook: 978-1-003-45481-6

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

Customer Experience in Fashion Retailing

Merging Theory and Practice



Edited by **Bethan Alexander** London College of Fashion
Series: *Mastering Fashion Management*

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

Routledge
June 2024 : 326pp
Pb: 978-1-032-45300-2 : **£39.99**
Hb: 978-1-032-45655-3 : **£145**
eBook: 978-1-003-37809-9

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

Fashion Buying and Merchandising

The Fashion Buyer in a Digital Society



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

Series: *Mastering Fashion Management*

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

Routledge
May 2020 : 240pp
Pb: 978-1-138-61632-5 : **£41.99**
Hb: 978-1-138-61631-8 : **£155**
eBook: 978-0-429-46220-7

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

Selling Fashion Collections

Navigating the Buying Process as a Fashion Entrepreneur



Jessel Brizan

Series: *Mastering Fashion Management*

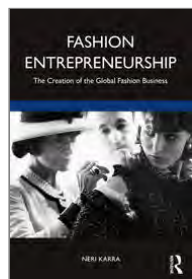
Selling Fashion Collections provides emerging fashion designers with a comprehensive overview of successfully merchandising, marketing and selling a collection to develop their brand. Readers will gain insight into how to prepare for a formal buyer's meeting so that they will be marketable to fashion retailers. Chapter objectives, learning outcomes, glossaries, discussion questions, activities and exercises, and global industry insights are included throughout. This text is recommended reading for students studying Fashion Buying and Merchandising, Fashion Management, Fashion Enterprise and Entrepreneurship, as well as reflective practitioners within the fashion industry.

Routledge
April 2026 : 324pp
Pb: 978-1-032-90068-1 : **£41.99**
Hb: 978-1-032-91303-2 : **£155**
eBook: 978-1-003-56248-1

* For full contents and more information, visit: www.routledge.com/9781032900681

Fashion Entrepreneurship

The Creation of the Global Fashion Business



Neri Karra IESEG University, France

Series: Mastering Fashion Management

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

Routledge

November 2021 : 256pp

Pb: 978-1-138-20861-2 : **£44.99**

Hb: 978-1-138-20860-5 : **£155**

eBook: 978-1-315-45877-9

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

Fashion Entrepreneurship

Principles and Practice



Edited by **Caroline Swee Lin Tan , Saniyat Islam**

Series: Mastering Fashion Management

This new book provides a practical and comprehensive guide to fashion entrepreneurship, empowering readers to transform their creative ideas into a viable fashion business. Each chapter includes pedagogical features allowing students and practitioners to apply concepts to their own businesses. This textbook provides key reading for undergraduate and postgraduate students studying fashion entrepreneurship, fashion business, fashion management studies, and related disciplines. It is also suitable for aspiring fashion entrepreneurs and professionals within the fashion industry seeking to learn about new business models, sustainability, and innovation in the fashion and textile industry.

Routledge

April 2026 : 364pp

Pb: 978-1-032-63145-5 : **£41.99**

Hb: 978-1-032-63149-3 : **£155**

eBook: 978-1-032-63152-3

* For **full contents** and more information, visit: www.routledge.com/9781032631455

Creativity and Innovation in the Fashion Business

Contemporary Issues in Fashion Design and Product Development



Helen Goworek , Fiona Bailey

Series: Mastering Fashion Management

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

Routledge

October 2024 : 254pp

Pb: 978-1-032-36580-0 : **£38.99**

Hb: 978-1-032-36582-4 : **£140**

eBook: 978-1-003-33274-9

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

Sustainable Fashion Management



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

Series: Mastering Fashion Management

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

Routledge

July 2022 : 256pp

Pb: 978-0-367-56455-1 : **£51.99**

Hb: 978-0-367-56454-4 : **£175**

eBook: 978-1-003-09784-6

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

Fashion Business and Digital Transformation

Technology and Innovation across the Fashion Industry



Charlene Gallery , Jo Conlon

Series: Mastering Fashion Management

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

Routledge

June 2024 : 306pp

Pb: 978-1-032-42847-5 : **£41.99**

Hb: 978-1-032-42850-5 : **£145**

eBook: 978-1-003-36455-9

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

The Fashion Business

Theory and Practice in Strategic Fashion Management



Dario Golizia

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

Routledge

July 2021 : 238pp

Pb: 978-0-367-49055-3 : **£47.99**

Hb: 978-0-367-49053-9 : **£170**

eBook: 978-1-003-04424-6

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

Fashion Trends and Forecasting

The Fashion Futurists' Toolkit



Edited by Eunsuk Hur , Caroline Hemingray , Stephen Westland

Series: Mastering Fashion Management

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

Routledge

March 2025 : 270pp

Pb: 978-1-032-54186-0 : **£46.99**

Hb: 978-1-032-54184-6 : **£160**

eBook: 978-1-003-41558-9

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

Celebrity Fashion Marketing

Developing a Human Fashion Brand



Fykaa Caan, Angela Lee

Series: Mastering Fashion Management

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

Routledge
February 2023 : 144pp
Pb: 978-1-032-00735-9 : **£41.99**
Hb: 978-1-032-00733-5 : **£155**
eBook: 978-1-003-17536-0

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

Luxury Fashion Brand Management

Unifying Fashion with Sustainability



Olga Mitterfellner

Series: Mastering Fashion Management

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

Routledge
July 2023 : 266pp
Pb: 978-0-367-64360-7 : **£44.99**
Hb: 978-0-367-64358-4 : **£155**
eBook: 978-1-003-12418-4

* For full contents and more information, visit: www.routledge.com/9780367643607

Fashion Advertising and Public Relations

A Historical and Sociological Perspective



Martina Topić-Rutherford Leeds Beckett University, UK.

Series: Mastering Fashion Management

Fashion Advertising and Public Relations offers a historically-grounded analysis of advertising and public relations in the fashion industry. The text aims to equip the reader with the cultural capital necessary to pursue a career in fashion communication. It covers a broad range of advertising and public relations practices in fashion. A wealth of pedagogical features are included throughout the book, including reflection points, student exercises, and end-of-chapter discussion questions. This unique textbook will be valuable for students of fashion marketing, business, and communication undergraduates studying public relations and advertising considering a career in fashion.

Routledge
March 2026 : 286pp
Pb: 978-1-032-84023-9 : **£41.99**
Hb: 978-1-032-84806-8 : **£155**
eBook: 978-1-003-51504-3

* For full contents and more information, visit: www.routledge.com/9781032840239

2ND EDITION

Fashion Marketing and Communications

Theory and Practice Across the Fashion Industry



Olga Mitterfellner

Series: Mastering Fashion Management

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

Routledge
December 2024 : 340pp
Pb: 978-1-032-58232-0 : **£38.99**
Hb: 978-1-032-58234-4 : **£145**
eBook: 978-1-003-44915-7

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

Fashion Supply Chain Management

Integrating Sustainability through the Fashion Supply Chain



Virginia Grose , Nicola Mansfield

Series: Mastering Fashion Management

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

Routledge

June 2023 : 198pp

Pb: 978-0-367-69745-7 : **£48.99**

Hb: 978-0-367-70340-0 : **£145**

eBook: 978-1-003-14578-3

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

Luxury Fashion Marketing and Branding

A Strategic Approach



Alice Dallabona Leeds University, UK

Series: Mastering Fashion Management

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

Routledge

August 2024 : 194pp

Pb: 978-1-032-20688-2 : **£38.99**

Hb: 978-1-032-20707-0 : **£140**

eBook: 978-1-003-26481-1

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

Contemporary Issues in Luxury Brand Management



Edited by **Sylvie Stedente**, Eleonora Cattaneo

Series: *Mastering Luxury Management*

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

Routledge
March 2023 : 180pp
Pb: 978-0-367-85930-5 : **£44.99**
Hb: 978-0-367-85928-2 : **£160**
eBook: 978-1-003-01582-6

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

International Luxury Brand Strategy



Pierre Xiao Lu Fudan University, China

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

Routledge
November 2021 : 260pp
Pb: 978-1-138-61484-0 : **£41.99**
Hb: 978-1-138-61483-3 : **£155**
eBook: 978-0-429-46388-4

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

Luxury Marketing and Brand Strategy

Theory and Practice for a Changing World



Květa Olšanová, Gina Cook, Marija Zlatić

Series: *Mastering Luxury Management*

This text provides a comprehensive and strategic overview of luxury marketing and brand management, guiding brands to balance tradition with innovation as they navigate modern challenges and seize opportunities in a rapidly evolving global market. This textbook is designed to be the cornerstone for advanced undergraduate and postgraduate courses in Luxury Marketing and Luxury Brand Management. With a focus on the latest trends and future directions in luxury marketing, *Luxury Marketing and Brand Strategy* is not only an academic resource but also a practical guide for navigating and succeeding in the dynamic luxury market.

Routledge
September 2025 : 260pp
Pb: 978-1-032-97395-1 : **£46.99**
Hb: 978-1-032-97433-0 : **£155**
eBook: 978-1-003-59370-6

* For full contents and more information, visit: www.routledge.com/9781032973951

Research Methods in Luxury Management



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

Series: *Mastering Luxury Management*

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

Routledge
July 2023 : 230pp
Pb: 978-1-032-28110-0 : **£44.99**
Hb: 978-1-032-28117-9 : **£160**
eBook: 978-1-003-29537-2

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

Strategic Luxury Management

Value Creation and Creativity for Competitive Advantage



David Millán Planelles

Series: *Mastering Luxury Management*

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

Routledge
November 2021 : 262pp
Pb: 978-0-367-85837-7 : **£41.99**
Hb: 978-0-367-85834-6 : **£155**
eBook: 978-1-003-01532-1

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

3RD EDITION

Diversity in the Workforce

Current Issues and Emerging Trends



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

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

Routledge
January 2024 : 348pp
Pb: 978-1-032-24618-5 : **£81.99**
Hb: 978-1-032-24623-9 : **£245**
eBook: 978-1-003-27951-8

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

2ND EDITION

Managing Diversity in Organizations

A Global Perspective on Equality, Diversity, and Inclusion



María Triana

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

Routledge
May 2025 : 514pp
Pb: 978-1-032-18843-0 : **£66.99**
Hb: 978-1-032-18848-5 : **£155**
eBook: 978-1-003-25654-0

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

5TH EDITION

The Dynamics of Managing Diversity and Inclusion

A Critical Approach



Anne-Marie Greene, **Gill Kirton**

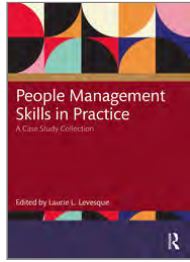
The Dynamics of Managing Diversity and Inclusion was one of the first books to respond to growing academic coverage of the topic of diversity management at degree level. This fifth edition has been fully updated to reflect new working practices, labour market data, organisational policies and developments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

Routledge
December 2021 : 370pp
Pb: 978-1-032-02937-5 : **£66.99**
Hb: 978-1-032-03048-7 : **£235**
eBook: 978-1-003-18639-7

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

People Management Skills in Practice

A Case Study Collection



Edited by **Laurie L. Levesque**

Series: International Cases in Business and Management

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

Routledge

November 2024 : 124pp

Pb: 978-1-032-35307-4 : **£37.99**

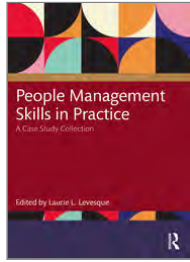
Hb: 978-1-032-35308-1 : **£145**

eBook: 978-1-003-32629-8

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

People Management Skills in Practice

A Case Study Collection



Edited by **Laurie L. Levesque**

Series: International Cases in Business and Management

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

Routledge

November 2024 : 124pp

Pb: 978-1-032-35307-4 : **£37.99**

Hb: 978-1-032-35308-1 : **£145**

eBook: 978-1-003-32629-8

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

2ND EDITION

Comparative Employment Relations in the Global Economy



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

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

Routledge

February 2020 : 560pp

Pb: 978-1-138-68302-0 : **£39.99**

Hb: 978-1-138-68301-3 : **£155**

eBook: 978-1-315-54479-3

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

4TH EDITION

Coaching

Evoking Excellence in Others

**James Flaherty**

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

Routledge

April 2022 : 276pp

Pb: 978-1-032-07318-7 : **£39.99**Hb: 978-1-032-07317-0 : **£145**

eBook: 978-1-003-20642-2

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

Andragogy in Practice

Case Studies on Innovation in Adult Learning



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

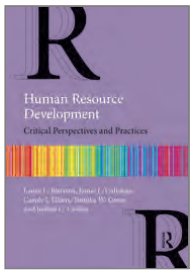
Andragogy in Practice is a timely book of case studies, which offers readers the opportunity to see andragogy in practice solving real-world challenges in a variety of adult learning contexts. It highlights the wonderful range of innovative practices that characterize adult learning today. The Editors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

Routledge
June 2025 : 520pp
Pb: 978-1-032-62597-3 : **£56.99**
Hb: 978-1-032-62599-7 : **£155**
eBook: 978-1-032-62600-0

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

Human Resource Development

Critical Perspectives and Practices



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

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

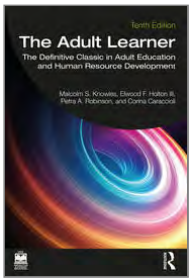
Routledge
October 2023 : 386pp
Pb: 978-0-367-23475-1 : **£40.99**
Hb: 978-0-367-23474-4 : **£155**
eBook: 978-0-429-28000-9

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

10TH EDITION

The Adult Learner

The Definitive Classic in Adult Education and Human Resource Development



Malcolm Knowles , Petra A. Robinson , Corina Caraccioli

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

Routledge
January 2025 : 412pp
Pb: 978-1-032-48156-2 : **£71.99**
Hb: 978-1-032-48155-5 : **£155**
eBook: 978-1-003-38767-1

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

Human Resource Management and Ethics at Work



Lisa Grover

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

Routledge

May 2025 : 200pp

Pb: 978-1-032-74304-2 : **£49.99**

Hb: 978-1-032-74306-6 : **£155**

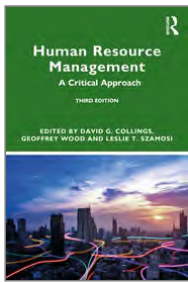
eBook: 978-1-003-46864-6

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

3RD EDITION

Human Resource Management

A Critical Approach



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

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

Routledge
June 2025 : 478pp
Pb: 978-1-032-62561-4 : **£62.99**
Hb: 978-1-032-62554-6 : **£155**
eBook: 978-1-032-62556-0

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

3RD EDITION

Human Resource Strategy

Formulation, Implementation, and Impact



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

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

Routledge
September 2024 : 364pp
Pb: 978-1-032-51430-7 : **£89.99**
Hb: 978-1-032-51429-1 : **£205**
eBook: 978-1-003-40217-6

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

6TH EDITION

International Human Resource Management

Policies and Practices for Multinational Enterprises



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

Series: *Global HRM*

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

Routledge
January 2022 : 522pp
Pb: 978-1-138-48950-9 : **£86.99**
Hb: 978-1-138-48949-3 : **£170**
eBook: 978-0-429-44146-2

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

4TH EDITION

Managing a Global Workforce

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

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

Routledge
July 2023 : 422pp
Pb: 978-1-032-16145-7 : **£40.99**
Hb: 978-1-032-16147-1 : **£155**
eBook: 978-1-003-24725-8

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

Strategic Human Resource Management

A Systems Approach



Nigel Bassett-Jones Oxford Brookes University, UK

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

Routledge

January 2023 : 310pp

Pb: 978-1-138-64136-5 : **£39.99**

Hb: 978-1-138-64135-8 : **£115**

eBook: 978-1-315-63055-7

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

2ND EDITION

Global Talent Management



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

Series: Global HRM

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

Routledge

October 2018 : 250pp

Pb: 978-1-138-71245-4 : **£40.99**

Hb: 978-1-138-71244-7 : **£155**

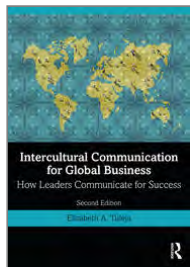
eBook: 978-1-315-20017-0

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

2ND EDITION

Intercultural Communication for Global Business

How Leaders Communicate for Success



Elizabeth A. Tuleja University of Notre Dame

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

Routledge

August 2021 : 334pp

Pb: 978-0-367-37556-0 : **£86.99**

Hb: 978-1-032-00078-7 : **£295**

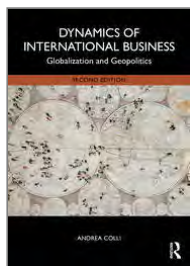
eBook: 978-0-367-42382-7

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

2ND EDITION

Dynamics of International Business

Globalization and Geopolitics



Andrea Colli Bocconi University, Italy

This thoroughly-revised new edition provides an in-depth comparative historical analysis of the structural and strategic evolution of international enterprises. The book's structure has been enhanced: two chapters in each section comprehensively cover an era's 'macro' framework and its 'micro' structures. New material has been added, especially regarding current geopolitical tensions threatening to disrupt the global economy. Finally, this edition includes updated case studies based on a diverse range of industries and countries. An essential textbook for economic and business history courses; students and scholars of international business will also find it to be a useful resource.

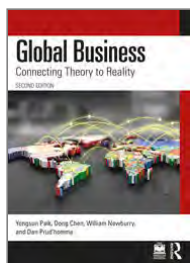
Routledge
April 2026 : 294pp
Pb: 978-1-032-89503-1 : **£48.99**
Hb: 978-1-032-89550-5 : **£155**
eBook: 978-1-003-54337-4

* For full contents and more information, visit: www.routledge.com/9781032895031

2ND EDITION

Global Business

Connecting Theory to Reality



Yongsun Paik Loyola Marymount University, USA, **Dong Chen** Loyola Marymount University, USA, **William Newbury**, **Dan Prud'homme**

This textbook is designed to help students recognize and analyze key issues in global business by bridging theory with real world applications. Divided into three parts, it explores critical aspects of global business, introducing readers to relevant topics, and examining core concepts and their applications through about 40 case studies. New and updated case studies illustrate the magnitude and complexity of global business. Undergraduate students looking for an introduction to international business and graduate students looking to apply their knowledge will find Global Business stimulating, since it demonstrates how theories and concepts work in real-world business settings.

Routledge
September 2025 : 498pp
Pb: 978-1-032-78021-4 : **£97.99**
Hb: 978-1-032-78024-5 : **£345**
eBook: 978-1-003-48590-2

* For full contents and more information, visit: www.routledge.com/9781032780214

2ND EDITION

International Business

Attitudes and Alternatives



Alan Sitkin

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

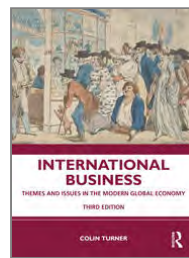
Routledge
November 2021 : 526pp
Pb: 978-0-367-74677-3 : **£66.99**
Hb: 978-0-367-74680-3 : **£155**
eBook: 978-1-003-15905-6

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

3RD EDITION

International Business

Themes and Issues in the Modern Global Economy



Colin Turner Heriot-Watt University, UK

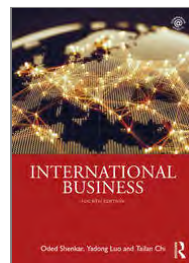
This is the third edition of the widely respected text International Business which offers a comprehensive, yet critical overview of the phenomenon of globalization and its impacts of key aspects of the business environment as it fundamentally alters corporate strategy.

Routledge
March 2024 : 540pp
Pb: 978-1-138-73882-9 : **£54.99**
Hb: 978-1-138-73568-2 : **£145**
eBook: 978-1-315-18450-0

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

4TH EDITION

International Business



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

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

Routledge
December 2021 : 772pp
Pb: 978-0-367-46673-2 : **£96.99**
Hb: 978-0-367-47237-5 : **£245**
eBook: 978-1-003-03431-5

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

5TH EDITION

International Business Law and the Legal Environment

A Transactional Approach



Larry A. DiMatteo

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

Routledge
April 2025 : 770pp
Pb: 978-1-032-74446-9 : **£78.99**
Hb: 978-1-032-74444-5 : **£155**
eBook: 978-1-003-46923-0

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

3RD EDITION

Comparative International Management



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

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

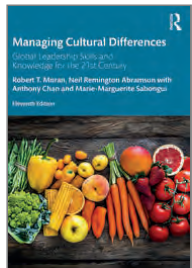
Routledge
September 2023 : 498pp
Pb: 978-1-032-19487-5 : **£58.99**
Hb: 978-1-032-19489-9 : **£180**
eBook: 978-1-003-25943-5

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

11TH EDITION

Managing Cultural Differences

Global Leadership Skills and Knowledge for the 21st Century



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

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

Routledge
September 2023 : 568pp
Pb: 978-1-032-26790-6 : **£81.99**
Hb: 978-1-032-28588-7 : **£285**
eBook: 978-1-003-29756-7

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

9TH EDITION

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A Global Management Perspective

**John Wensveen** Miami Dade College, US

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

Routledge

May 2023 : 762pp

Pb: 978-0-367-36447-2 : **£86.99**Hb: 978-0-367-36448-9 : **£135**

eBook: 978-0-429-34615-6

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

2ND EDITION

Airline Operations and Management

A Management Textbook

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

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

Routledge

May 2023 : 412pp

Pb: 978-1-032-26872-9 : **£59.99**Hb: 978-1-032-26873-6 : **£190**

eBook: 978-1-003-29030-8

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

2ND EDITION

Airport Marketing



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

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

Routledge

November 2021 : 440pp

Pb: 978-0-367-48370-8 : **£39.99**

Hb: 978-0-367-48373-9 : **£155**

eBook: 978-1-003-03956-3

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

The Airline Industry – A Comprehensive Overview

Dynamic Trends and Transformations



John Frankie O'Connell

The Airline Industry — A Comprehensive Overview: Dynamic Trends and Transformations is an up-to-date global perspective on the airline industry. Its dedicated and meticulous examination of the airline industry makes the book an invaluable tool in deciphering how airlines have been managed to date and provides a roadmap for the future evolution of the industry. It is essential reading for airline employees, university students, and serves as an invaluable reference point for all those who are seeking a thorough and commercially-oriented guide to the airline industry.

Routledge

September 2025 : 640pp

Pb: 978-1-032-71444-8 : **£68.99**

Hb: 978-1-032-71449-3 : **£155**

eBook: 978-1-032-71456-1

* For full contents and more information, visit: www.routledge.com/9781032714448

3RD EDITION

Changing Organizational Culture

Cultural Change Work in Progress



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

Organizations are faced with increased demands for change but these are often so challenging that they meet heavy resistance and fizzle out. Changing Organizational Culture encourages the development of a reflexive approach to organizational change, providing insights as to why it may be difficult to maintain momentum in change processes. This updated third edition considers the most recent studies on organizational change practice, with new examples from businesses and the public sector. Changing Organizational Culture will be vital reading for students, researchers and practitioners working in organizational studies, change management and HRM.

Routledge

December 2024 : 228pp

Pb: 978-1-032-75561-8 : **£39.99**Hb: 978-1-032-75563-2 : **£145**

eBook: 978-1-003-47455-5

* For full contents and more information, visit: www.routledge.com/9781032755618

4TH EDITION

Global Leadership

Research, Practice, and Development



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

Series: Global HRM

Focusing on leading across cultural, economic, social, national, and political boundaries simultaneously, *Global Leadership: Research, Practice, and Development* (4th edition) presents an in depth summary of the field's past and latest studies and practices in a succinct and engaging style that helps both managers and students grasp the complexities of global leadership. *Global Leadership* is a valuable guide for executives and managers who work in the global context, graduate students of global leadership, international business, and general leadership classes. PowerPoint slides and a list of suggested cases are available to further assist instructors.

Routledge

October 2025 : 464pp

Pb: 978-1-032-89210-8 : **£54.99**

Hb: 978-1-032-89214-6 : **£205**

eBook: 978-1-003-54175-2

* For full contents and more information, visit: www.routledge.com/9781032892108

2ND EDITION

Operations Management for Healthcare



Jan Vissers , Sylvia Elkhuisen , Nathan Proudlove

This fully updated edition of the bestselling textbook on health service operations management provides an invaluable reference for students and researchers in the fields of healthcare management, operations management and patient flow logistics. Featuring theoretical frameworks and a comprehensive set of practical case studies, this book also covers subjects such as hospital planning and supply chain management in healthcare, quality assurance, and performance management. The book can be used at an undergraduate level by introducing concepts, definitions and approaches, and at a postgraduate level through the application of approaches to operations management problems in healthcare.

Routledge

November 2022 : 348pp

Pb: 978-0-367-89595-2 : **£37.99**

Hb: 978-0-367-89594-5 : **£140**

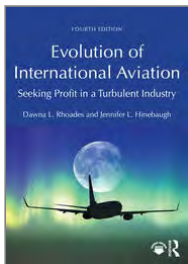
eBook: 978-1-003-02001-1

* For full contents and more information, visit: www.routledge.com/9780367895952

4TH EDITION

Evolution of International Aviation

Seeking Profit in a Turbulent Industry



Dawna L. Rhoades , Jennifer L. Hinebaugh

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

Routledge

January 2025 : 270pp

Pb: 978-1-032-52112-1 : **£57.99**

Hb: 978-1-032-52115-2 : **£155**

eBook: 978-1-003-40530-6

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

2ND EDITION

Fundamentals of International Aviation



Suzanne K. Kearns

Series: Aviation Fundamentals

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

Routledge

March 2021 : 504pp

Pb: 978-0-367-46794-4 : **£49.99**

Hb: 978-0-367-46795-1 : **£155**

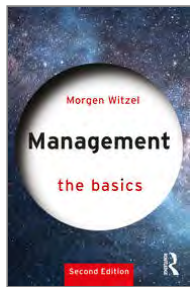
eBook: 978-1-003-03115-4

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

2ND EDITION

Management

The Basics

**Morgen Witzel** University of Exeter, UK*Series: The Basics*

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

Routledge

March 2022 : 222pp

Pb: 978-0-367-77512-4 : **£23.99**Hb: 978-0-367-77513-1 : **£105**

eBook: 978-1-003-17172-0

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

Essentials of Contemporary Business Leadership



Amy E. Forbes , Craig A. Talmage

Essentials of Contemporary Business Leadership provides contemporary tools for the next generation of aspirational leaders to fully meet their potential and optimise group performance. The highly experienced authors utilize their own 'Contemporary Leadership Dimensions' model, which provides flexible and creative ways to enhance leadership learning. Each chapter also features cases studies, multiple interactive exercises and discussion questions which helps complete understanding from theory to practice. This is an ideal text for students starting their leadership journey, or for practitioners hoping to improve their leadership and management skills.

Routledge

October 2025 : 404pp

Pb: 978-1-032-75582-3 : **£59.99**

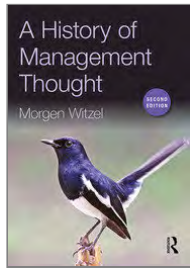
Hb: 978-1-032-75583-0 : **£185**

eBook: 978-1-003-47464-7

* For full contents and more information, visit: www.routledge.com/9781032755823

2ND EDITION

A History of Management Thought



Morgen Witzel University of Exeter, UK

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

Routledge

December 2016 : 394pp

Pb: 978-1-138-91163-5 : **£76.99**

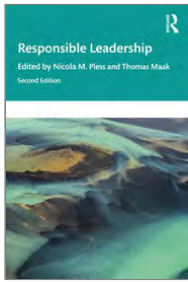
Hb: 978-1-138-91162-8 : **£220**

eBook: 978-1-315-69251-7

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

2ND EDITION

Responsible Leadership



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

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

Routledge
December 2021 : 530pp
Pb: 978-0-367-32101-7 : **£55.99**
Hb: 978-0-367-32100-0 : **£170**
eBook: 978-1-003-24841-5

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

3RD EDITION

Sports Business Management

Decision Making Around the Globe



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

This new edition of a popular and accessible textbook equips students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice. Foster, O'Reilly and Dávila present a set of modular chapters supported with international examples. The book includes content about sport organizations, such as the Olympic Games, FIFA World Cup, the European Premier Leagues and Major North American Professional Sport Leagues. This is an ideal textbook for upper-level undergraduate and postgraduate students of sports business and management.

Routledge

February 2026 : 702pp

Pb: 978-1-032-73849-9 : £120

Hb: 978-1-032-73848-2 : £175

eBook: 978-1-003-46624-6

* For full contents and more information, visit: www.routledge.com/9781032738499

Advertising Management in a Digital Environment

Text and Cases



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

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

Routledge

July 2021 : 202pp

Pb: 978-0-367-62074-5 : **£55.99**

Hb: 978-0-367-62071-4 : **£200**

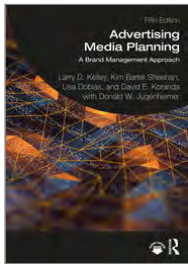
eBook: 978-1-003-10782-8

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5TH EDITION

Advertising Media Planning

A Brand Management Approach



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

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

Routledge

December 2022 : 312pp

Pb: 978-1-032-19215-4 : **£57.99**

Hb: 978-1-032-19217-8 : **£195**

eBook: 978-1-003-25816-2

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

Introduction to Advertising

Understanding and Managing the Advertising Process



Emmanuel Mogaji University of Greenwich, UK

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

Routledge

May 2021 : 308pp

Pb: 978-0-367-44199-9 : **£51.99**

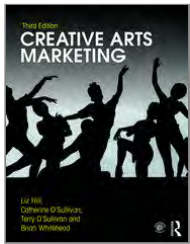
Hb: 978-0-367-44278-1 : **£175**

eBook: 978-1-003-00872-9

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

3RD EDITION

Creative Arts Marketing



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

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

Routledge

October 2017 : 322pp

Pb: 978-1-138-21376-0 : **£49.99**Hb: 978-1-138-21377-7 : **£200**

eBook: 978-1-315-44768-1

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

3RD EDITION

Marketing Strategy for the Arts



Bonita M. Kolb Lycoming College, USA

Series: Discovering the Creative Industries

Marketing Strategy for the Arts, 3rd edition is targeted at students in higher education who plan on working in a creative industry or a cultural organization. This third edition has additional coverage on how technology and AI have affected strategy, value creation in a time of rising costs, need for strategic flexibility due to rapidly changing external conditions and the use of social media data and sentiment to assess consumer behavior and desires.

Routledge

November 2025 : 286pp

Pb: 978-1-032-96024-1 : **£45.99**Hb: 978-1-032-96025-8 : **£155**

eBook: 978-1-003-58762-0

* For full contents and more information, visit: www.routledge.com/9781032960241

2ND EDITION

Marketing the Arts

Breaking Boundaries



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

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

Routledge

December 2022 : 313pp

Pb: 978-0-367-89887-8 : **£49.99**Hb: 978-0-367-89888-5 : **£175**

eBook: 978-1-003-02176-6

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

3RD EDITION

Brand Management

Mastering Research, Theory and Practice



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

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

Routledge
 May 2020 : 338pp
 Pb: 978-0-367-17258-9 : **£45.99**
 Hb: 978-0-367-17257-2 : **£155**
 eBook: 978-0-367-17259-6

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

Strategic Brand Design

Designing Brand Identity From a Marketing Perspective



Roel Stavorinus

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

Routledge
 October 2024 : 312pp
 Pb: 978-1-032-76514-3 : **£51.99**
 Hb: 978-1-032-76516-7 : **£160**
 eBook: 978-1-003-47882-9

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

Strategic Brand Management and Development

Creating and Marketing Successful Brands



Sotiris T. Lalaounis University of Exeter, UK

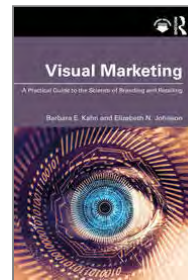
Bringing together theories and concepts from brand management, consumer culture theory, marketing, communications, and design, this book provides an understanding of how organisations can successfully develop, market, and manage their brands. It draws extensively from scholarly research published in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

Routledge
 December 2020 : 368pp
 Pb: 978-0-367-33875-6 : **£51.99**
 Hb: 978-0-367-33874-9 : **£155**
 eBook: 978-0-429-32255-6

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

Visual Marketing

A Practical Guide to the Science of Branding & Retailing



Barbara E. Kahn , Elizabeth N. Johnson

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

Routledge
 March 2025 : 178pp
 Pb: 978-1-032-73132-2 : **£41.99**
 Hb: 978-1-032-73134-6 : **£155**
 eBook: 978-1-003-42689-9

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

Researching and Analysing Business

Research Methods in Practice



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

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

Routledge

December 2023 : 456pp

Pb: 978-0-367-62065-3 : **£44.99**

Hb: 978-0-367-62064-6 : **£160**

eBook: 978-1-003-10777-4

* For full contents and more information, visit: www.routledge.com/9780367620653

5TH EDITION

Business to Business Marketing Management

A Global Perspective



Alan Zimmerman, **Jim Blythe** Westminster University,
UK, **Nektarios Tzempelikos**

Leveraging its distinctive global perspective on the B2B marketing environment, the 5th edition of this well-regarded textbook provides readers with essential strategies for navigating the increasingly borderless world of B2B marketing today. All chapters have been updated to incorporate contemporary research insights. New material has been added throughout the book addressing cutting-edge technological developments in the B2B sphere. This textbook is also supported by a wealth of pedagogical features. Comprehensive and readable, this is ideal for advanced undergraduate and postgraduate students of B2B Marketing, Marketing Management and Marketing Strategy.

Routledge

March 2026 : 558pp

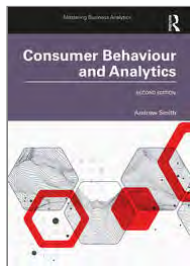
Pb: 978-1-003-86313-7 : **£62.99**Hb: 978-1-003-86330-4 : **£155**

eBook: 978-1-003-60727-4

* For full contents and more information, visit: www.routledge.com/9781003863137

2ND EDITION

Consumer Behaviour and Analytics



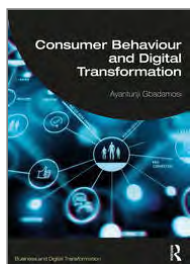
Andrew Smith Nottingham University Business School, UK

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

Routledge
November 2023 : 230pp
Pb: 978-1-032-38834-2 : **£44.99**
Hb: 978-1-032-38837-3 : **£160**
eBook: 978-1-003-34703-3

* For full contents and more information, visit: www.routledge.com/9781032388342

Consumer Behaviour and Digital Transformation



Ayantunji Gbadamosi University of East London, UK

Series: Business and Digital Transformation

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

Routledge
March 2024 : 382pp
Pb: 978-1-032-14976-9 : **£46.99**
Hb: 978-1-032-14975-2 : **£165**
eBook: 978-1-003-24203-1

* For full contents and more information, visit: www.routledge.com/9781032149769

3RD EDITION

Contemporary Issues in Marketing and Consumer Behaviour



Elizabeth Parsons, Pauline Maclaran, Andreas Chatzidakis, Rachel Ashman

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

Routledge
July 2023 : 206pp
Pb: 978-1-032-06200-6 : **£44.99**
Hb: 978-1-032-06199-3 : **£160**
eBook: 978-1-003-20115-1

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

Digital Consumer Behavior



Jagdish N. Sheth, Varsha Jain

This textbook explores the core concepts and contemporary themes of Consumer Behavior relating to the digital environment. Illustrated through lively short examples and longer case studies from around the world, the book explores how technology influences consumers' cognitive, affective, and behavioral aspects and how the consumer makes decisions in this context. Offering an in-depth understanding of the dynamic changes in consumer behavior, this text is ideal core reading for advanced undergraduate and postgraduate students studying consumer behavior particularly in the digital environment, customer experience management, digital marketing, and the digital consumer.

Routledge
February 2026 : 256pp
Pb: 978-1-032-57368-7 : **£51.99**
Hb: 978-1-032-57370-0 : **£185**
eBook: 978-1-003-43906-6

* For full contents and more information, visit: www.routledge.com/9781032573687

Digital Consumer Management

Understanding and Managing Consumer Engagement in the Digital Environment



Emmanuel Mogaji University of Greenwich, UK

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

Routledge
October 2023 : 254pp
Pb: 978-1-032-48602-4 : **£44.99**
Hb: 978-1-032-48603-1 : **£160**
eBook: 978-1-003-38984-2

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

2ND EDITION

Essentials of Consumer Behavior

An Applied Approach



Debra L. Stephens University of Portland, USA

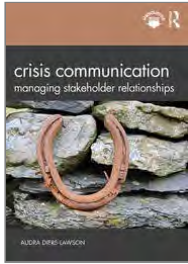
Suitable for Marketing and Consumer Behavior students at advanced undergraduate and postgraduate levels, this clearly written and thorough textbook will keep students engaged and help them to become savvy marketers. Online resources include links to videos and podcasts, further reading, questions and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

Routledge
March 2023 : 225pp
Pb: 978-0-367-42686-6 : **£56.99**
Hb: 978-0-367-42688-0 : **£200**
eBook: 978-0-367-42689-7

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

Crisis Communication

Managing Stakeholder Relationships



Audra Diers-Lawson Kristiania Univ. College, Norway

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

Routledge

October 2019 : 342pp

Pb: 978-1-138-34624-6 : **£45.99**

Hb: 978-1-138-34625-3 : **£155**

eBook: 978-0-429-43738-0

* For full contents and more information, visit: www.routledge.com/9781138346246

5TH EDITION

Customer Relationship Management

Concepts, Applications and Technologies



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

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

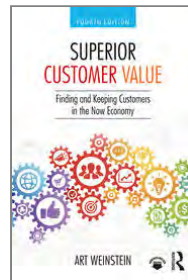
Routledge
January 2024 : 372pp
Pb: 978-1-032-24744-1 : **£70.99**
Hb: 978-1-032-28060-8 : **£255**
eBook: 978-1-003-29515-0

* For full contents and more information, visit: www.routledge.com/9781032247441

4TH EDITION

Superior Customer Value

Finding and Keeping Customers in the Now Economy



Art Weinstein Nova Southeastern University, USA

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

Routledge
December 2018 : 222pp
Pb: 978-0-815-39093-0 : **£59.99**
Hb: 978-0-815-38000-9 : **£185**
eBook: 978-1-351-21434-6

* For full contents and more information, visit: www.routledge.com/9780815390930

Customer Relationship Management in the Digital Age



G. Shainesh, **Jag Sheth**, **Varsha Jain**

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

Routledge
June 2025 : 246pp
Pb: 978-1-032-84456-5 : **£60.99**
Hb: 978-1-032-85438-0 : **£210**
eBook: 978-1-003-51817-4

* For full contents and more information, visit: www.routledge.com/9781032844565

Experiential Marketing

Case Studies in Customer Experience



Wided Batat University of Lyon 2, France

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

Routledge
December 2020 : 346pp
Pb: 978-0-367-90092-2 : **£49.99**
Hb: 978-0-367-90091-5 : **£175**
eBook: 978-1-003-02256-5

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

AI in Marketing

Applications, Insights, and Analysis



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

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

Routledge
June 2025 : 354pp
Pb: 978-1-032-74333-2 : **£51.99**
Hb: 978-1-032-74335-6 : **£185**
eBook: 978-1-003-46880-6

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

Contemporary Issues in Digital Marketing



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

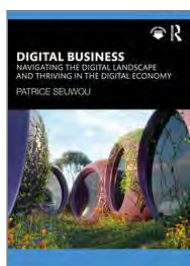
This book presents a comprehensive overview of the key topics, best practices, future opportunities and challenges in the Digital Marketing discourse. Unique in its rigorous, research-driven and accessible approach to the subject of Digital Marketing, this text is valuable supplementary reading for advanced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

Routledge
November 2021 : 198pp
Pb: 978-0-367-55535-1 : **£50.99**
Hb: 978-0-367-55533-7 : **£175**
eBook: 978-1-003-09390-9

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

Digital Business

Navigating the Digital Landscape and Thriving in the Digital Economy



Patrice Seuou

This comprehensive guide explores the fundamentals of digital business, from understanding digital business models to leveraging emerging technologies and trends. Written in a clear and accessible style, the author provides real-world examples to illustrate how successful companies have leveraged digital technologies to drive growth and achieve their business goals. Each chapter features case studies, learning objectives and key discussion questions. This new text is recommended reading for undergraduate and postgraduate students of Digital Business, Digital Marketing, and Business Analytics. It will also be valuable reading for reflective practitioners in the industry.

Routledge
August 2025 : 298pp
Pb: 978-1-032-67244-1 : **£48.99**
Hb: 978-1-032-67243-4 : **£170**
eBook: 978-1-032-67245-8

* For full contents and more information, visit: www.routledge.com/9781032672441

Digital Content Marketing

Creating Value in Practice



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

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

Routledge
November 2023 : 256pp
Pb: 978-1-032-34679-3 : **£44.99**
Hb: 978-1-032-38737-6 : **£160**
eBook: 978-1-003-34650-0

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

2ND EDITION

Digital Marketing

Integrating Strategy, Sustainability, and Purpose



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

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

Routledge
June 2023 : 508pp
Pb: 978-1-138-49728-3 : **£51.99**
Hb: 978-1-138-49727-6 : **£165**
eBook: 978-1-351-01918-7

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

4TH EDITION

Digital Marketing

A Practical Approach



Alan Charlesworth

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

Routledge
November 2022 : 370pp
Pb: 978-0-367-70659-3 : **£49.99**
Hb: 978-0-367-70658-6 : **£175**
eBook: 978-1-003-14741-1

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

6TH EDITION

Digital Marketing Excellence

Planning, Optimizing and Integrating Online Marketing



PR Smith Independent Marketing Consultant, UK

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

Routledge

July 2022 : 676pp

Pb: 978-0-367-44475-4 : **£52.99**

Hb: 978-0-367-44401-3 : **£195**

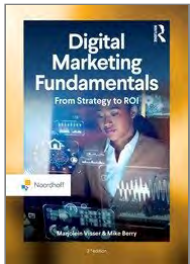
eBook: 978-1-003-00949-8

* For full contents and more information, visit: www.routledge.com/9780367444754

3RD EDITION

Digital Marketing Fundamentals

From Strategy to ROI



Marjolein Visser , Mike Berry

Series: Routledge-Noordhoff International Editions

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

Routledge

February 2025 : 602pp

Pb: 978-1-032-96469-0 : **£69.99**

Hb: 978-1-032-94132-5 : **£245**

eBook: 978-1-003-56910-7

* For full contents and more information, visit: www.routledge.com/9781032964690

2ND EDITION

Influencer Marketing

Building Brand Communities and Engagement



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

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

Routledge

May 2025 : 348pp

Pb: 978-1-032-56222-3 : **£41.99**

Hb: 978-1-032-56224-7 : **£155**

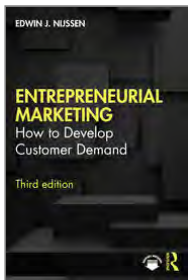
eBook: 978-1-003-43449-8

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

3RD EDITION

Entrepreneurial Marketing

How to Develop Customer Demand



Edwin J. Nijssen

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

Routledge

September 2021 : 178pp

Pb: 978-0-367-44532-4 : **£49.99**

Hb: 978-0-367-44531-7 : **£175**

eBook: 978-1-003-01019-7

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

4TH EDITION

Financial Services Marketing

A Guide to Principles and Practice



Christine Ennew , Nigel Waite , Róisín Waite Barclays Group, UK.

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

Routledge

October 2024 : 662pp

Pb: 978-1-032-50464-3 : **£62.99**Hb: 978-1-032-50463-6 : **£245**

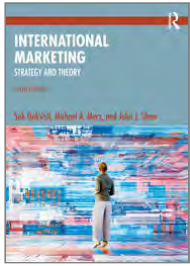
eBook: 978-1-003-39861-5

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

6TH EDITION

International Marketing

Strategy and Theory



Sak Onkvisit, Michael A. Merz, John J. Shaw
Providence College, USA

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

Routledge

June 2025 : 540pp

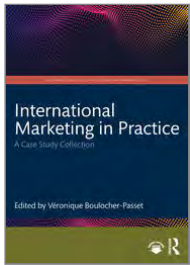
Pb: 978-1-032-58366-2 : **£86.99**Hb: 978-1-032-58369-3 : **£295**

eBook: 978-1-003-44978-2

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

International Marketing in Practice

A Case Study Collection



Edited by **Véronique Boulocher-Passet**

Series: International Cases in Business and Management

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

Routledge

June 2025 : 142pp

Pb: 978-1-032-71291-8 : **£41.99**Hb: 978-1-032-71298-7 : **£155**

eBook: 978-1-032-71300-7

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

3RD EDITION

Global Marketing

Strategy, Practice, and Cases



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

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

Routledge
August 2020 : 666pp
Pb: 978-0-367-19609-7 : **£76.99**
Hb: 978-0-367-19608-0 : **£255**
eBook: 978-0-429-20334-3

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

5TH EDITION

Global Marketing



Kate Gillespie University of Texas, USA

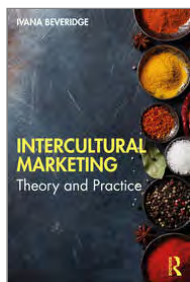
Strategic, comprehensive, and concise, the fifth edition of this popular textbook introduces students to the important concepts of global marketing today, and their managerial implications. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture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

Routledge
September 2021 : 570pp
Pb: 978-0-367-69412-8 : **£195**
Hb: 978-1-138-32606-4 : **£390**
eBook: 978-1-003-14170-9

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

Intercultural Marketing

Theory and Practice



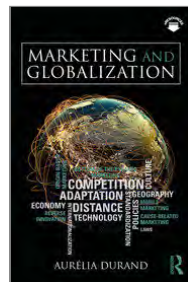
Ivana Beveridge

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

Routledge
November 2020 : 244pp
Pb: 978-0-367-90254-4 : **£55.99**
Hb: 978-0-367-45791-4 : **£175**
eBook: 978-1-003-02534-4

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

Marketing and Globalization



Aurélia Durand HEC Montréal, Canada

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

Routledge
July 2018 : 596pp
Pb: 978-1-138-20234-4 : **£59.99**
Hb: 978-1-138-20233-7 : **£155**
eBook: 978-1-315-47417-5

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

2ND EDITION

Creating Value with Data Analytics in Marketing

Mastering Data Science



Peter C. Verhoef, Edwin Kooge, Natasha Walk
Metriclab Big Data Analytics, The Netherlands, **Jaap E. Wieringa**

Series: Mastering Business Analytics

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

Routledge

November 2021 : 336pp

Pb: 978-0-367-81979-8 : **£51.99**Hb: 978-0-367-81978-1 : **£175**

eBook: 978-1-003-01116-3

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

2ND EDITION

Digital Analytics for Marketing



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

Series: Mastering Business Analytics

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

Routledge

January 2024 : 320pp

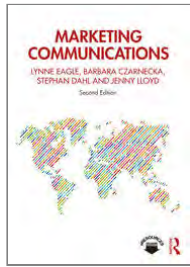
Pb: 978-0-367-45641-2 : **£52.99**Hb: 978-0-367-45792-1 : **£190**

eBook: 978-1-003-02535-1

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

2ND EDITION

Marketing Communications



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

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

Routledge

September 2020 : 420pp

Pb: 978-0-429-44704-4 : **£45.99**Hb: 978-1-138-33182-2 : **£150**

eBook: 978-1-003-08929-2

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

4TH EDITION

Strategic Integrated Marketing Communications



Larry Percy Larry Percy Consulting, USA

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

Routledge

March 2023 : 318pp

Pb: 978-0-367-77062-4 : **£48.99**Hb: 978-0-367-77061-7 : **£170**

eBook: 978-1-003-16963-5

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

The Dark Side of Marketing Communications

Critical Marketing Perspectives



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

Series: Routledge Studies in Critical Marketing

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

Routledge

October 2020 : 134pp

Pb: 978-1-138-58713-7 : **£40.99**Hb: 978-1-138-58712-0 : **£155**

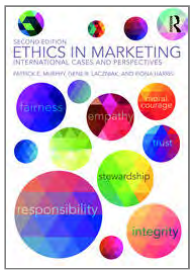
eBook: 978-0-429-50415-0

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

2ND EDITION

Ethics in Marketing

International cases and perspectives



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

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

Routledge

December 2016 : 212pp

Pb: 978-1-138-64809-8 : £66.99

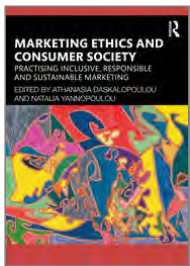
Hb: 978-1-138-64808-1 : £175

eBook: 978-1-315-62664-2

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

Marketing Ethics and Consumer Society

Practising Inclusive, Responsible and Sustainable Marketing



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

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

Routledge

April 2025 : 146pp

Pb: 978-1-032-99490-1 : £46.99

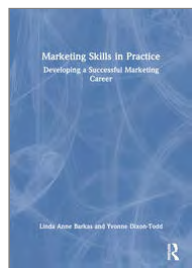
Hb: 978-1-032-99491-8 : £160

eBook: 978-1-003-60454-9

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

Marketing Skills in Practice

Developing a Successful Marketing Career



Linda Anne Barkas , Yvonne Dixon-Todd

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

Routledge

December 2023 : 170pp

Pb: 978-1-032-42974-8 : **£44.99**

Hb: 978-1-032-42975-5 : **£160**

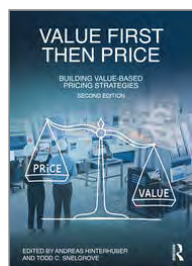
eBook: 978-1-003-36513-6

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

2ND EDITION

Value First, Then Price

Building Value-Based Pricing Strategies



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

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

Routledge

December 2021 : 288pp

Pb: 978-1-032-01212-4 : **£51.99**Hb: 978-1-032-01219-3 : **£175**

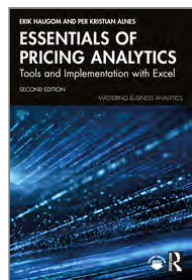
eBook: 978-1-003-17793-7

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

2ND EDITION

Essentials of Pricing Analytics

Tools and Implementation with Excel



Erik Haugom Inland Norway University of Applied Sciences, Norway, **Per Kristian Alnes**

Series: Mastering Business Analytics

This second edition of Essentials of Pricing Analytics provides a comprehensive introduction to pricing as a tactical business function and is a practical toolbox for implementing solutions to diverse pricing challenges. It features new content including AI applications in pricing strategy. It also expands on implementation examples to include R and Python alongside Excel. This accessible text is ideal for advanced undergraduate, MBA, and postgraduate students of pricing strategy, entrepreneurship, marketing strategy, and operations, as well as practitioners seeking effective methods to implement pricing strategies and maximize profits.

Routledge

February 2026 : 300pp

Pb: 978-1-032-98977-8 : **£41.99**Hb: 978-1-032-98981-5 : **£155**

eBook: 978-1-003-60168-5

* For full contents and more information, visit: www.routledge.com/9781032989778

Digital Pricing Strategy

Capturing Value from Digital Innovations



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

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

Routledge

June 2023 : 340pp

Pb: 978-1-032-12772-9 : **£44.99**

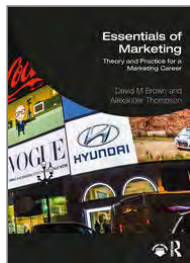
Hb: 978-1-032-12771-2 : **£160**

eBook: 978-1-003-22619-2

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

Essentials of Marketing

Theory and Practice for a Marketing Career



David M. Brown Newcastle Business School, UK, **Alex Thompson**

This comprehensive textbook introduces students to all the core principles of Marketing practice using an employability-focused approach. Essentials of Marketing is underpinned by six pillars, which flow through each chapter: marketing ethics, sustainability, stakeholder engagement, globalisation, the power of new media, and measuring success. The book demystifies theory by placing it in contexts which are recognisable to a diverse readership, using real-life case studies and examples designed to engage today's technologically savvy and internationally-oriented students. Essentials of Marketing is designed as a core text for undergraduate and postgraduate students.

Routledge

September 2022 : 492pp

Pb: 978-0-367-77342-7 : **£52.99**

Hb: 978-0-367-77341-0 : **£195**

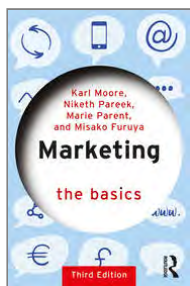
eBook: 978-1-003-17089-1

* For full contents and more information, visit: www.routledge.com/9780367773427

3RD EDITION

Marketing

The Basics



Karl Moore, **Niketh Pareek**, **Marie Parent**, **Misako Furuya**

Series: *The Basics*

Fully updated for today's rapidly evolving landscape, this comprehensive guide equips marketing professionals with essential strategies to navigate unpredictable consumer behaviour and fierce online competition. This book delivers practical frameworks for capturing audience attention and building customer loyalty in the digital age. Readers will gain actionable insights into competitive analysis, digital marketing tactics, AI applications, and data analytics, while developing a deep understanding of global marketing principles, consumer behaviour models, and ethical considerations.

Routledge

February 2026 : 322pp

Pb: 978-1-041-10623-4 : **£19.99**

Hb: 978-1-041-10624-1 : **£155**

eBook: 978-1-003-65602-9

* For full contents and more information, visit: www.routledge.com/9781041106234

2ND EDITION

Managing Public Relations

Business Principles and Tools for Strategic Communication, 2e

**Peter M. Smudde** Illinois State University, USA

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

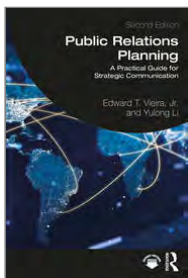
Routledge
March 2023 : 352pp
Pb: 978-1-032-07676-8 : **£65.99**
Hb: 978-1-032-07680-5 : **£235**
eBook: 978-1-003-20828-0

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

2ND EDITION

Public Relations Planning

A Practical Guide for Strategic Communication

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

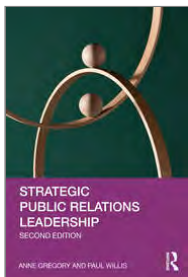
Public Relations Planning provides students with an in-depth understanding of the steps involved in planning and executing a successful PR campaign. Taking a strategic approach to the subject, the authors bring years of practical experience to the project, helping students see how theoretical elements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

Routledge
June 2024 : 684pp
Pb: 978-1-032-56580-4 : **£65.99**
Hb: 978-1-032-56581-1 : **£235**
eBook: 978-1-003-43619-5

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

2ND EDITION

Strategic Public Relations Leadership

**Anne Gregory , Paul Willis**

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

Routledge
July 2022 : 242pp
Pb: 978-1-032-02801-9 : **£45.99**
Hb: 978-1-032-02799-9 : **£170**
eBook: 978-1-003-18525-3

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

Social Media Storms

Empowering Leadership Beyond Crisis Management



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

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

Routledge

August 2021 : 174pp

Pb: 978-0-367-42527-2 : **£41.99**

Hb: 978-0-367-42530-2 : **£155**

eBook: 978-0-367-85329-7

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

An Introduction to Quantitative Research Methods for Marketing

Tools and Techniques Using SPSS and R



Ahmad Daryanto

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

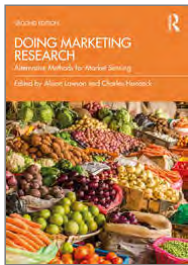
Routledge
June 2025 : 490pp
Pb: 978-1-032-52564-8 : **£46.99**
Hb: 978-1-032-52566-2 : **£160**
eBook: 978-1-003-40722-5

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

2ND EDITION

Doing Marketing Research

Alternative Methods for Market Sensing



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

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

Routledge
March 2025 : 264pp
Pb: 978-1-032-97224-4 : **£51.99**
Hb: 978-1-032-97227-5 : **£185**
eBook: 978-1-003-59280-8

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

Marketing Analytics

Statistical Tools for Marketing and Consumer Behavior Using SPSS



José Marcos Carvalho de Mesquita, **Erik Kostelijk**
Amsterdam University of Applied Sciences, Netherlands

Series: Mastering Business Analytics

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

Routledge
November 2021 : 210pp
Pb: 978-1-032-05219-9 : **£45.99**
Hb: 978-1-032-05218-2 : **£155**
eBook: 978-1-003-19661-7

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

2ND EDITION

Qualitative Marketing Research

Understanding Consumer Behaviour



Dominika Maison University of Warsaw, Poland

This new edition of Qualitative Marketing Research seamlessly integrates theoretical foundations with practical applications in qualitative marketing research, positioning methodologies within the broader landscape of marketing strategy, managerial decision-making, and contemporary consumer psychology. Distinguished by its practical orientation, the text incorporates diverse international case studies from market-leading organizations, demonstrating how theoretical concepts translate into actionable insights. This work is indispensable reading for advanced undergraduate and postgraduate students specializing in marketing research, consumer behaviour, and consumer psychology.

Routledge
February 2026 : 302pp
Pb: 978-1-041-03114-7 : **£41.99**
Hb: 978-1-041-03115-4 : **£155**
eBook: 978-1-003-62234-5

* For full contents and more information, visit: www.routledge.com/9781041031147

3RD EDITION

Qualitative Research in Marketing and Management

Doing Interpretive Research Projects



Chris Hackley Royal Holloway, University of London, UK

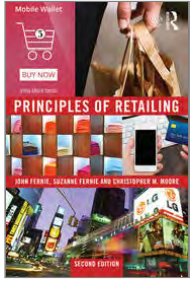
This is a practical and accessible introduction to interpretive methods for doing qualitative marketing and management research projects. The book bridges the gap between advanced, specialised books on research traditions with more general introductory business research books. This 3rd edition has been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

Routledge
December 2024 : 316pp
Pb: 978-1-032-55780-9 : **£47.99**
Hb: 978-1-032-55781-6 : **£170**
eBook: 978-1-003-43220-3

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

2ND EDITION

Principles of Retailing



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

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

Routledge

May 2015 : 368pp

Pb: 978-1-138-79195-4 : **£89.99**

Hb: 978-1-138-79194-7 : **£185**

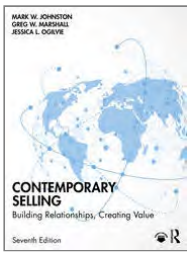
eBook: 978-1-315-76243-2

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

7TH EDITION

Contemporary Selling

Building Relationships, Creating Value



Mark W. Johnston Rollins College, USA, **Greg W. Marshall** Rollins College, USA, **Jessica L. Ogilvie**

Contemporary Selling is the only book that combines full coverage of up-to-date personal selling processes with a straightforward look at sales management practices, delivered in a way that students want to learn and instructors want to teach. The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers. The book has been updated with new content throughout, including the impact of the pandemic, the rise of remote working, and advances in sales technology and tools. This 7th edition is an invaluable resource for students of personal selling at both undergraduate and postgraduate levels.

Routledge

April 2025 : 464pp

Pb: 978-1-032-69266-1 : **£86.99**Hb: 978-1-032-69268-5 : **£295**

eBook: 978-1-032-69271-5

* For full contents and more information, visit: www.routledge.com/9781032692661

11TH EDITION

Sales Management

Analysis and Decision Making



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

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

Routledge

January 2024 : 376pp

Pb: 978-1-032-42635-8 : **£92.99**Hb: 978-1-032-42634-1 : **£225**

eBook: 978-1-003-36358-3

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

Customer Service Marketing

Managing the Customer Experience



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

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

Routledge

December 2022 : 288pp

Pb: 978-0-367-20893-6 : **£41.99**

Hb: 978-0-367-20892-9 : **£140**

eBook: 978-0-429-26396-5

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

4TH EDITION

Social Marketing

Principles and Practice for Delivering Global Change



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

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

Routledge

April 2023 : 374pp

Pb: 978-1-032-05967-9 : **£50.99**

Hb: 978-1-032-05966-2 : **£185**

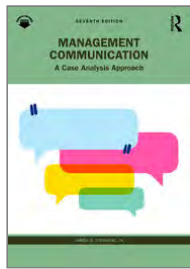
eBook: 978-1-003-20008-6

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

7TH EDITION

Management Communication

A Case Analysis Approach

**James S. O'Rourke**

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

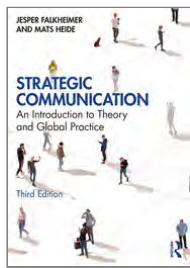
Routledge
March 2023 : 528pp
Pb: 978-1-032-36349-3 : **£89.99**
Hb: 978-1-032-36348-6 : **£190**
eBook: 978-1-003-33149-0

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

3RD EDITION

Strategic Communication

An Introduction to Theory and Global Practice



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

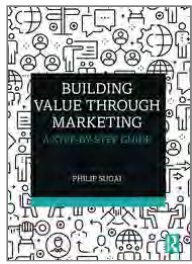
This newly updated third edition provides a comprehensive foundation in strategic communication, exploring core concepts, theories, and methods through research examples and practical experiences across leadership, reputation, crisis management, and organizational change. Readers will gain practical knowledge and theoretical understanding of strategic communication through the book's updated content, including an extended chapter on crisis communications with integrated coverage of disinformation and a chapter on internal communication.

Routledge
April 2026 : 270pp
Pb: 978-1-041-00200-0 : **£45.99**
Hb: 978-1-041-00206-2 : **£155**

* For full contents and more information, visit: www.routledge.com/9781041002000

Building Value through Marketing

A Step-by-Step Guide



Philip Sugai Doshisha University, Japan

Building Value through Marketing provides a hands-on guide to understanding and building compelling marketing plans that create value, not only in profit terms, but also for customers and stakeholders. This is essential reading for those studying Marketing Planning and Strategy at Advanced Undergraduate, Postgraduate and MBA level. It's uniquely applied approach also makes it an excellent guide for Marketing practitioners and institutions offering professional qualifications.

Routledge
September 2020 : 246pp
Pb: 978-0-367-47286-3 : **£35.99**
Hb: 978-0-367-47283-2 : **£155**
eBook: 978-1-003-03468-1

* For full contents and more information, visit: www.routledge.com/9780367472863

2ND EDITION

Marketing Management

A Cultural Perspective



Edited by **Luca M. Visconti** Bocconi University, Italy, **Lisa Peñaloza** Bordeaux Management School, France, **Nil Toulouse** University of Lille, France

Culture pervades consumption and marketing activity in ways that potentially benefit marketing managers. This book provides a comprehensive account of cultural knowledge and skills useful in strategic marketing management. In making these cultural concepts and frameworks accessible and in discussing how to use them, this edited textbook goes beyond the identification of historical, socio-cultural and political factors impinging upon consumer cultures and their effects on market outcomes. Marketing Management: A Cultural Perspective is a timely and relevant learning resource for marketing students, lecturers, and managers across the world.

Routledge
May 2020 : 564pp
Pb: 978-1-138-56141-0 : **£51.99**
Hb: 978-1-138-56140-3 : **£150**
eBook: 978-0-203-71080-7

* For full contents and more information, visit: www.routledge.com/9781138561410

Strategic Content Marketing

Creating Effective Content in Practice



Dan Farkas , Rebecca Geier

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

Routledge
January 2024 : 280pp
Pb: 978-1-032-43848-1 : **£44.99**
Hb: 978-1-032-43849-8 : **£140**
eBook: 978-1-003-36910-3

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

2ND EDITION

Strategic International Marketing

Strategy Development and Implementation



Carl Arthur Solberg , Håvard Huse

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

Routledge
June 2024 : 418pp
Pb: 978-1-032-46773-3 : **£41.99**
Hb: 978-1-032-46772-6 : **£155**
eBook: 978-1-003-38320-8

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

2ND EDITION

Strategic Marketing Planning

A Step-by-Step Approach



Karel Jan Alsem Hanze University of Applied Sciences, The Netherlands

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

Routledge
November 2023 : 478pp
Pb: 978-1-032-46383-4 : **£50.99**
Hb: 978-1-032-46393-3 : **£185**
eBook: 978-1-003-38148-8

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

2ND EDITION

Sustainable Marketing Planning



Neil Richardson Leeds Business School, UK

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

Routledge

April 2024 : 298pp

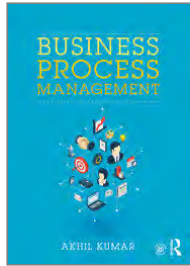
Pb: 978-1-032-56172-1 : **£41.99**

Hb: 978-1-032-56173-8 : **£155**

eBook: 978-1-003-43421-4

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

Business Process Management



Akhil Kumar University of Pennsylvania, USA

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

Routledge

February 2018 : 292pp

Pb: 978-1-138-18185-4 : **£66.99**

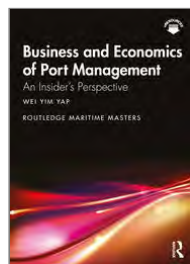
Hb: 978-1-138-18181-6 : **£200**

eBook: 978-1-315-64674-9

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

Business and Economics of Port Management

An Insider's Perspective



Wei Yim Yap Singapore University of Social Sciences, Singapore

Series: Routledge Maritime Masters

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

Routledge
July 2020 : 508pp
Pb: 978-1-138-34191-3 : **£39.99**
Hb: 978-1-138-34190-6 : **£155**
eBook: 978-0-429-43992-6

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

Management of Shipping Companies



Ioannis Theotokas University of the Aegean, Greece

Series: Routledge Maritime Masters

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

Routledge
April 2018 : 322pp
Pb: 978-1-138-19010-8 : **£40.99**
Hb: 978-1-138-19009-2 : **£200**
eBook: 978-1-315-64129-4

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

3RD EDITION

Maritime Economics 3e



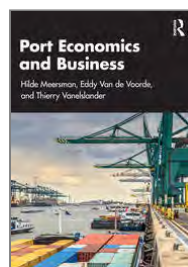
Martin Stopford

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

Routledge
December 2008 : 840pp
Pb: 978-0-415-27558-3 : **£75.99**
Hb: 978-0-415-27557-6 : **£200**
eBook: 978-0-429-23954-0

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

Port Economics and Business



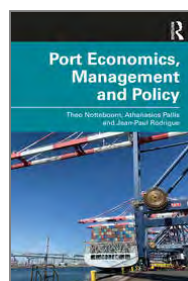
Hilde Meersman , Eddy Van de Voorde , Thierry Vanelslander

There is growing interest in the port economy in all its facets from the business world, political decision-making and scientific research. In a constantly evolving port environment, pertinent questions arise every day, concerning aspects of financing infrastructure and operations, competitiveness, productivity and horizontal and/or vertical cooperation. The book provides the reader with tools to solve port-related problems independently in the next phase. Emphasizing economics aspects and decision-making, Port Economics and Business is a vital resource for students and researchers in port economics and management, as well as professional port managers.

Routledge
October 2025 : 184pp
Pb: 978-1-041-04778-0 : **£52.99**
Hb: 978-1-041-04783-4 : **£155**
eBook: 978-1-003-62990-0

* For full contents and more information, visit: www.routledge.com/9781041047780

Port Economics, Management and Policy



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

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

Routledge
January 2022 : 690pp
Pb: 978-0-367-33155-9 : **£60.99**
Hb: 978-0-367-33156-6 : **£140**
eBook: 978-0-429-31818-4

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

4TH EDITION

Operations Management Analytics



Andrew Greasley

Operations Management Analytics, 4th Edition provides a clear and accessible introduction to this important area of study. Taking an international approach, and written in a concise style, this revised new edition has been updated throughout to ensure that all key areas of operations in both the manufacturing and service industries are accounted for. New to this edition, the reader will find coverage of Industry 4.0; supply chain disruption; Internet of Things (IoT); 3D printing; Big Data Analytics; AI and digitalization. It is the ideal textbook for undergraduate students seeking to quickly get to grips with this fascinating and lively subject.

Routledge

September 2025 : 494pp

Pb: 978-1-041-11398-0 : **£73.99**

Hb: 978-1-041-11409-3 : **£155**

eBook: 978-1-003-65984-6

* For full contents and more information, visit: www.routledge.com/9781041113980

4TH EDITION

Operations Management for Business Excellence

Building Sustainable Supply Chains



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

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

Routledge

November 2019 : 484pp

Pb: 978-0-367-13598-0 : **£60.99**

Hb: 978-0-367-13597-3 : **£195**

eBook: 978-0-367-13599-7

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

4TH EDITION

Strategic Operations Management



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

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

Routledge

July 2018 : 552pp

Pb: 978-1-138-56613-2 : **£66.99**

Hb: 978-1-138-56612-5 : **£195**

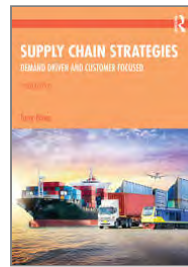
eBook: 978-1-315-12337-0

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

3RD EDITION

Supply Chain Strategies

Demand Driven and Customer Focused



Tony Hines

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

Routledge

February 2024 : 416pp

Pb: 978-1-032-49332-9 : **£61.99**

Hb: 978-1-032-49333-6 : **£155**

eBook: 978-1-003-93329-0

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

Sustainable Operations Management

Key Practices and Cases



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

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

Routledge

December 2022 : 200pp

Pb: 978-0-367-44383-2 : **£44.99**

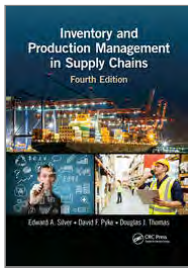
Hb: 978-0-367-44379-5 : **£140**

eBook: 978-1-003-00937-5

* For full contents and more information, visit: www.routledge.com/9780367443832

4TH EDITION

Inventory and Production Management in Supply Chains

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

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

CRC Press

September 2021 : 812pp

Pb: 978-1-032-17932-2 : **£34.99**Hb: 978-1-466-55861-8 : **£86.99**

eBook: 978-1-315-37440-6

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

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Managing Quality

An Essential Guide and Resource Gateway



David Bamford , Marina Papalexi , Benjamin Dehe , James Bamford , Jon Tudor

Managing Quality, 7th Edition is a comprehensive and updated resource for mastering quality management in business. This new edition introduces timely coverage of organisational resilience, sustainability, risk management, agile development, and digital advances. This book equips readers with the latest tools, techniques, and systems to ensure and sustain quality standards and practices in a rapidly evolving global market. It combines insights on strategic process improvement, operational excellence and digital technologies, while offering new perspectives on resilience, risk management, and agile methodologies.

Routledge

April 2026 : 230pp

Pb: 978-1-032-97580-1 : **£41.99**Hb: 978-1-032-97584-9 : **£155*** For full contents and more information, visit: www.routledge.com/9781032975801

5TH EDITION

Quality Management

Reconsidered for the Digital Economy



John Beckford Loughborough University, UK

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

Routledge

August 2022 : 350pp

Pb: 978-0-367-86302-9 : **£60.99**Hb: 978-0-367-86301-2 : **£205**

eBook: 978-1-003-01826-1

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

5TH EDITION

Total Quality Management and Operational Excellence

Text with Cases



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

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

Routledge

July 2020 : 556pp

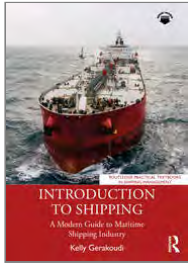
Pb: 978-1-138-67341-0 : **£49.99**Hb: 978-1-138-67340-3 : **£150**

eBook: 978-1-315-56197-4

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

Introduction to Shipping

A Modern Guide to Maritime Shipping Industry



Kelly Gerakoudi

Series: Routledge Practical Textbooks in Shipping Management

Shipping moves over 90% of global trade, yet for many, the industry remains unseen. Introduction to Shipping brings this vast and vital world into focus with a clear, practical, and engaging guide. The book builds a solid foundation by linking key participants, transactions, operations, and legal elements into one cohesive narrative. Complex concepts are broken down, ensuring accessibility for beginners while offering depth and relevance for professionals. Balancing theory with practice, Introduction to Shipping also addresses the industry's most pressing developments, from digitalization and AI-driven logistics to green shipping technologies and evolving environmental challenges.

Routledge

March 2026 : 202pp

Pb: 978-1-041-09598-9 : **£41.99**

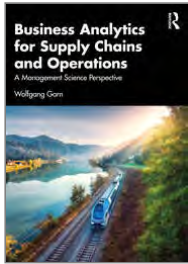
Hb: 978-1-041-09603-0 : **£155**

eBook: 978-1-003-65091-1

* For full contents and more information, visit: www.routledge.com/9781041095989

Business Analytics for Supply Chains and Operations

A Management Science Perspective



Wolfgang Garn

Business Analytics for Supply Chains and Operations provides a concise and practical guide to solving management science problems analytically, with a special focus on supply chain challenges. It equips readers with essential tools and techniques to enhance business efficiency and decision-making. This book empowers readers to analyse business efficiency, define challenges logically, and apply operational research methods to solve problems. It introduces readers to classical and state-of-the-art techniques, including mathematical programming, network flows, transportation models, inventory models, queueing systems, and optimisations.

Routledge

April 2026 : 446pp

Pb: 978-1-032-82995-1 : **£52.99**

Hb: 978-1-032-82997-5 : **£155**

eBook: 978-1-003-50723-9

* For full contents and more information, visit: www.routledge.com/9781032829951

Logistics and Digital Transformation

The Challenges of Modern Supply Chains



Edited by **Marzena Kramarz, Sabina Kauf**

Series: Business and Digital Transformation

This comprehensive textbook examines the digital maturity of modern supply chains, presenting innovative frameworks for assessing and enhancing digital capabilities whilst also offering forward-looking scenarios for supply chain evolution. It will find an appreciative audience amongst advanced students, researchers, practitioners in logistics and the entire supply chain, and policy-makers interested in logistics innovation and digital maturity.

Routledge

December 2025 : 238pp

Pb: 978-1-041-01489-8 : **£41.99**

Hb: 978-1-041-01498-0 : **£155**

eBook: 978-1-003-61504-0

* For full contents and more information, visit: www.routledge.com/9781041014898

3RD EDITION

Managing Global Supply Chains

Contemporary Global Challenges in Supply Chain Management



Ron Basu Performance Excellence Limited, UK

Managing Global Supply Chains is a practical and highly readable text with real-life examples and excellent coverage. It is an ideal companion for post-experience business students, learning professionals and anyone interested in supply chain management.

Routledge

April 2023 : 502pp

Pb: 978-1-032-37675-2 : **£67.99**

Hb: 978-1-032-37676-9 : **£140**

eBook: 978-1-003-34135-2

* For full contents and more information, visit: www.routledge.com/9781032376752

3RD EDITION

Procurement and Supply Chain Management

A Sustainability Perspective



Thomas Johnsen ESC Rennes School of Business, France, **Joe Miemczyk** Audencia Nantes School of Management, France, **Leonardo Marques**, **Mickey Howard** University of Exeter, UK

Procurement and Supply Chain Management: A Sustainability Perspective, Third Edition, not only fully addresses the environmental, social and economic challenges of how companies manage procurement and supply chains but also provides coverage of new and emerging concerns including supply chain risk and resilience, transparency and digital supply chains. In addition to explaining the basic principles and processes of both procurement and supply chain management, the book evaluates how to develop strategic and sustainable procurement and supply chain management.

Routledge

April 2026 : 410pp

Pb: 978-1-032-81391-2 : **£45.99**

Hb: 978-1-032-81392-9 : **£155**

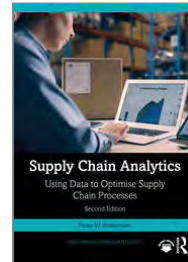
eBook: 978-1-003-49960-2

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2ND EDITION

Supply Chain Analytics

Using Data to Optimise Supply Chain Processes



Peter W. Robertson

Series: Mastering Business Analytics

Supply Chain Analytics, second edition, introduces the reader to data analytics and demonstrates the value of their effective use in the improvement of supply chain process performance. Providing both management expertise and technical skills, which are essential to decision-makers in the supply chain, this textbook should be essential reading for advanced students of supply chain analytics, supply chain leaders, and supply chain and operations management professionals. Its practice-based and applied approach also makes it valuable for teaching academics, organisational trainers and coaches, practitioners and those studying for professional qualifications.

Routledge

September 2025 : 350pp

Pb: 978-1-032-76130-5 : **£46.99**

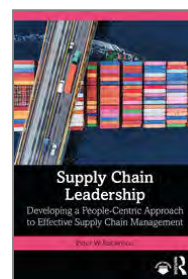
Hb: 978-1-032-76132-9 : **£155**

eBook: 978-1-003-47725-9

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Supply Chain Leadership

Developing a People-Centric Approach to Effective Supply Chain Management



Peter W. Robertson

Supply Chain leaders are key to achieving sustainable supply chain excellence and long-term competitive advantage. This book addresses 'big-picture' supply chain leadership and provides a roadmap and practical advice to help Supply Chain leaders successfully navigate this challenging social and technical environment. This textbook should be essential reading for Advanced Undergraduate and Postgraduate students of Supply Chain, Logistics and Operations Management. The practice-based and applied approach also makes it valuable for operating Supply Chain leaders and those studying for professional qualifications.

Routledge

April 2022 : 212pp

Pb: 978-0-367-54012-8 : **£51.99**

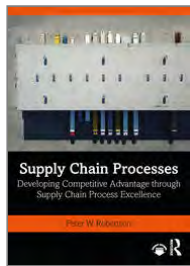
Hb: 978-0-367-54011-1 : **£175**

eBook: 978-1-003-08404-4

* For full contents and more information, visit: www.routledge.com/9780367540128

Supply Chain Processes

Developing Competitive Advantage through Supply Chain Process Excellence



Peter W. Robertson

Supply Chain Processes introduces readers to the view that genuine supply chain competitive advantage is achieved via supply chain excellence which in turn is underpinned by supply chain process excellence. The ultimate supply chain goal is to deliver the right product, of the right quality, in the right quantity, to the right place, at the right time and for the right cost. The author identifies four core supply chain processes – strategy, design, execution and people – to which the process improvement techniques explained can be applied to ensure superior supply chain performance.

Routledge

June 2021 : 180pp

Pb: 978-0-367-54008-1 : **£45.99**

Hb: 978-0-367-54007-4 : **£155**

eBook: 978-1-003-08403-7

* For full contents and more information, visit: www.routledge.com/9780367540081

Sustainable Operations and Supply Chain Management



Melanie E. Kreye

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

Routledge

January 2023 : 166pp

Pb: 978-1-032-38436-8 : **£39.99**

Hb: 978-1-032-38440-5 : **£140**

eBook: 978-1-003-34507-7

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

4TH EDITION

Organizational Culture in Action

A Cultural Analysis Workbook



Gerald W. C. Driskill University of Arkansas at Little Rock, USA, **Julien C. Mirivel**

Offering students and practitioners an applied approach, *Organizational Culture in Action* walks them through a six-step model for analyzing an organization's culture. The application of the model provides insight into positive communication practices to improve organizational ethics and effectiveness. Practical guides for data collection methods are provided, and the workbook is full of interactive tools that engage students and reinforce learning. Professionals come away equipped to apply cultural insights into fostering inclusiveness in relation to diversity, making leadership dynamic, understanding the link between ethics and culture, and achieving personal and professional growth.

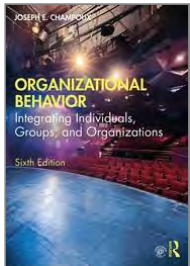
Routledge
August 2025 : 334pp
Pb: 978-1-032-77332-2 : **£86.99**
Hb: 978-1-032-77333-9 : **£155**
eBook: 978-1-003-48252-9

* For full contents and more information, visit: www.routledge.com/9781032773322

6TH EDITION

Organizational Behavior

Integrating Individuals, Groups, and Organizations



Joseph E. Champoux University of New Mexico, USA

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

Routledge
April 2020 : 536pp
Pb: 978-0-367-43004-7 : **£105**
Hb: 978-0-367-18746-0 : **£235**
eBook: 978-1-003-00058-7

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

3RD EDITION

Organizational Behavior

Securing Competitive Advantage



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

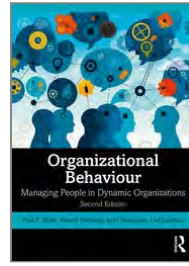
The management of organizational behavior is a critically important source of competitive advantage in today's organizations. In this book, John Wagner and John Hollenbeck make the key connection between theory and practice to help students excel as managers charged with the task of securing competitive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

Routledge
December 2020 : 472pp
Pb: 978-0-367-44416-7 : **£170**
Hb: 978-0-367-44417-4 : **£315**
eBook: 978-1-003-00958-0

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

Organizational Behaviour

Managing People in Dynamic Organizations



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

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

Routledge
October 2020 : 224pp
Pb: 978-0-367-23372-3 : **£39.99**
Hb: 978-0-367-23371-6 : **£155**
eBook: 978-0-429-27956-0

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

The Meaning and Purpose of Work

An Interdisciplinary Framework for Considering What Work is For



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

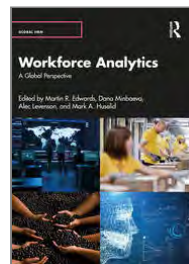
Two seminal crises of the early 21st century – the 9/11 terrorist attacks and COVID-19 pandemic – have led emerging generations of workers to prioritize the meaning and purpose of work. At the same time, other social and environmental crises are threatening, capitalism is evolving, and technology is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

Routledge
October 2024 : 132pp
Pb: 978-1-032-30933-0 : **£37.99**
Hb: 978-1-032-30934-7 : **£145**
eBook: 978-1-003-30732-7

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

Workforce Analytics

A Global Perspective



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

Series: Global HRM

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

Routledge
April 2025 : 258pp
Pb: 978-1-032-02900-9 : **£57.99**
Hb: 978-1-032-03984-8 : **£160**
eBook: 978-1-003-19009-7

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

Managing and Leading Organizational Change



Mark Hughes University of Brighton, UK

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

Routledge

October 2018 : 354pp

Pb: 978-1-138-57741-1 : **£60.99**

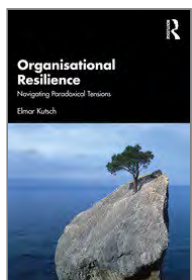
Hb: 978-1-138-57740-4 : **£200**

eBook: 978-1-351-26596-6

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

Organisational Resilience

Navigating Paradoxical Tensions



Elmar Kutsch

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

Routledge

December 2022 : 222pp

Pb: 978-0-367-53731-9 : **£51.99**

Hb: 978-0-367-53732-6 : **£140**

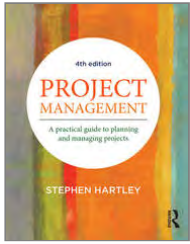
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4TH EDITION

Project Management

A practical guide to planning and managing projects



Stephen Hartley

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

Routledge

February 2018 : 480pp

Pb: 978-1-760-63178-9 : **£40.99**

Hb: 978-0-367-71909-8 : **£155**

eBook: 978-1-003-11688-2

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

7TH EDITION

Project Management for Engineering, Business, and Technology



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

Project Management for Engineering, Business and Technology is a highly regarded textbook that addresses project management across all industries. First covering the essential background, from origins and philosophy to methodology, the book is dedicated to concepts and techniques for practical application. The seventh edition features updates to cover the latest developments in project management methodologies and updated support materials. This book is an ideal resource and reference for all advanced undergraduate and graduate students in project management courses, as well as for practicing project managers across all industry sectors.

Routledge

July 2025 : 818pp

Pb: 978-1-032-66588-7 : **£73.99**

Hb: 978-1-032-66774-4 : **£170**

eBook: 978-1-032-66590-0

* For full contents and more information, visit: www.routledge.com/9781032665887

Project Stakeholder Engagement

Analysis, Involvement, and Communication



Pernille Eskerod , Anna Lund Jepsen

Project Stakeholder Engagement provides concepts and frameworks which can help the reader get insights on the project's stakeholders, and how to engage them. It also gives suggestions for how to identify and understand the stakeholders, and how to create an engagement plan with communication and other activities. Readers will gain essential skills to drive project success by learning to systematically analyze stakeholders and develop targeted engagement strategies. The book delivers these benefits through research-based frameworks illustrated with real-world examples, mini-cases highlighting key concepts, and comprehensive case studies bridging theory and practice.

Routledge

January 2026 : 192pp

Pb: 978-1-041-16903-1 : **£41.99**

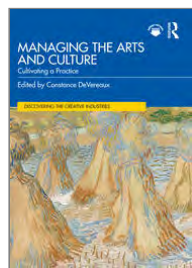
Hb: 978-1-041-19651-8 : **£155**

eBook: 978-1-003-71269-5

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Managing the Arts and Culture

Cultivating a Practice



Edited by **Constance DeVereaux**

Series: Discovering the Creative Industries

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

Routledge

December 2022 : 440pp

Pb: 978-0-367-62261-9 : **£45.99**

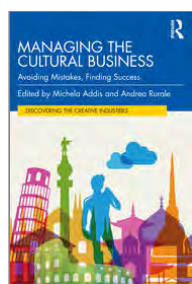
Hb: 978-0-367-62263-3 : **£140**

eBook: 978-1-003-10864-1

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

Managing the Cultural Business

Avoiding Mistakes, Finding Success



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

Series: Discovering the Creative Industries

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

Routledge

November 2020 : 418pp

Pb: 978-0-367-82131-9 : **£41.99**

Hb: 978-0-367-90078-6 : **£155**

eBook: 978-1-003-02245-9

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

4TH EDITION

Fundraising Management

Analysis, Planning and Practice



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

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

Routledge

September 2021 : 526pp

Pb: 978-0-367-56371-4 : **£69.99**Hb: 978-0-367-56370-7 : **£245**

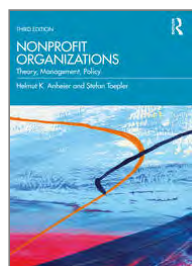
eBook: 978-1-003-09743-3

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

3RD EDITION

Nonprofit Organizations

Theory, Management, Policy



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

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

Routledge

August 2022 : 622pp

Pb: 978-1-138-62549-5 : £66.99

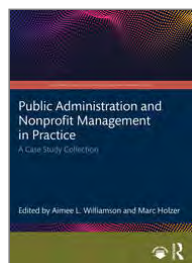
Hb: 978-1-138-62548-8 : £170

eBook: 978-0-429-29968-1

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

Public Administration and Nonprofit Management in Practice

A Case Study Collection



Edited by **Aimee L. Williamson**, **Marc Holzer** Rutgers University-Newark, USA

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This insightful text, written by two renowned experts, provides students of public administration and nonprofit management with a collection of relevant, global case studies and corresponding activities. The cases focus on building the knowledge, skills, and abilities needed by public and nonprofit administrators globally, providing a much-needed supplement to many of the introductory texts in public administration. This book should be used as either core or recommended reading for courses on public and nonprofit management at both the undergraduate and graduate level, including Master of Public Administration (MPA) courses, and related degree programmes.

Routledge

October 2025 : 168pp

Pb: 978-1-032-42620-4 : £44.99

Hb: 978-1-032-42626-6 : £155

eBook: 978-1-003-36352-1

* For full contents and more information, visit: www.routledge.com/9781032426204

Effective Management of Nonprofit Organizations

Leading Relationships with Stakeholders



Melissa Newman

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

Routledge

July 2024 : 310pp

Pb: 978-1-032-46087-1 : £37.99

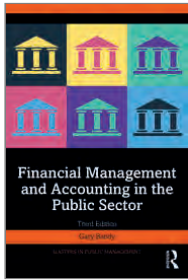
Hb: 978-1-032-46083-3 : £145

eBook: 978-1-003-38003-0

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Series: Masters in Public Management

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Pb: 978-1-032-15730-6 : **£36.99**

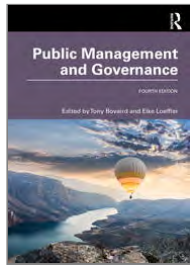
Hb: 978-1-032-16891-3 : **£140**

eBook: 978-1-003-25083-8

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

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Routledge

September 2023 : 434pp

Pb: 978-1-032-23259-1 : **£52.99**

Hb: 978-1-032-25373-2 : **£190**

eBook: 978-1-003-28283-9

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5TH EDITION

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

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Routledge

July 2023 : 528pp

Pb: 978-1-032-42628-0 : **£80.99**

Hb: 978-1-032-42633-4 : **£295**

eBook: 978-1-003-36356-9

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Management Research

Applying the Principles of Business Research Methods



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

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

Routledge

December 2023 : 482pp

Pb: 978-1-032-46295-0 : **£57.99**

Hb: 978-1-032-46296-7 : **£190**

eBook: 978-1-003-38100-6

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

Research Methods for Business and Management

A Practical Guide to SPSS, PROCESS Macro, ATLAS.ti, and AMOS



Sait Gürbüz, **Ning Ding**, **Arnold Bakker**

Research Methods for Business and Management offers a comprehensive and practical guide to business and management research, combining theoretical foundations with step-by-step, hands-on instruction. Ideal for bachelor's, master's, and doctoral students in business, management, and related fields, the book also serves as a valuable resource for instructors and early-career researchers. Its applied approach makes it especially useful for those seeking to enhance their research design and data analysis skills.

Routledge

March 2026 : 450pp

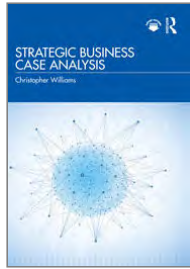
Pb: 978-1-041-11043-9 : **£47.99**

Hb: 978-1-041-11044-6 : **£155**

eBook: 978-1-003-65802-3

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Strategic Business Case Analysis



Christopher Williams

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

Routledge

December 2023 : 222pp

Pb: 978-1-032-26569-8 : **£48.99**

Hb: 978-1-032-26572-8 : **£170**

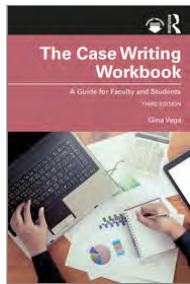
eBook: 978-1-003-28891-6

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3RD EDITION

The Case Writing Workbook

A Guide for Faculty and Students



Gina Vega Salem State University, USA

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

Routledge

March 2022 : 310pp

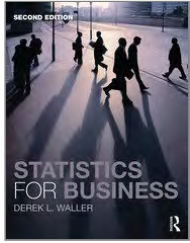
Pb: 978-1-032-06986-9 : **£66.99**

Hb: 978-1-032-06980-7 : **£235**

eBook: 978-1-003-20487-9

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

2ND EDITION

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

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

Routledge

December 2016 : 672pp

Pb: 978-0-415-70371-0 : **£80.99**Hb: 978-0-415-70375-8 : **£205**

eBook: 978-1-315-89004-3

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

6TH EDITION

Management Consulting Projects

A Step-by-Step Experiential Guide

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

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

Routledge

August 2021 : 162pp

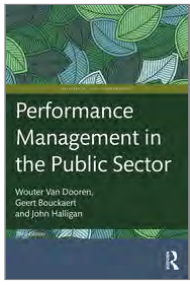
Pb: 978-1-032-00516-4 : **£51.99**Hb: 978-1-032-00515-7 : **£175**

eBook: 978-1-003-17451-6

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Geert Bouckaert Katholieke Universiteit, Leuven,
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Series: Masters in Public Management

This fully revised third edition provides a comprehensive exploration of performance management in the public sector, incorporating nearly 200 new references from the latest decade of performance management research. The book presents fresh evidence on the uses and effects of performance management, making it an essential resource for students, researchers, and professionals seeking to design functional performance management systems.

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Strategic Performance Management

Accounting for Organizational Control



Ralph W. Adler University of Otago, New Zealand

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

Routledge

December 2022 : 338pp

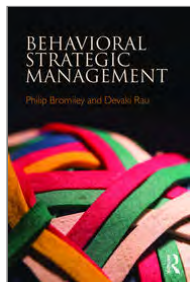
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Behavioral Strategic Management



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

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

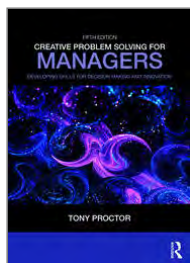
Routledge
September 2017 : 274pp
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5TH EDITION

Creative Problem Solving for Managers

Developing Skills for Decision Making and Innovation



Tony Proctor University of Chester, UK

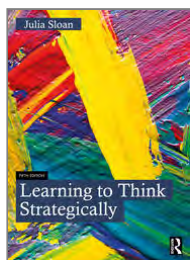
This prestigious textbook provides a complete overview of the creative problem-solving process and its relevance to modern managers in the private and public sectors. It introduces ideas, skills and models to help students understand how creative thinking can aid problem solving, and how different techniques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

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5TH EDITION

Learning to Think Strategically



Julia Sloan Sloan Consulting Inc. USA

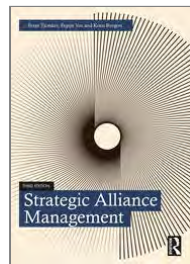
Strategic thinking has become a core capability for business leaders globally. Now in its fifth edition, this comprehensive text is an original primer for how successful strategists learn to think strategically. Learning to Think Strategically is vital reading for MBA, Strategy, Leadership Development,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

Routledge
June 2024 : 362pp
Pb: 978-1-032-56879-9 : **£56.99**
Hb: 978-1-032-56878-2 : **£190**
eBook: 978-1-003-43749-9

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3RD EDITION

Strategic Alliance Management



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

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

Routledge
June 2023 : 470pp
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Hb: 978-1-032-11928-1 : **£185**
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* For full contents and more information, visit: www.routledge.com/9781032119250

2ND EDITION

Strategic Management

From Theory to Practice



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

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

Routledge
August 2020 : 342pp
Pb: 978-0-367-43006-1 : **£86.99**
Hb: 978-0-367-43005-4 : **£285**
eBook: 978-1-003-00059-4

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

Strategy in Context

A Multidimensional Approach to Strategic Management



Marc Day

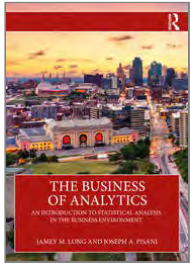
Strategy in Context represents a pragmatic and novel approach to competitive strategy and strategic thinking. It makes use of numerous examples across the public and private sectors to demonstrate strategy from three dimensions—external context, internal context, and an organisation-specific context.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

Routledge
October 2024 : 246pp
Pb: 978-1-032-51030-9 : **£52.99**
Hb: 978-1-032-51029-3 : **£180**
eBook: 978-1-003-40076-9

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

The Business of Analytics

An Introduction to Statistical Analysis in the Business Environment



Jamey M. Long, Joseph A. Pisani

This comprehensive textbook explores the fundamental intersection of business principles and analytical methodologies. Each chapter systematically builds upon core business concepts while integrating essential statistical frameworks and analytical approaches. Students will learn how to develop working analytical models that eliminate decision-making biases, improve cross-functional collaboration, and drive measurable business outcomes. This essential resource prepares future business leaders to champion statistical literacy in the workplace, transforming organizational culture through evidence-based practices and analytical thinking.

Routledge
December 2025 : 474pp
Pb: 978-1-041-04507-6 : **£59.99**
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eBook: 978-1-003-62965-8

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2ND EDITION

The Cores of Strategic Management



Katsuhiko Shimizu

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

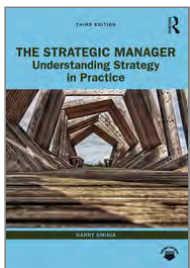
Routledge
December 2024 : 194pp
Pb: 978-1-032-80577-1 : **£38.99**
Hb: 978-1-032-81455-1 : **£145**
eBook: 978-1-003-49995-4

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3RD EDITION

The Strategic Manager

Understanding Strategy in Practice



Harry Sminia

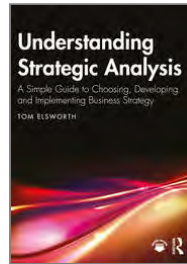
The Strategic Manager provides a comprehensive, logical and applied insight in strategic management. Unlike some more theory-heavy texts, this book focuses on how strategy works in everyday practice, taking readers' expectations and understanding beyond that of strategy as a matter of planning only.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

Routledge
July 2021 : 222pp
Pb: 978-0-367-46806-4 : **£52.99**
Hb: 978-0-367-46808-8 : **£195**
eBook: 978-1-003-03126-0

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

Understanding Strategic Analysis

A Simple Guide to Choosing, Developing and Implementing Business Strategy



Tom Elsworth

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

Routledge
September 2023 : 150pp
Pb: 978-1-032-38511-2 : **£38.99**
Hb: 978-1-032-38513-6 : **£140**
eBook: 978-1-003-34539-8

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Responsible Strategic Thinking for Business and Society

A Practical Guide



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

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

Routledge

July 2025 : 278pp

Pb: 978-1-032-75762-9 : **£49.99**

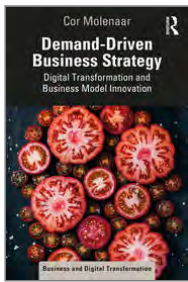
Hb: 978-1-032-75764-3 : **£170**

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Demand-Driven Business Strategy

Digital Transformation and Business Model Innovation



Cor Molenaar

Series: Business and Digital Transformation

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

Routledge
February 2022 : 192pp
Pb: 978-1-032-12766-8 : **£51.99**
Hb: 978-1-032-12765-1 : **£175**
eBook: 978-1-003-22616-1

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

Digital Infrastructures for Business Innovation



Magda David Hercheui, Tony Cornford

Series: Business and Digital Transformation

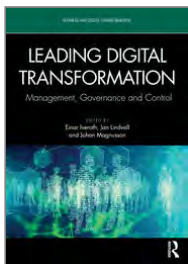
This book introduces the key concepts and models to help you understand digital infrastructures, their technologies, their dynamic evolution, and the ways that businesses can exploit them. The primary focus is on processes of innovation and change that are embodied in new digital infrastructures. The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

Routledge
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Pb: 978-1-032-47317-8 : **£51.99**
Hb: 978-1-032-47318-5 : **£155**
eBook: 978-1-003-38557-8

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Leading Digital Transformation

Management, Governance and Control



Edited by Einar Iveroth, Jan Lindvall, Johan Magnusson

Series: Business and Digital Transformation

Leading Digital Transformation: Management, Governance and Control, explores how digital transformation is reshaping governance, control, and management across organizations and society. It examines the effects of digitalization on strategy, structure, and systems, while offering historical context and addressing key areas such as AI, digital platforms, sustainability, leadership, risk, regulation, and ethics. It serves as an indispensable guide for those seeking to understand the challenges and opportunities of digital transformation, including students and practitioners of digital transformation, innovation, organizational change, corporate governance and leadership.

Routledge
November 2025 : 346pp
Pb: 978-1-032-88943-6 : **£59.99**
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2ND EDITION

Managing Digital Transformation

Understanding the Strategic Process



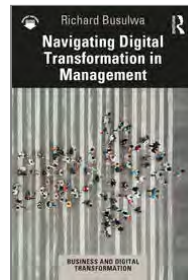
Edited by Andreas Hinterhuber Università Ca' Foscari Venezia, Italy, **Tiziano Vescovi** Ca' Foscari University Venice, Italy, **Francesca Checchinato** Università Ca' Foscari Venezia, Italy

Digital transformation is inevitable. The eras of 'if and when' are over and the urgent question of how to best lead, manage and navigate this process is upon us. Now in its second edition, Managing Digital Transformation brings together scientifically grounded insights into the design and implementation of true digital strategies. Acknowledging a plurality of strategic approaches, the book highlights crucial differentiating factors in terms of business scale and case studies from around the world are introduced. An expert-led guide to digital strategy, this book highlights how managers and leaders in organizations can successfully lead digital transformations.

Routledge
December 2025 : 320pp
Pb: 978-1-032-85162-4 : **£47.99**
Hb: 978-1-032-85163-1 : **£155**
eBook: 978-1-003-51687-3

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Navigating Digital Transformation in Management



Richard Busulwa

Series: Business and Digital Transformation

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

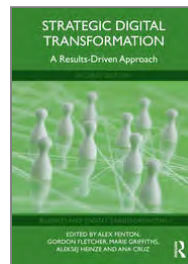
Routledge
October 2022 : 506pp
Pb: 978-1-032-18404-3 : **£45.99**
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eBook: 978-1-003-25461-4

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2ND EDITION

Strategic Digital Transformation

A Results-Driven Approach



Edited by Alex Fenton University of Chester, UK, **Gordon Fletcher** University of Salford, UK, **Marie Griffiths**, **Aleksey Heinze** University of Salford, UK, **Ana Cruz** City College, University of Sheffield, Greece

Series: Business and Digital Transformation

Emerging technologies are having a profound impact upon individuals and organisations. The 'always on' attitude that digital technologies encourage brings an equal mix of benefits and challenges. This new edition of Strategic Digital Transformation enables students and business leaders to take a strategic and sustainable approach to realising the value of digital technologies. All chapters have been completely revised and updated to reflect advances in technology and to highlight the social and economic consequences of digital transformation. This textbook is a vital resource for postgraduate and undergraduate students of digital business, innovation and transformation.

Routledge
July 2025 : 276pp
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Hb: 978-1-032-66895-6 : **£155**
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Corporate Innovation

Disruptive Thinking in Organizations



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

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Tools and Techniques for Creative Thinking in Practice



Ina Goller, **John Bessant**

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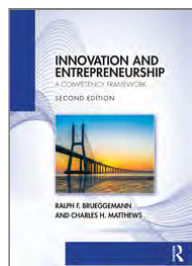
Routledge
July 2023 : 282pp
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2ND EDITION

Innovation and Entrepreneurship

A Competency Framework



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

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

Routledge
November 2024 : 636pp
Pb: 978-0-367-89803-8 : **£56.99**
Hb: 978-0-367-46856-9 : **£145**
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Integrated Business Innovation

Case Studies and Frameworks in Design Thinking and AI for Business Excellence



Vijay Pandiarajan

Integrated Business Innovation shows how organizations can move beyond the buzz of Artificial Intelligence, particularly Generative AI, and apply it thoughtfully to solve real-world business problems by integrating the principles of Design Thinking with AI capabilities, offering a structured approach to identifying business challenges and developing innovative, customer-centered solutions. This book is a vital new resource for undergraduates, postgraduates and professionals on executive education courses and will also appeal to leaders, practitioners and consultants.

Routledge
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Unlocking Strategic Innovation

Competitive Success in a Disruptive Environment



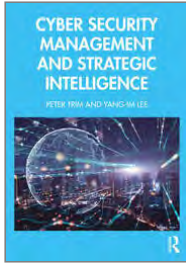
Surja Datta Oxford Brookes University, UK, **Sandeep Roy**, **Tobias Kutzewski**

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

Routledge
March 2021 : 158pp
Pb: 978-0-367-32250-2 : **£40.99**
Hb: 978-0-367-32249-6 : **£155**
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Cyber Security Management and Strategic Intelligence



Peter Trim , Yang-Im Lee

Within the organization, the cyber security manager fulfils an important and policy-oriented role. Working alongside the risk manager, the IT manager, the security manager and others, they ensure that intelligence and security manifest in a robust awareness programme and security initiatives that help strengthen the organization's defences and those also of its supply chain partners. This book will enable undergraduate and postgraduate students, researchers, and reflective practitioners to understand and apply a strategic intelligence perspective. It will help the cyber security manager to promote awareness to stakeholders and turn initiatives into actionable policy.

Routledge

February 2025 : 186pp

Pb: 978-1-032-94466-1 : **£46.99**

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eBook: 978-1-003-57090-5

* For full contents and more information, visit: www.routledge.com/9781032944661

3RD EDITION

Managing Information Technology Outsourcing



Erik Beulen , Pieter M. Ribbers Tilburg University, the Netherlands

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

Routledge

November 2021 : 254pp

Pb: 978-1-032-12254-0 : **£52.99**

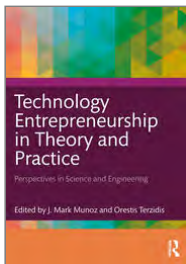
Hb: 978-1-032-12253-3 : **£195**

eBook: 978-1-003-22378-8

* For full contents and more information, visit: www.routledge.com/9781032122540

Technology Entrepreneurship in Theory and Practice

Perspectives in Science and Engineering



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

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

Routledge

February 2025 : 202pp

Pb: 978-1-032-37663-9 : **£41.99**

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