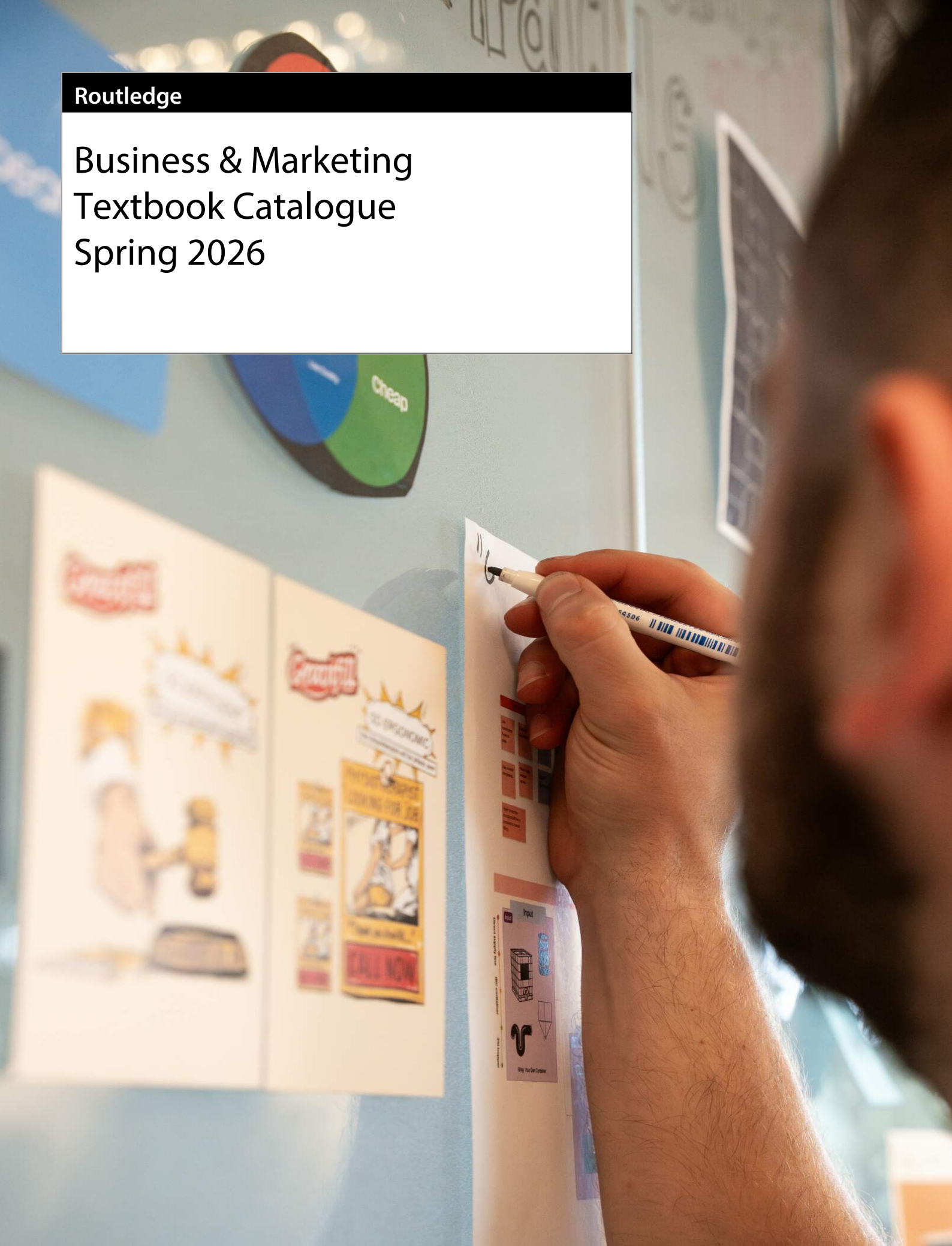


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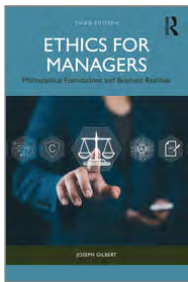
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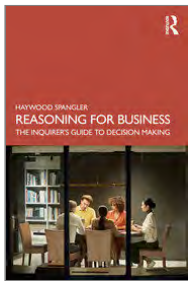
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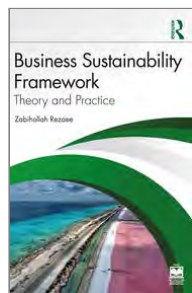
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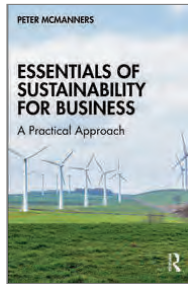
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A Practical Approach



Peter McManners

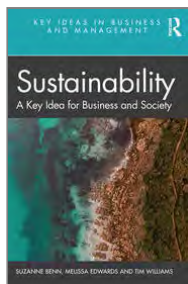
Essentials of Sustainability for Business teaches the core principles of sustainability in a concise format for those new to issues at the intersection of sustainability and business. The book plots a path through the contradictions and confusions in the debates about sustainability, to get to the heart 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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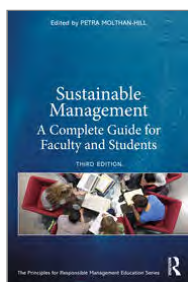
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3RD EDITION

Sustainable Management

A Complete Guide for Faculty and Students



Edited by **Petra Molthan-Hill**

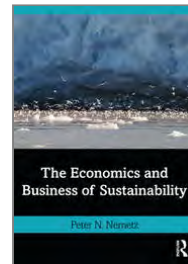
Series: The Principles for Responsible Management Education Series

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

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Building Your Creative Venture



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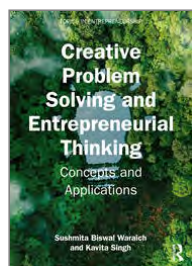
Creative Entrepreneurship is an essential guide for artists, makers, and designers, offering practical tools and strategies to transform creative talents into successful business ventures. This book provides a comprehensive, step-by-step roadmap for entrepreneurial success, tailored specifically for 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



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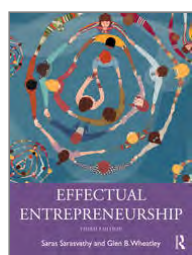
Creative Problem Solving and Entrepreneurial Thinking: Concepts and Applications offers practical insights into the psychology and process of entrepreneurial problem-solving through detailed case studies of successful ventures like Lenskart, Urban Company, and 3M. The book's unique integration of creative 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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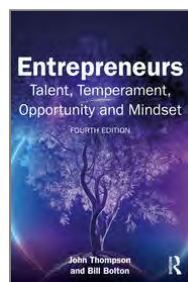
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4TH EDITION

Entrepreneurs

Talent, Temperament, Opportunity and Mindset



John Thompson , Bill Bolton

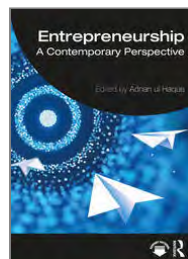
What does it take to be – or to become – a successful entrepreneur? Are there specific personality types that are best suited to entrepreneurship? And can these types, or rather the traits that combine to forge them, be learned or acquired? In this book, John Thompson answers these questions – and many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

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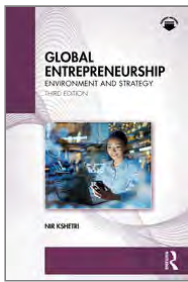
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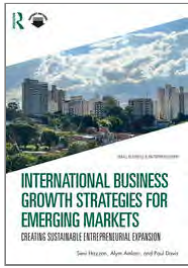
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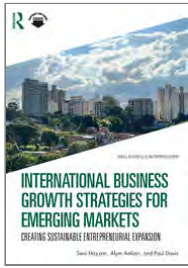
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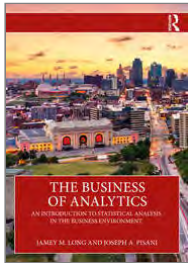
Hb: 978-1-041-07028-3 : **£155**

eBook: 978-1-003-63849-0

* For full contents and more information, visit: www.routledge.com/9781041065432

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**

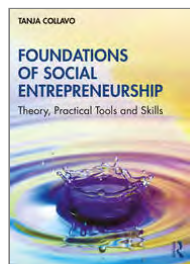
Hb: 978-1-041-04740-7 : **£155**

eBook: 978-1-003-62965-8

* For full contents and more information, visit: www.routledge.com/9781041045076

Foundations of Social Entrepreneurship

Theory, Practical Tools and Skills



Tanja Collavo Judge Business School, University of Cambridge, UK

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

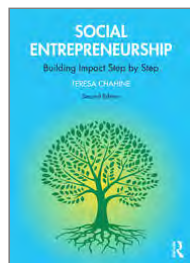
Routledge
September 2022 : 296pp
Pb: 978-0-367-64023-1 : **£45.99**
Hb: 978-0-367-64021-7 : **£155**
eBook: 978-1-003-12182-4

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

2ND EDITION

Social Entrepreneurship

Building Impact Step by Step



Teresa Chahine

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

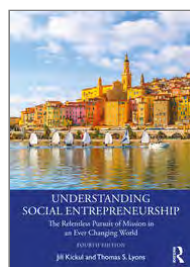
Routledge
December 2022 : 278pp
Pb: 978-0-367-55687-7 : **£57.99**
Hb: 978-0-367-55686-0 : **£205**
eBook: 978-1-003-09471-5

* 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

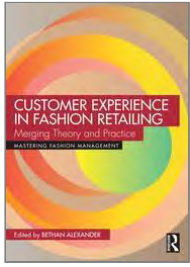
Understanding Social Entrepreneurship is the leading textbook that provides students with a comprehensive overview of the field. It brings the mindset, principles, strategies, tools, and techniques of entrepreneurship into the social sector to present innovative solutions to today's vexing social issues. 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*

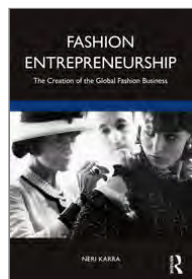
Selling Fashion Collections provides emerging fashion designers with a comprehensive overview of successfully merchandising, marketing and selling a collection to develop their brand. Readers will gain insight into how to prepare for a formal buyer's meeting so that they will be marketable to fashion 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**

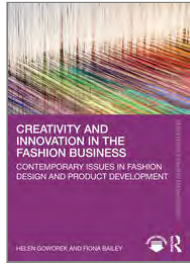
Hb: 978-1-032-63149-3 : **£155**

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

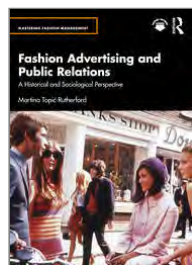
This textbook examines fashion luxury brand management, providing students with a comprehensive understanding of its origins, unique components, current practices, global trade and the application of sustainable models to the industry. A truly global and holistic textbook, Luxury Fashion Brand Management 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 Studente**, Eleonora Cattaneo

Series: *Mastering Luxury Management*

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

Routledge
March 2023 : 180pp
Pb: 978-0-367-85930-5 : **£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**

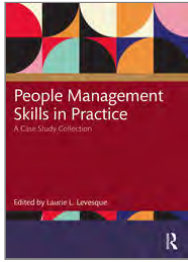
The Dynamics of Managing Diversity and Inclusion was one of the first books to respond to growing academic coverage of the topic of diversity management at degree level. This fifth edition has been fully updated to reflect new working practices, labour market data, organisational policies and developments 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**

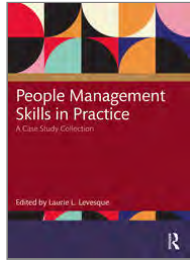
Hb: 978-1-032-35308-1 : **£145**

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



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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**

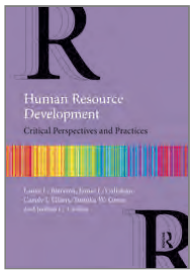
Andragogy in Practice is a timely book of case studies, which offers readers the opportunity to see andragogy in practice solving real-world challenges in a variety of adult learning contexts. It highlights the wonderful range of innovative practices that characterize adult learning today. The Editors 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.

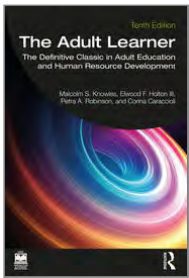
Routledge
October 2023 : 386pp
Pb: 978-0-367-23475-1 : **£40.99**
Hb: 978-0-367-23474-4 : **£155**
eBook: 978-0-429-28000-9

* 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**

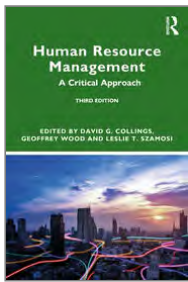
eBook: 978-1-003-46864-6

* 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**

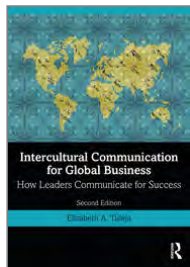
eBook: 978-1-315-20017-0

* 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**

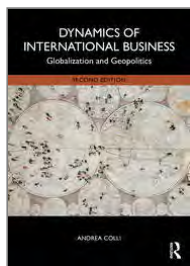
eBook: 978-0-367-42382-7

* 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.

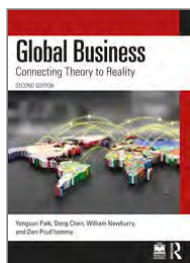
Routledge
April 2026 : 294pp
Pb: 978-1-032-89503-1 : **£48.99**
Hb: 978-1-032-89550-5 : **£155**
eBook: 978-1-003-54337-4

* 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.

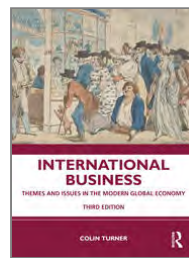
Routledge
November 2021 : 526pp
Pb: 978-0-367-74677-3 : **£66.99**
Hb: 978-0-367-74680-3 : **£155**
eBook: 978-1-003-15905-6

* 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

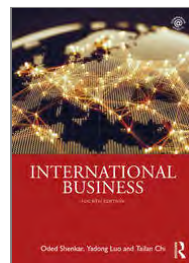
This is the third edition of the widely respected text International Business which offers a comprehensive, yet critical overview of the phenomenon of globalization and it's impacts of key aspects of the business environment as it fundamentally alters corporate strategy.

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.

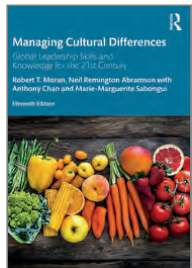
Routledge
September 2023 : 498pp
Pb: 978-1-032-19487-5 : **£58.99**
Hb: 978-1-032-19489-9 : **£180**
eBook: 978-1-003-25943-5

* 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

Air Transportation

A Global Management Perspective

**John Wensveen** Miami Dade College, US

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

Routledge

May 2023 : 762pp

Pb: 978-0-367-36447-2 : **£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**

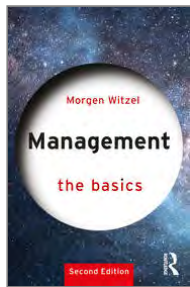
eBook: 978-1-003-03115-4

* 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**

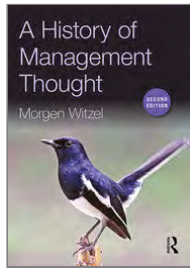
Hb: 978-1-032-75583-0 : **£185**

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**

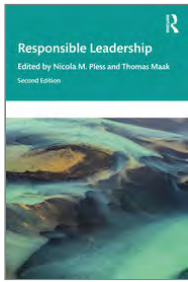
Hb: 978-1-138-91162-8 : **£220**

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**

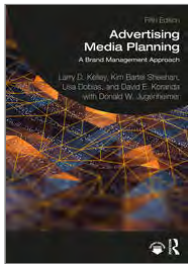
eBook: 978-1-003-10782-8

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

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**

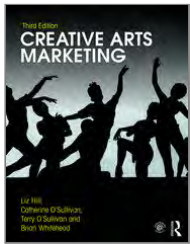
Hb: 978-0-367-44278-1 : **£175**

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

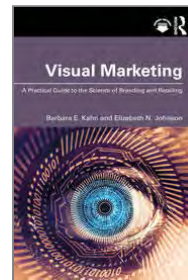
Bringing together theories and concepts from brand management, consumer culture theory, marketing, communications, and design, this book provides an understanding of how organisations can successfully develop, market, and manage their brands. It draws extensively from scholarly research published in 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**

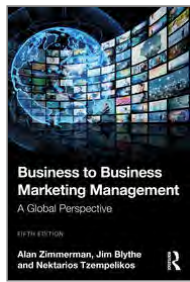
eBook: 978-1-003-10777-4

* 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

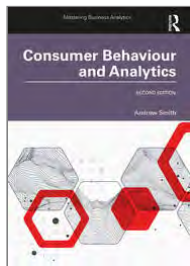
Pb: 978-1-003-86313-7 : **£62.99**Hb: 978-1-003-86330-4 : **£155**

eBook: 978-1-003-60727-4

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

2ND EDITION

Consumer Behaviour and Analytics



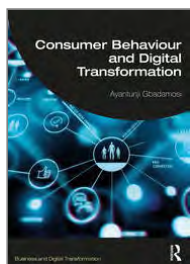
Andrew Smith Nottingham University Business School, UK

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

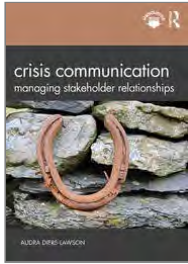
Suitable for Marketing and Consumer Behavior students at advanced undergraduate and postgraduate levels, this clearly written and thorough textbook will keep students engaged and help them to become savvy marketers. Online resources include links to videos and podcasts, further reading, questions and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

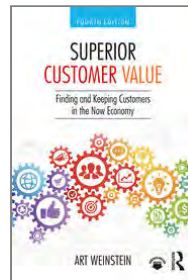
Routledge
January 2024 : 372pp
Pb: 978-1-032-24744-1 : **£70.99**
Hb: 978-1-032-28060-8 : **£255**
eBook: 978-1-003-29515-0

* 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, Mattilanniemi, Finland

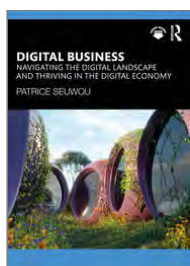
This book presents a comprehensive overview of the key topics, best practices, future opportunities and challenges in the Digital Marketing discourse. Unique in its rigorous, research-driven and accessible approach to the subject of Digital Marketing, this text is valuable supplementary reading for advanced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

Routledge
November 2021 : 198pp
Pb: 978-0-367-55535-1 : **£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**

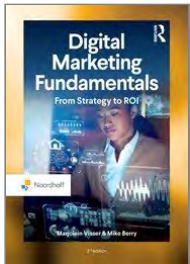
eBook: 978-1-003-00949-8

* 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**

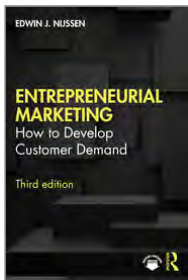
eBook: 978-1-003-43449-8

* 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**

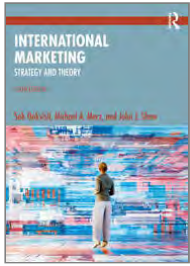
eBook: 978-1-003-39861-5

* 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

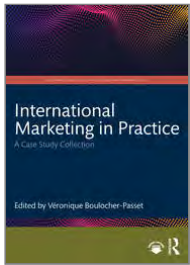
Pb: 978-1-032-58366-2 : **£86.99**Hb: 978-1-032-58369-3 : **£295**

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

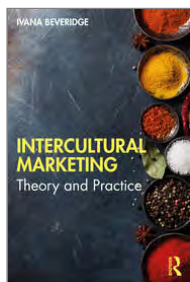
Strategic, comprehensive, and concise, the fifth edition of this popular textbook introduces students to the important concepts of global marketing today, and their managerial implications. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture 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



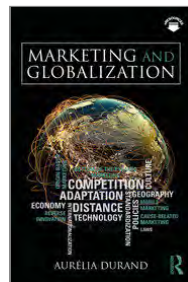
Ivana Beveridge

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

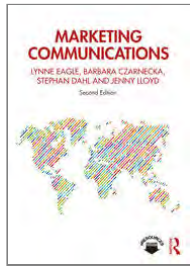
Pb: 978-0-367-45641-2 : **£52.99**Hb: 978-0-367-45792-1 : **£190**

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**

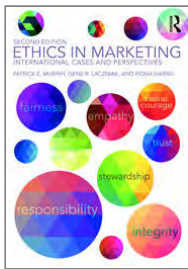
eBook: 978-0-429-50415-0

* 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

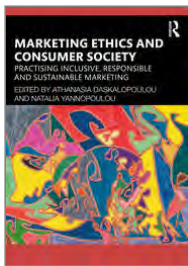
Hb: 978-1-138-64808-1 : £175

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

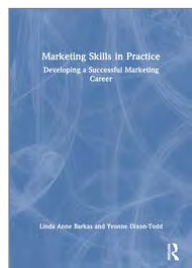
Hb: 978-1-032-99491-8 : £160

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**

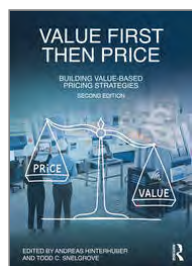
eBook: 978-1-003-36513-6

* 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**

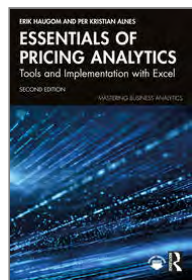
eBook: 978-1-003-17793-7

* 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**

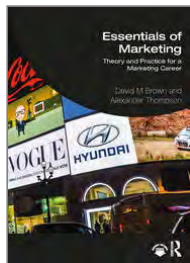
Hb: 978-1-032-12771-2 : **£160**

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**

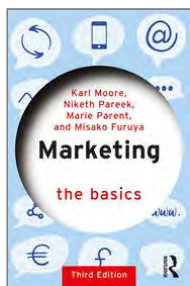
eBook: 978-1-003-17089-1

* 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.

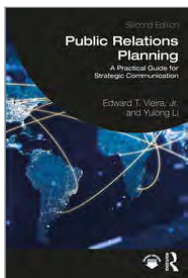
Routledge
March 2023 : 352pp
Pb: 978-1-032-07676-8 : **£65.99**
Hb: 978-1-032-07680-5 : **£235**
eBook: 978-1-003-20828-0

* 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**

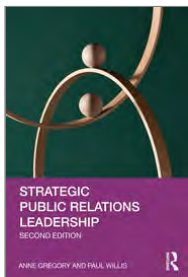
Public Relations Planning provides students with an in-depth understanding of the steps involved in planning and executing a successful PR campaign. Taking a strategic approach to the subject, the authors bring years of practical experience to the project, helping students see how theoretical elements 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, **Eftymia 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**

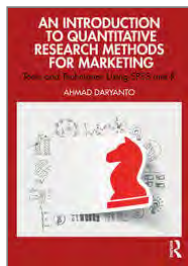
Hb: 978-0-367-42530-2 : **£155**

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.

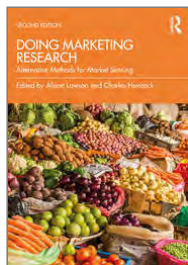
Routledge
June 2025 : 490pp
Pb: 978-1-032-52564-8 : **£46.99**
Hb: 978-1-032-52566-2 : **£160**
eBook: 978-1-003-40722-5

* 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

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Pb: 978-1-032-05219-9 : **£45.99**
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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

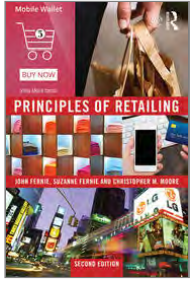
This is a practical and accessible introduction to interpretive methods for doing qualitative marketing and management research projects. The book bridges the gap between advanced, specialised books on research traditions with more general introductory business research books. This 3rd edition has been 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**

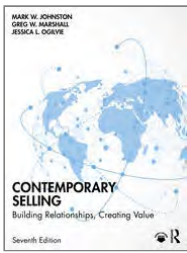
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Building Relationships, Creating Value



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

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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

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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

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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.

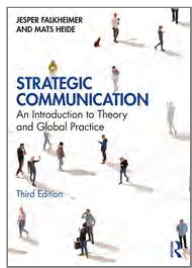
Routledge
March 2023 : 528pp
Pb: 978-1-032-36349-3 : **£89.99**
Hb: 978-1-032-36348-6 : **£190**
eBook: 978-1-003-33149-0

* 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

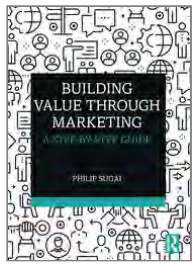
This newly updated third edition provides a comprehensive foundation in strategic communication, exploring core concepts, theories, and methods through research examples and practical experiences across leadership, reputation, crisis management, and organizational change. Readers will gain practical 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

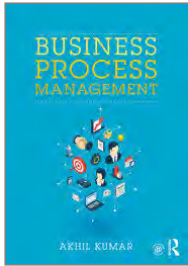
Pb: 978-1-032-56172-1 : **£41.99**

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**

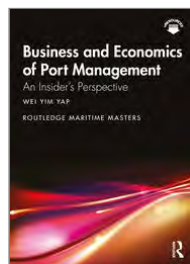
Hb: 978-1-138-18181-6 : **£200**

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



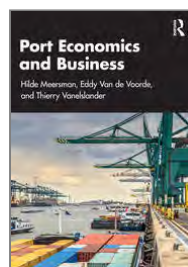
Martin Stopford

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



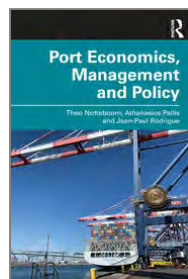
Hilde Meersman , Eddy Van de Voorde , Thierry Vanelslander

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

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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**

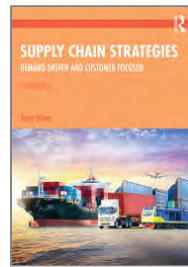
eBook: 978-1-315-12337-0

* 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**

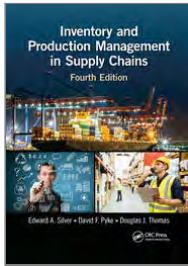
Hb: 978-0-367-44379-5 : **£140**

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

7TH EDITION

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

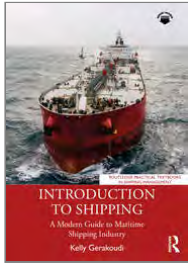
Pb: 978-1-138-67341-0 : **£49.99**Hb: 978-1-138-67340-3 : **£150**

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**

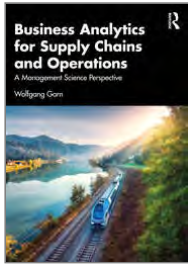
Hb: 978-1-041-09603-0 : **£155**

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Business Analytics for Supply Chains and Operations

A Management Science Perspective



Wolfgang Garn

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Routledge

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Pb: 978-1-032-82995-1 : **£52.99**

Hb: 978-1-032-82997-5 : **£155**

eBook: 978-1-003-50723-9

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Logistics and Digital Transformation

The Challenges of Modern Supply Chains



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

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Routledge

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Pb: 978-1-032-81391-2 : **£45.99**

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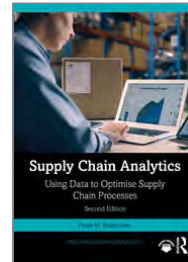
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Routledge

September 2025 : 350pp

Pb: 978-1-032-76130-5 : **£46.99**

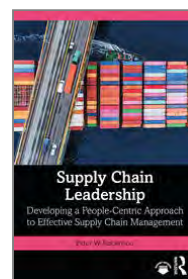
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Supply Chain Leadership

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Pb: 978-0-367-54012-8 : **£51.99**

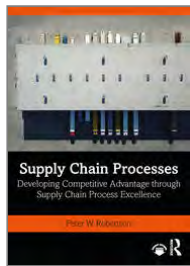
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Routledge

June 2021 : 180pp

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Routledge

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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**

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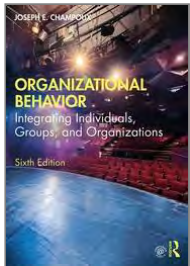
Routledge
August 2025 : 334pp
Pb: 978-1-032-77332-2 : **£86.99**
Hb: 978-1-032-77333-9 : **£155**
eBook: 978-1-003-48252-9

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6TH EDITION

Organizational Behavior

Integrating Individuals, Groups, and Organizations



Joseph E. Champoux University of New Mexico, USA

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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

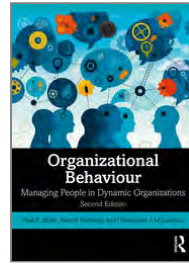
The management of organizational behavior is a critically important source of competitive advantage in today's organizations. In this book, John Wagner and John Hollenbeck make the key connection between theory and practice to help students excel as managers charged with the task of securing competitive 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



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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**

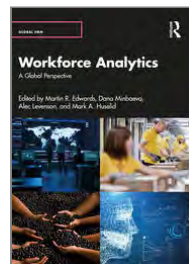
Two seminal crises of the early 21st century – the 9/11 terrorist attacks and COVID-19 pandemic – have led emerging generations of workers to prioritize the meaning and purpose of work. At the same time, other social and environmental crises are threatening, capitalism is evolving, and technology is 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**
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Series: Global HRM

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Hb: 978-1-032-03984-8 : **£160**
eBook: 978-1-003-19009-7

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Mark Hughes University of Brighton, UK

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October 2018 : 354pp

Pb: 978-1-138-57741-1 : **£60.99**

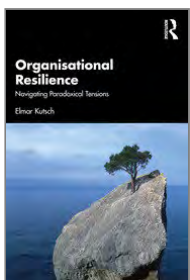
Hb: 978-1-138-57740-4 : **£200**

eBook: 978-1-351-26596-6

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Organisational Resilience

Navigating Paradoxical Tensions



Elmar Kutsch

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Routledge

December 2022 : 222pp

Pb: 978-0-367-53731-9 : **£51.99**

Hb: 978-0-367-53732-6 : **£140**

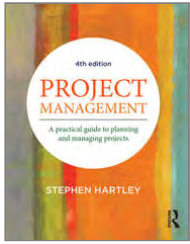
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Routledge

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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.

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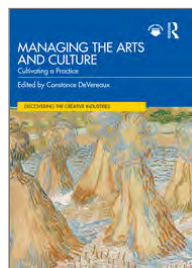
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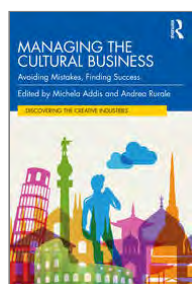
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Routledge

September 2021 : 526pp

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

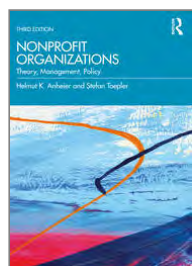
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Theory, Management, Policy



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

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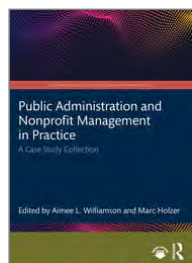
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Leading Relationships with Stakeholders



Melissa Newman

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Routledge

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Pb: 978-1-032-46087-1 : £37.99

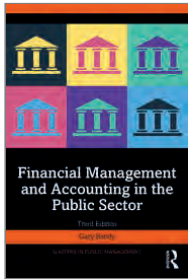
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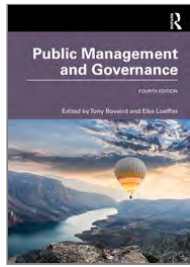
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Routledge

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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

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Research Methods for Business and Management

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



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

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Routledge

March 2026 : 450pp

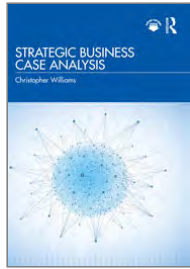
Pb: 978-1-041-11043-9 : **£47.99**

Hb: 978-1-041-11044-6 : **£155**

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Christopher Williams

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Routledge

December 2023 : 222pp

Pb: 978-1-032-26569-8 : **£48.99**

Hb: 978-1-032-26572-8 : **£170**

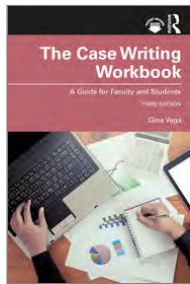
eBook: 978-1-003-28891-6

* For full contents and more information, visit: www.routledge.com/9781032265698

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

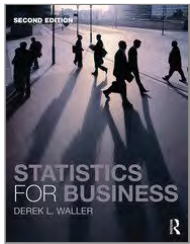
Pb: 978-1-032-06986-9 : **£66.99**

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

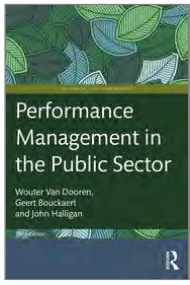
Pb: 978-1-032-00516-4 : **£51.99**Hb: 978-1-032-00515-7 : **£175**

eBook: 978-1-003-17451-6

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

3RD EDITION

Performance Management in the Public Sector



Wouter Van Dooren Universiteit Antwerpen, Belgium,
Geert Bouckaert Katholieke Universiteit, Leuven,
 Belgium, **John Halligan** University of Canberra, Australia

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.

Routledge

November 2025 : 260pp

Pb: 978-1-032-21048-3 : **£47.99**

Hb: 978-1-032-18636-8 : **£155**

eBook: 978-1-003-26648-8

* For full contents and more information, visit: www.routledge.com/9781032210483

2ND EDITION

Strategic Performance Management

Accounting for Organizational Control



Ralph W. Adler University of Otago, New Zealand

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

Routledge

December 2022 : 338pp

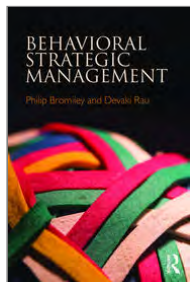
Pb: 978-1-032-21188-6 : **£51.99**

Hb: 978-1-032-21189-3 : **£155**

eBook: 978-1-032-38316-3 : **£45.99**

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

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.

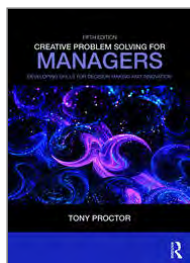
Routledge
September 2017 : 274pp
Pb: 978-1-138-29236-9 : **£66.99**
Hb: 978-1-138-29235-2 : **£200**
eBook: 978-1-315-23298-0

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

5TH EDITION

Creative Problem Solving for Managers

Developing Skills for Decision Making and Innovation



Tony Proctor University of Chester, UK

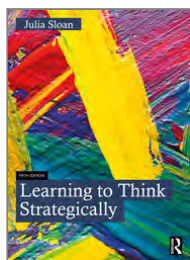
This prestigious textbook provides a complete overview of the creative problem-solving process and its relevance to modern managers in the private and public sectors. It introduces ideas, skills and models to help students understand how creative thinking can aid problem solving, and how different techniques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

Routledge
October 2018 : 392pp
Pb: 978-1-138-31238-8 : **£45.99**
Hb: 978-1-138-31236-4 : **£155**
eBook: 978-0-429-45825-5

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

5TH EDITION

Learning to Think Strategically



Julia Sloan Sloan Consulting Inc. USA

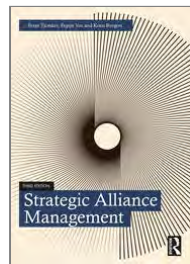
Strategic thinking has become a core capability for business leaders globally. Now in its fifth edition, this comprehensive text is an original primer for how successful strategists learn to think strategically. Learning to Think Strategically is vital reading for MBA, Strategy, Leadership Development, 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

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

3RD EDITION

Strategic Alliance Management



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

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

Routledge
June 2023 : 470pp
Pb: 978-1-032-11925-0 : **£50.99**
Hb: 978-1-032-11928-1 : **£185**
eBook: 978-1-003-22218-7

* 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

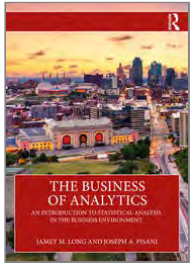
Strategy in Context represents a pragmatic and novel approach to competitive strategy and strategic thinking. It makes use of numerous examples across the public and private sectors to demonstrate strategy from three dimensions—external context, internal context, and an organisation-specific context. 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**
Hb: 978-1-041-04740-7 : **£155**
eBook: 978-1-003-62965-8

* For full contents and more information, visit: www.routledge.com/9781041045076

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.

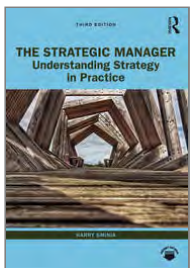
Routledge
December 2024 : 194pp
Pb: 978-1-032-80577-1 : **£38.99**
Hb: 978-1-032-81455-1 : **£145**
eBook: 978-1-003-49995-4

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

3RD EDITION

The Strategic Manager

Understanding Strategy in Practice



Harry Sminia

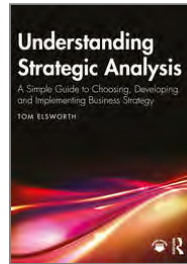
The Strategic Manager provides a comprehensive, logical and applied insight in strategic management. Unlike some more theory-heavy texts, this book focuses on how strategy works in everyday practice, taking readers' expectations and understanding beyond that of strategy as a matter of planning only. 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

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

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**

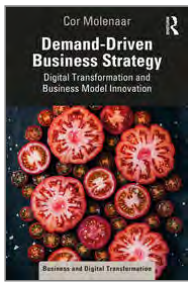
Hb: 978-1-032-75764-3 : **£170**

eBook: 978-1-003-47554-5

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

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

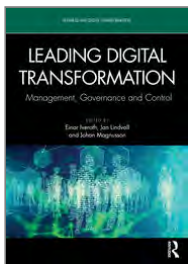
This book introduces the key concepts and models to help you understand digital infrastructures, their technologies, their dynamic evolution, and the ways that businesses can exploit them. The primary focus is on processes of innovation and change that are embodied in new digital infrastructures. The 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
January 2025 : 172pp
Pb: 978-1-032-47317-8 : **£51.99**
Hb: 978-1-032-47318-5 : **£155**
eBook: 978-1-003-38557-8

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

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**
Hb: 978-1-032-88963-4 : **£195**
eBook: 978-1-003-54047-2

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2ND EDITION

Managing Digital Transformation

Understanding the Strategic Process



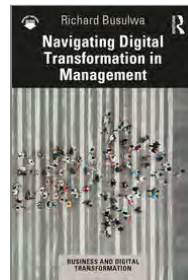
Edited by Andreas Hinterhuber Università Ca' Foscari Venezia, Italy, **Tiziano Vescovi** Ca' Foscari University Venice, Italy, **Francesca Checchinato** Università Ca' Foscari Venezia, Italy

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

* For full contents and more information, visit: www.routledge.com/9781032851624

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.

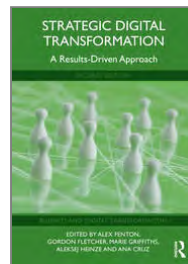
Routledge
October 2022 : 506pp
Pb: 978-1-032-18404-3 : **£45.99**
Hb: 978-1-032-18407-4 : **£140**
eBook: 978-1-003-25461-4

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

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
Pb: 978-1-032-65785-1 : **£46.99**
Hb: 978-1-032-66895-6 : **£155**
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2ND EDITION

Corporate Innovation

Disruptive Thinking in Organizations



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

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Routledge
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Tools and Techniques for Creative Thinking in Practice



Ina Goller, **John Bessant**

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

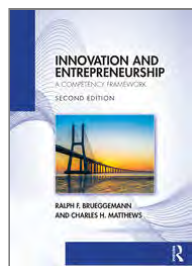
Routledge
July 2023 : 282pp
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Hb: 978-1-032-12768-2 : **£170**
eBook: 978-1-003-22617-8

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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**
eBook: 978-1-003-03430-8

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

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
December 2025 : 352pp
Pb: 978-1-032-96247-4 : **£52.99**
Hb: 978-1-032-96248-1 : **£155**
eBook: 978-1-003-58876-4

* For full contents and more information, visit: www.routledge.com/9781032962474

Unlocking Strategic Innovation

Competitive Success in a Disruptive Environment



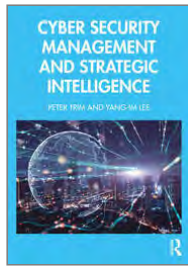
Surja Datta Oxford Brookes University, UK, **Sandeep Roy**, **Tobias Kutzewski**

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**
eBook: 978-0-429-31751-4

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

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**

Hb: 978-1-032-94468-5 : **£155**

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**

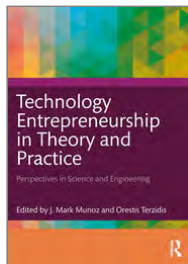
Hb: 978-1-032-12253-3 : **£195**

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**

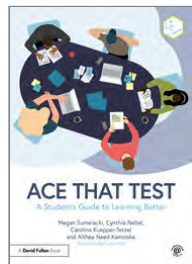
Hb: 978-1-032-37664-6 : **£155**

eBook: 978-1-003-34128-4

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

Ace That Test

A Student's Guide to Learning Better



Megan Sumeracki, Cynthia Nebel, Carolina Kuepper-Tetzl, Althea Need Kaminske

This exciting new text reveals the effective study strategies that will help you to use your time more efficiently, ace your tests, and retain information over time. In full colour and accompanied by beautifully illustrated graphics, Ace That Test offers evidence-based learning strategies that students can use during their study sessions, including dual coding and the power of retrieving what they know. With QR codes linking to answers to embedded questions and supplemental material, this is essential reading for college, university, and school students as well as educators teaching study skills or learning to learn courses.

Routledge

July 2023 : 146pp

Pb: 978-1-032-35585-6 : **£18.99**

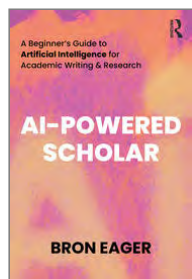
Hb: 978-1-032-35586-3 : **£145**

eBook: 978-1-003-32753-0

* For full contents and more information, visit: www.routledge.com/9781032355856

AI-Powered Scholar

A Beginner's Guide to Artificial Intelligence for Academic Writing & Research



Bron Eager University of Tasmania, Australia

This book is a practical and comprehensive guide on using AI tools to streamline and optimise the academic writing and research process. Through a series of step-by-step instructions and practical tips, this book provides readers with the knowledge and tools they need to leverage the power of AI to produce high-quality academic publications. Whether you're a university student or a tenured professor, this book is your indispensable companion to beginning your path towards becoming an AI-powered scholar.

Routledge

December 2024 : 168pp

Pb: 978-1-032-66526-9 : **£19.99**

Hb: 978-1-032-66525-2 : **£145**

eBook: 978-1-032-66527-6

* For full contents and more information, visit: www.routledge.com/9781032665269

How to Become a Successful College Student

The Tools, Habits, and Skills Needed to Foster College Readiness



Scotty Dunlap Eastern Kentucky University, USA, **Brian Dudak** Middle Tennessee State University, USA

This book is your one-stop shop for the academic tools and habits needed to make your transition from high school to college a resounding success! The shift from high school to college can be a challenge, with many students finding the skills that had previously worked so well no longer seem to be enough. How to Become a Successful College Student outlines the strategies you need to 'level up' your current processes in order to foster learning and retention of information in a new and rigorous environment. This guide is a must-have resource for anyone who wants to maximize their higher education experience.

Prufrock Press

November 2023 : 202pp

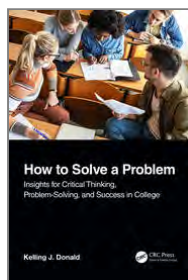
Pb: 978-1-032-52409-2 : **£14.99**

eBook: 978-1-003-41268-7

* For full contents and more information, visit: www.routledge.com/9781032524092

How to Solve A Problem

Insights for Critical Thinking, Problem-Solving, and Success in College



Kelling J. Donald University of Richmond, USA

This concise and accessible resource offers new college students, especially those in science degree programs, guidance on engaging successfully with the classroom experience and skillfully tackling technical or scientific questions. The author provides insights on identifying, from the outset, individual markers for what success in college will look like for students, how to think about the engagement with professors as a partnership, and how to function effectively in that partnership toward achieving their pre-defined goals or markers of success. It is an ideal companion for science degree prospects and first-generation students seeking insight into the college experience.

CRC Press

April 2023 : 152pp

Pb: 978-1-032-20361-4 : **£26.99**

Hb: 978-1-032-20368-3 : **£66.99**

eBook: 978-1-003-26334-0

* For full contents and more information, visit: www.routledge.com/9781032203614

Making Your Doctoral Research Project Ambitious

Developing Large-Scale Studies with Real-World Impact



Edited by Nadia Siddiqui Durham University, UK, **Stephen Gorard** Durham University, UK

This edited collection provides real and outstanding examples of multiple research design methodologies which will allow doctoral researchers to develop a wide set of research skills, leading to the development of a high-quality academic thesis from which peer reviewed research papers and books can emerge. Ideal reading for doctoral students and supervisors, this book is a source of encouragement and motivation for new researchers seeking to challenge general perceptions in the social sciences that PhD or other doctoral research projects must be small-scale rather than trivial studies, but can instead produce robust findings that have real-world implications.

Routledge

April 2022 : 278pp

Pb: 978-1-032-06245-7 : **£30.99**

Hb: 978-1-032-05975-4 : **£155**

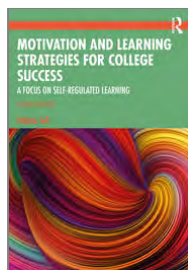
eBook: 978-1-003-20136-6

* For full contents and more information, visit: www.routledge.com/9781032062457

7TH EDITION

Motivation and Learning Strategies for College Success

A Focus on Self-Regulated Learning



Helena Seli

Now in its 7th edition, Motivation and Learning Strategies for College Success: A Focus on Self-Regulated Learning provides a framework organized around motivation, methods of learning, time management, control of the physical and social environment, and monitoring performance that makes it easy for students to recognize what they need to do to become successful learners. Full of rich pedagogical features and exercises, students will find Follow-Up Activities, Opportunities for Reflection, Chapter-End Reviews, Key Points, and a Glossary.

Routledge

August 2023 : 304pp

Pb: 978-1-032-47020-7 : **£54.99**

Hb: 978-1-032-47255-3 : **£155**

eBook: 978-1-003-38527-1

* For full contents and more information, visit: www.routledge.com/9781032470207

2ND EDITION

Stress, Cognition and Health

Real World Examples and Practical Applications

**Tony Cassidy**

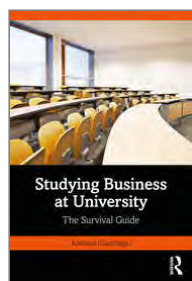
The new edition of this bestselling textbook provides a comprehensive overview of the latest research on stress and health, moving beyond the former deficit model to a resource growth model. It examines all aspects of the topic, from how the external world and the impact of technology makes demands upon individuals, through biological and psychological processes, to outcomes in terms health and wellbeing. The process is set within a dynamic, multilevel systems and developmental lifespan perspective. The book includes a history of the evolution of stress research and the biological systems and immune responses that translate external pressures into health outcomes.

Routledge
October 2022 : 148pp
Pb: 978-0-367-56418-6 : **£39.99**
Hb: 978-0-367-56634-0 : **£140**
eBook: 978-1-003-09873-7

* For full contents and more information, visit: www.routledge.com/9780367564186

Studying Business at University

The Survival Guide

**Andreas Giazitzoglu**

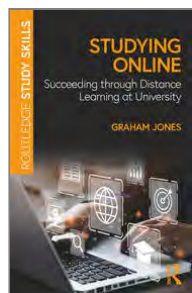
Studying Business at University provides new and prospective undergraduates with a concise and easy-to-read insight into what life is like as a business student today. Written in the style of an email dialogue between two students, it informs and reassures the new business student who is seeking advice on how to get the most out of their degree experience, and covers the whole degree from application to graduation – and beyond. This book will also be a helpful reference for lecturers who want to give their students as much support as possible as they learn to balance the demands of academia with the pressures of the real world.

Routledge
March 2025 : 134pp
Pb: 978-1-032-74042-3 : **£20.99**
Hb: 978-1-032-74034-8 : **£155**
eBook: 978-1-003-46739-7

* For full contents and more information, visit: www.routledge.com/9781032740423

Studying Online

Succeeding through Distance Learning at University

**Graham Jones** University of Buckingham, UK*Series: Routledge Study Skills*

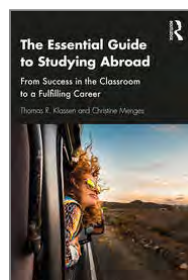
Helping you get to grips with online learning, this book contains a wealth of practical tips and strategies that will make studying online easier. Covering the advantages of online learning as well as the problems you might face, this book provides tried and tested advice to help you overcome those difficulties so that you can work to the best of your abilities. Identifying techniques designed specifically for studying online, with step-by-step instructions, as well as guidance on using online study software to the best effect, this must-have student companion provides tips and tricks to make university distance studying both effective and enjoyable.

Routledge
July 2022 : 244pp
Pb: 978-1-032-19539-1 : **£18.99**
Hb: 978-1-032-19538-4 : **£140**
eBook: 978-1-003-25969-5

* For full contents and more information, visit: www.routledge.com/9781032195391

The Essential Guide to Studying Abroad

From Success in the Classroom to a Fulfilling Career



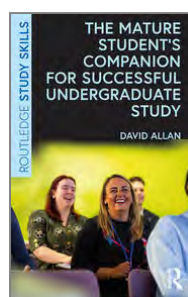
Thomas R. Klassen York University, Canada, **Christine Menges** WHU – Otto Beisheim School of Management, Germany

This book is an indispensable how-to-guide on flourishing when studying abroad, and how to use an international education to begin a fulfilling career after graduation. Written in an engaging and accessible style, using many examples, case studies and links to resources, the book reduces the stress of studying abroad. Covering all aspects of the international student experience – inside and outside the classroom – the book encourages young people to perform their very best and succeed in their new environment. International students preparing for cross cultural learning and recent graduates looking for employment will find this book both practical and inspiring.

Routledge
August 2019 : 238pp
Pb: 978-0-367-23516-1 : **£35.99**
Hb: 978-0-367-23515-4 : **£155**
eBook: 978-0-429-28011-5

* For full contents and more information, visit: www.routledge.com/9780367235161

The Mature Student's Companion for Successful Undergraduate Study

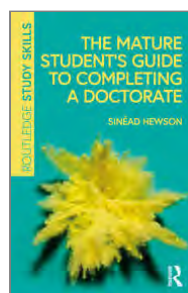
**David Allan** Edge Hill University, UK*Series: Routledge Study Skills*

A guiding resource and supportive companion, this book is designed for mature individuals intending to undertake an undergraduate degree. With a wealth of practical strategies for developing study skills, whilst, at the same time, addressing the changes that university study can bring, this key text highlights the significance of individual strengths obtained from life experiences, and demonstrates their importance in learning as a mature student. Packed full of activities to support development and case studies to exemplify a range of situations, this is a must-read for anyone looking to undertake an undergraduate degree as a mature student.

Routledge
June 2025 : 170pp
Pb: 978-1-032-61924-8 : **£17.99**
Hb: 978-1-032-61923-1 : **£155**
eBook: 978-1-032-61925-5

* For full contents and more information, visit: www.routledge.com/9781032619248

The Mature Student's Guide to Completing a Doctorate

**Sinéad Hewson***Series: Routledge Study Skills*

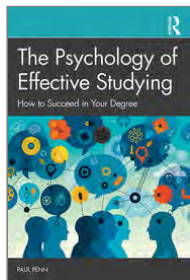
Carefully structured to make it accessible and easy to follow, this thought-provoking book encourages the reader to facilitate a dialogue across disciplines so that unconventional students are acknowledged and can discover a successful path towards admission and PhD completion. It is a must-read for advanced academic researchers, advanced post-graduate students and experienced professionals with vocational backgrounds who are seeking recognition for their knowledge and alternative pathways to contribute to the sector.

Routledge
April 2024 : 282pp
Pb: 978-1-032-53800-6 : **£17.99**
Hb: 978-1-032-53801-3 : **£145**
eBook: 978-1-003-41369-1

* For full contents and more information, visit: www.routledge.com/9781032538006

The Psychology of Effective Studying

How to Succeed in Your Degree



Paul Penn Independent Scholar, UK

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

Routledge

August 2019 : 244pp

Pb: 978-1-138-57092-4 : **£23.99**

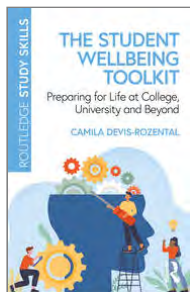
Hb: 978-1-138-57090-0 : **£140**

eBook: 978-0-203-70311-3

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

The Student Wellbeing Toolkit

Preparing for Life at College, University and Beyond



Camila Devis-Rozental Bournemouth University, UK

Series: Routledge Study Skills

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

Routledge

June 2023 : 286pp

Pb: 978-1-032-32966-6 : **£18.99**

Hb: 978-1-032-32965-9 : **£155**

eBook: 978-1-003-31754-8

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3RD EDITION

Academic Writing for International Students of Business and Economics



Stephen Bailey Taught English internationally and at the Univ of Nottingham & Derby Univ & has previously published with Routledge

Now in its third edition, this key text helps international students succeed in writing essays and reports for their business and economics course. Thoroughly revised and updated, it is designed to be used by teachers in the classroom and students for self-study. New topics in this edition include writing in groups, written British and American English, and reflective writing. In addition, the new interactive website has a full set of teaching notes as well as more challenging exercises, revision material and links to other sources. Written to deal with the specific language issues faced by international students, this practical, user-friendly book is an invaluable guide.

Routledge
January 2020 : 346pp
Pb: 978-0-367-28031-4 : **£30.99**
Hb: 978-0-367-28030-7 : **£155**
eBook: 978-0-429-29927-8

* For full contents and more information, visit: www.routledge.com/9780367280314

Academic Writing for University Students



Stephen Bailey Taught English internationally and at the Univ of Nottingham & Derby Univ & has previously published with Routledge

Designed to help students succeed in writing university-level essays and reports, this book has been carefully designed for use both in the classroom and for self-study. Covering three key areas: the writing process, elements of writing and writing models, it encourages critical writing and developing a voice. Academic Writing in the University provides all of the tools necessary to produce excellent written work. With progress checks, practical examples and self-testing units, this practical, user-friendly book covers all stages of the writing process and is an invaluable guide to academic writing in the university.

Routledge
December 2021 : 324pp
Pb: 978-0-367-44539-3 : **£24.99**
Hb: 978-0-367-44538-6 : **£155**
eBook: 978-1-003-01021-0

* For full contents and more information, visit: www.routledge.com/9780367445393

6TH EDITION

Academic Writing

A Handbook for International Students



Stephen Bailey Taught English internationally and at the Univ of Nottingham & Derby Univ & has previously published with Routledge

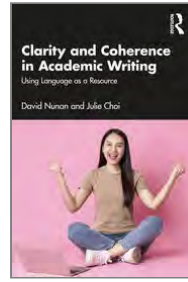
The sixth edition of this popular book has been written to help international students succeed in writing essays and reports for their English-language academic courses. Thoroughly revised and updated in a streamlined format making it even easier to use, it is designed to let readers find the support they need easily, both in the classroom and for self-study. The book consists of three parts, comprising a total of 28 units, all of which are fully cross-referenced and can be taught in conjunction with each other or used for reference. A progress check at the end of each part allows students to self-assess their learning.

Routledge
March 2025 : 320pp
Pb: 978-1-032-83417-7 : **£28.99**
Hb: 978-1-032-83418-4 : **£155**
eBook: 978-1-003-50926-4

* For full contents and more information, visit: www.routledge.com/9781032834177

Clarity and Coherence in Academic Writing

Using Language as a Resource



David Nunan, Julie Choi University of Melbourne, Australia

This book presents a lively, rich, and concise introduction to the key concepts and tools for developing clarity and coherence in academic writing. Well-known authors and linguists David Nunan and Julie Choi provide examples of the linguistic procedures that writers can draw on to enhance clarity and coherence for the reader. This resource makes complex concepts accessible to the emergent writer and illustrates how these concepts can be applied to their own writing. In-text projects and tasks invite you, the reader, to experiment with principles and ideas in developing your identity and voice as a writer.

Routledge
March 2023 : 224pp
Pb: 978-1-032-01382-4 : **£29.99**
Hb: 978-1-032-01559-0 : **£140**
eBook: 978-1-003-17909-2

* For full contents and more information, visit: www.routledge.com/9781032013824

Demystifying Academic Writing

Genres, Moves, Skills, and Strategies



Zhihui Fang

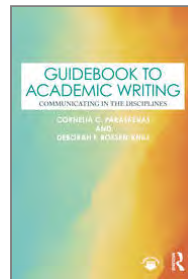
Accessible and informative, this book is designed to enhance the capacity of graduate and undergraduate students, as well as early career scholars, to write for academic purposes. Fang describes the key genres and types of academic writing, explains common rhetorical moves, offers linguistic strategies and insights to give students the skills they need for effective academic writing across genres and disciplines. Assuming no technical knowledge, this text is ideal for both non-native and native English speakers alike, and for courses in academic writing, composition, and L2 writing instruction.

Routledge
April 2021 : 286pp
Pb: 978-0-367-65354-5 : **£41.99**
Hb: 978-0-367-67508-0 : **£155**
eBook: 978-1-003-13161-8

* For full contents and more information, visit: www.routledge.com/9780367653545

Guidebook to Academic Writing

Communicating in the Disciplines



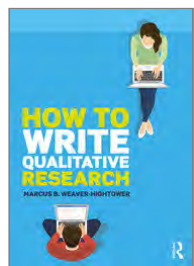
Cornelia C. Paraskevas, Deborah F. Rossen-Knill

This innovative guidebook is a concise introduction to discipline-specific academic language. Using authentic texts written by both novice and expert writers and 'translating' current, corpus-based research of academic language into a practical guide, the book gives students the tools to navigate the linguistic features of various disciplines. With exercises and additional online resources, this guidebook provides students with a range of tools they can choose from in order to create effective texts that meet discipline and reader expectations. Accessibly written, it is an essential guide for all students in humanities and sciences writing academic texts in English.

Routledge
July 2024 : 240pp
Pb: 978-1-032-48470-9 : **£39.99**
Hb: 978-1-032-48472-3 : **£155**
eBook: 978-1-003-38924-8

* For full contents and more information, visit: www.routledge.com/9781032484709

How to Write Qualitative Research



Marcus B. Weaver-Hightower University of North Dakota, USA

Qualitative research has exploded in popularity in nearly every discipline from the social sciences to health fields to business. While many qualitative textbooks explain how to conduct an interview or analyze fieldnotes, rarely do they give more than a few scant pages to the skill many find most difficult: writing. That's where *How to Write Qualitative Research* comes in. Using clear prose, helpful examples and lists, it breaks down and explains the most common writing tasks in qualitative research, and each chapter suggests step-by-step how-to approaches writers can use to tackle those tasks.

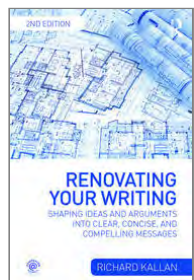
Routledge
October 2018 : 282pp
Pb: 978-1-138-06631-1 : **£45.99**
Hb: 978-1-138-06630-4 : **£155**
eBook: 978-1-315-15926-3

* For full contents and more information, visit: www.routledge.com/9781138066311

2ND EDITION

Renovating Your Writing

Shaping Ideas and Arguments into Clear, Concise, and Compelling Messages



Richard Kallan

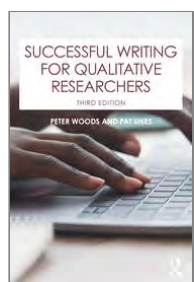
Renovating Your Writing outlines the principles of effective composition by focusing on the essential skill set and mindset every successful writer must possess. Now in its second edition, this novel text provides readers with unique strategies for crafting and revising their writing, whether for school, work, or play. The new edition emphasizes, in particular, the importance of the writer embracing a rhetorical perspective, distinguishing between formal and social media compositional styles, and appreciating the effort needed to produce clear, concise, and compelling messages.

Routledge
July 2017 : 190pp
Pb: 978-1-138-72677-2 : **£31.99**
Hb: 978-1-138-72676-5 : **£155**
eBook: 978-1-315-18660-3

* For full contents and more information, visit: www.routledge.com/9781138726772

3RD EDITION

Successful Writing for Qualitative Researchers



Peter Woods, Pat Sikes

The third edition of this text has been brought fully up to date to cover developments in funding and institutional requirements. With new material on the responsibilities of the writer, technological developments, the ability to reach wider audiences and arts-based research, this book is designed to give practical advice to aspiring and established academic writers on mind-sets, strategies, techniques and opportunities. A must-read guide for all those looking to translate their qualitative research into writing.

Routledge
March 2022 : 190pp
Pb: 978-0-367-69823-2 : **£30.99**
Hb: 978-0-367-69822-5 : **£155**
eBook: 978-1-003-14340-6

* For full contents and more information, visit: www.routledge.com/9780367698232

2ND EDITION

The Essentials of Academic Writing for International Students



Stephen Bailey Taught English internationally and at the Univ of Nottingham & Derby Univ & has previously published with Routledge

Written to help international students write essays and reports for their English-language university courses, this key title covers the essentials needed to achieve academic writing success. An easy-to-follow course that builds writing confidence and can be used both in the classroom and for self-study, this second edition has been thoroughly revised and updated to contain relevant examples, explanations and exercises. All international students wanting to maximise their academic potential will find this practical, concise and easy-to-use book an invaluable guide to writing in English for their degree courses.

Routledge
March 2024 : 252pp
Pb: 978-1-032-72170-5 : **£23.99**
Hb: 978-1-032-72173-6 : **£155**
eBook: 978-1-032-72172-9

* For full contents and more information, visit: www.routledge.com/9781032721705

5TH EDITION

Using Sources Effectively

Strengthening Your Writing and Avoiding Plagiarism



Robert A. Harris

Now in its fifth, expanded edition, *Using Sources Effectively*, Fifth Edition targets the two most prominent problems in current research-paper writing: the increase in unintentional plagiarism and the ineffective use of research source material. Designed as a supplementary textbook for both undergraduate and graduate courses, this book will help every student who uses research in writing. Included in this edition is coverage of research strategies and source selection (Chapter 2), a chapter on quoting sources effectively (Chapter 4), and a chapter on sentence patterns (Chapter 10). APA and MLA citation styles have been updated throughout the text.

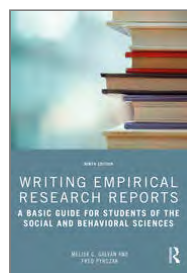
Routledge
January 2017 : 210pp
Pb: 978-1-138-28968-0 : **£60.99**
Hb: 978-1-138-28966-6 : **£185**
eBook: 978-1-315-26706-7

* For full contents and more information, visit: www.routledge.com/9781138289680

9TH EDITION

Writing Empirical Research Reports

A Basic Guide for Students of the Social and Behavioral Sciences



Melisa C. Galvan California State University, Northridge, USA

Writing Empirical Research Reports: A Basic Guide for Students of the Social and Behavioral Sciences, Ninth Edition, offers clear and practical guidance on how to write research proposals, reports, theses, and dissertations. Accompanied by online resources for students and instructors, this book is ideal for use in research methods courses, thesis/dissertation preparation courses, research seminars where writing a research report is a culminating activity, and any graduate-level seminar in which the instructor covers the vital components necessary to prepare a research manuscript for submission for publication.

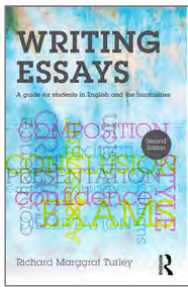
Routledge
October 2023 : 196pp
Pb: 978-1-032-13680-6 : **£59.99**
Hb: 978-1-032-13678-3 : **£145**
eBook: 978-1-003-23041-0

* For full contents and more information, visit: www.routledge.com/9781032136806

2ND EDITION

Writing Essays

A guide for students in English and the humanities



Richard Marggraf Turley Aberystwyth University, Wales.

Essays are a major form of assessment in higher education today and this is a fact that causes some writers a great deal of anxiety. Fortunately, essay writing is a skill that can be learned, like any other. Writing Essays demystifies the entire process of essay writing and reveals the tricks of the trade, making your student life easier. You'll learn how to impress tutors by discovering exactly what markers look for when they read your work. Using practical examples selected from real student assignments and tutor feedback, this book covers every aspect of composition, from introductions and conclusions, down to presentation and submission.

Routledge
November 2015 : 158pp
Pb: 978-1-138-91669-2 : **£23.99**
Hb: 978-1-138-91668-5 : **£155**
eBook: 978-1-315-68944-9

* For full contents and more information, visit: www.routledge.com/9781138916692

8TH EDITION

Writing Literature Reviews

A Guide for Students of the Social and Behavioral Sciences



Melisa C. Galvan California State University, Northridge, USA, **Jose L. Galvan** Professor Emeritus, California State University, Los Angeles.

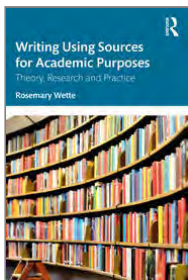
Writing Literature Reviews provides students with practical guidelines for the complex process of writing literature reviews for course projects, theses or dissertations, and research manuscripts for publication. It is ideal for use in research methods courses, thesis/dissertation preparation courses, research seminars where a literature review is expected as a culminating activity, or any course in which the instructor needs to cover the vital components necessary to prepare a literature review for a variety of audiences. The book is supported by online materials including self-test quizzes for students, and lecture slides for instructors.

Routledge
November 2024 : 288pp
Pb: 978-1-032-32868-3 : **£66.99**
Hb: 978-1-032-32862-1 : **£190**
eBook: 978-1-003-31709-8

* For full contents and more information, visit: www.routledge.com/9781032328683

Writing Using Sources for Academic Purposes

Theory, Research and Practice



Rosemary Wette

Writing Using Sources for Academic Purposes: Theory, Research and Practice provides research-based information about key components of source-based writing, and the challenges it presents for novices.

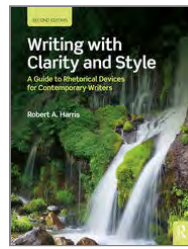
Routledge
December 2020 : 164pp
Pb: 978-0-367-17592-4 : **£41.99**
Hb: 978-0-367-17590-0 : **£155**
eBook: 978-0-429-05751-9

* For full contents and more information, visit: www.routledge.com/9780367175924

2ND EDITION

Writing with Clarity and Style

A Guide to Rhetorical Devices for Contemporary Writers



Robert A. Harris

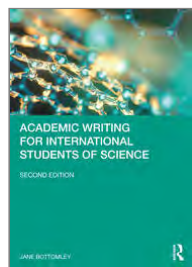
Writing with Clarity and Style, 2nd Edition, will help you to improve your writing dramatically. The book shows you how to use dozens of classical rhetorical devices to bring power, clarity, and effectiveness to your writing. You will also learn about writing styles, authorial personas, and sentence syntax as tools to make your writing interesting and persuasive. If you want to improve the appeal and persuasion of your speeches, this is also the book for you.

Routledge
December 2017 : 232pp
Pb: 978-1-138-56009-3 : **£40.99**
Hb: 978-1-138-56010-9 : **£155**
eBook: 978-0-203-71204-7

* For full contents and more information, visit: www.routledge.com/9781138560093

2ND EDITION

Academic Writing for International Students of Science



Jane Bottomley University of Manchester

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

Routledge

October 2021 : 220pp

Pb: 978-0-367-63272-4 : **£30.99**

Hb: 978-0-367-63271-7 : **£155**

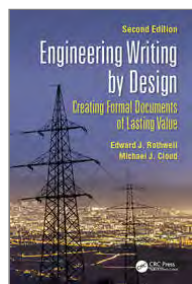
eBook: 978-1-003-11857-2

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2ND EDITION

Engineering Writing by Design

Creating Formal Documents of Lasting Value, Second Edition



Edward J. Rothwell , Michael J. Cloud

This book shows how effective writing can be achieved by thinking like an engineer. Based on the authors' combined experience as engineering educators, the book presents a novel approach to technical writing, positioning formal writing tasks as engineering design problems with requirements, constraints, protocols, standards, and customers (readers) to satisfy. Featuring illustrative examples, chapter summaries and exercises, quick-reference tables, and recommendations for further reading, this book is packed with valuable tips and information practicing and aspiring engineers need to become effective writers.

CRC Press

January 2020 : 257pp

Pb: 978-0-367-34754-3 : **£55.99**

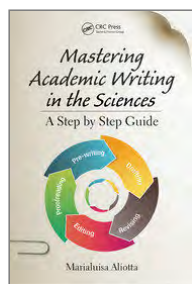
Hb: 978-0-367-89682-9 : **£125**

eBook: 978-0-429-32769-8

* For full contents and more information, visit: www.routledge.com/9780367347543

Mastering Academic Writing in the Sciences

A Step-by-Step Guide



Marialuisa Aliotta

This book provides a comprehensive and coherent step-by-step guide to writing in scientific academic disciplines. It is an invaluable resource for those working on a PhD thesis, research paper, dissertation, or report. Writing these documents can be a long and arduous experience for students and their supervisors, and even for experienced researchers. However, this book can hold the key to success. Mapping the steps involved in the writing process - from acquiring and organizing sources of information, to revising early drafts, to proofreading the final product - it provides clear guidance on what to write and how best to write it.

CRC Press

April 2018 : 200pp

Pb: 978-1-498-70147-1 : **£52.99**

Hb: 978-1-138-74288-8 : **£140**

eBook: 978-1-351-00214-1

* For full contents and more information, visit: www.routledge.com/9781498701471

3RD EDITION

Technical Writing

A Practical Guide for Engineers, Scientists, and Nontechnical Professionals



Philip A. Laplante The Pennsylvania State University, Malvern, USA, **Chris Laplante**

Series: *What Every Engineer Should Know*

This practical text enables readers to write, edit, and publish materials of a technical nature, including books, articles, reports, and electronic media. Written by experienced practicing engineers, this guide complements traditional technical writing manuals through presentation of first-hand examples that help readers understand practical considerations in writing and producing technical content. The new edition includes new and updated exercises, examples, and case studies and includes new content on software/systems documentation, popular writing tools, and technologies such as generative AI. It is aimed at students and professionals in the science and engineering domains.

CRC Press

November 2025 : 271pp

Pb: 978-1-032-84374-2 : **£47.99**

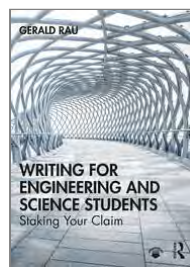
Hb: 978-1-032-84375-9 : **£160**

eBook: 978-1-003-51243-1

* For full contents and more information, visit: www.routledge.com/9781032843742

Writing for Engineering and Science Students

Staking Your Claim



Gerald Rau

Drawing on his extensive experience of teaching international students, Gerald A. Rau provides a clear "argument structure" for students to follow when undertaking both academic and technical writing. This is the first book to make clear the different structures required for engineering versus scientific articles. Tasks and exercises are provided throughout. Using the research article as a model and covering lab reports, research proposals, dissertations, poster presentations, industry reports, emails and job applications, this book is essential reading for all students of science and engineering who are taking a course in writing, or seeking a resource to aid in their writing assignments.

Routledge

August 2019 : 324pp

Pb: 978-1-138-38825-3 : **£40.99**

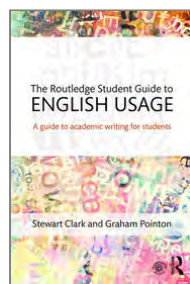
Hb: 978-1-138-38824-6 : **£155**

eBook: 978-0-429-42568-4

* For full contents and more information, visit: www.routledge.com/9781138388253

The Routledge Student Guide to English Usage

A guide to academic writing for students



Stewart Clark Norwegian University of Science and Technology, **Graham Pointon**

The Routledge Student Guide to English Usage is an authoritative A-Z guide to key aspects of English usage. Covering approximately 4000 carefully selected words, the authors focus on groups of confusable words that sound alike, look alike or are frequently mixed up. Examples of good usage are drawn from corpora such as the British National Corpus and the Corpus of Contemporary American English. A substantial reference section is also provided with stylistic guidance on academic writing skills, email standards, punctuation and grammar tips. This is the essential reference text for all students working on improving their academic writing skills.

Routledge

May 2016 : 402pp

Pb: 978-1-138-93359-0 : **£41.99**

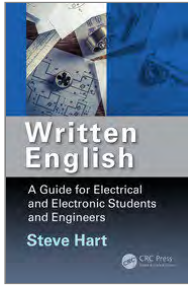
Hb: 978-1-138-93358-3 : **£155**

eBook: 978-1-315-67843-6

* For full contents and more information, visit: www.routledge.com/9781138933590

Written English

A Guide for Electrical and Electronic Students and Engineers



Steve Hart English Language Editor and Resource Writer, Cambridge, UK

This book covers all aspects of English grammar relevant to electrical and electronic engineers. It discusses working with numbers and algebra, including correct formatting procedures (both body citations and references). The book addresses vocabulary and stylistic issues, describes the level of writing expected in the field, reveals often-made mistakes, and indicates areas where engineers should focus their efforts. The text also offers unique insight into problems students and academics face on a day-to-day basis when writing in a language that is not their mother tongue.

CRC Press

December 2015 : 216pp

Pb: 978-1-498-73962-7 : **£41.99**

Hb: 978-1-138-42241-4 : **£200**

eBook: 978-1-315-21412-2

* For full contents and more information, visit: www.routledge.com/9781498739627

50 Things to Think About When Writing a Thesis

Paving Your Own Path to Submission



Donna Starks University of Auckland, New Zealand,
Margaret J. Robertson La Trobe University, Australia

This book shows thesis writers how to embrace the individual nature of writing, bringing their own unique identities and skillsets to their thesis. Each idea is presented as one that has multiple solutions depending on who the readers are and what they want to achieve. The book guides the reader on identifying their own ways of working, their own particular strengths, as well as their unique voice and how to use these as tools to navigate the process of writing and surviving the thesis. It also provides practical guidance on elements such as the literature review and methodology, considerations around language and how to deal with life after submission.

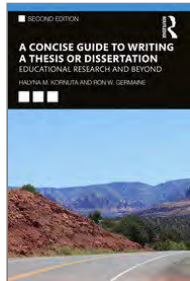
Routledge
August 2023 : 136pp
Pb: 978-1-032-34699-1 : **£28.99**
Hb: 978-1-032-34700-4 : **£145**
eBook: 978-1-003-32340-2

* For full contents and more information, visit: www.routledge.com/9781032346991

2ND EDITION

A Concise Guide to Writing a Thesis or Dissertation

Educational Research and Beyond



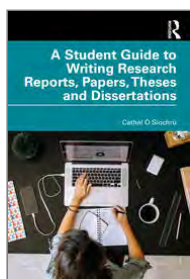
Halyna M. Kornuta, Ron W. Germaine

A Concise Guide to Writing a Thesis or Dissertation provides clear, concise, and intentional practice guidelines about organizing and writing a thesis or dissertation. Part I provides an overview for writing a thesis or dissertation. It describes the big picture of planning and formatting a research study, from identifying a topic through to writing quality. Part II describes the framework and substance of a research study. It models the pattern generally found in a formal, five-chapter research study.

Routledge
May 2019 : 134pp
Pb: 978-0-367-17458-3 : **£19.99**
Hb: 978-0-367-17457-6 : **£140**
eBook: 978-0-429-05688-8

* For full contents and more information, visit: www.routledge.com/9780367174583

A Student Guide to Writing Research Reports, Papers, Theses and Dissertations



Cathal Ó Siochrú

This useful guide for students combines all the guidance, advice, and key tips needed to write successful research reports, theses, or dissertations, exploring, in detail, each of the elements involved in writing an academic paper. The book will guide you through all the key sections of a report including the Introduction, Literature Review, Method, Results, Discussion and more.

Routledge
November 2022 : 234pp
Pb: 978-0-367-62104-9 : **£23.99**
Hb: 978-0-367-62103-2 : **£140**
eBook: 978-1-003-10796-5

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Dissertation Practice

A Journal for Learning



Diane Bennett Durkin

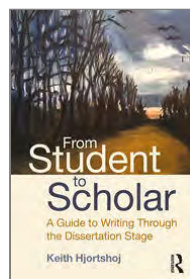
Dissertation Practice: A Journal for Learning is an interactive resource that promotes journaling to engender key dissertation practices, through activities and exercises. It is rooted in the view that students can use journaling to promote thought, and that the privacy of journal entries ensures comfort and familiarity. This personal context, along with the book's open prompts, allows students to engage in extended and alternative thinking. This is an essential resource for students in Ph.D and Ed.D programs in the social sciences and education who are using qualitative, quantitative, and mixed methods.

Routledge
October 2024 : 198pp
Pb: 978-1-032-85800-5 : **£26.99**
Hb: 978-1-032-85804-3 : **£145**
eBook: 978-1-003-51990-4

* For full contents and more information, visit: www.routledge.com/9781032858005

From Student to Scholar

A Guide to Writing Through the Dissertation Stage



Keith Hjortshoj John S. Knight Writing Program, Cornell University

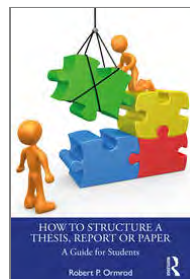
From Student to Scholar guides graduate students through the "hidden" developmental transition required in writing a dissertation and moving beyond, to become a successful scholar. Identifying common rhetorical challenges across disciplines, author Hjortshoj explains how to accommodate evolving audiences, motivations, standards, writing processes, and timelines. One full chapter is devoted to "writing blocks," and another offers advice to international students who are non-native speakers of English. The text also offers advice for managing relations with advisors and preparing for the diverse careers that PhDs, trained primarily as research specialists, actually enter.

Routledge
August 2018 : 204pp
Pb: 978-1-138-56944-7 : **£51.99**
Hb: 978-1-138-56942-3 : **£155**
eBook: 978-0-203-70426-4

* For full contents and more information, visit: www.routledge.com/9781138569447

How to Structure a Thesis, Report or Paper

A Guide for Students



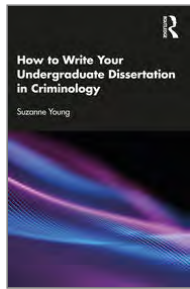
Robert P. Ormrod

This book provides concise practical guidance for students to help make their student's writing process more structured for their group work or thesis at any level. It therefore shows how to demonstrate meaningfully what they have learned in the relevant course or degree programme in a way that is accessible to the supervisor and the examiner. Suitable for students completing theses at Bachelors and Masters level, as well as other types of report-based work, and for supervisors looking for a clear and practical guide to help students with their writing process. The book will also provide a bridge to writing papers for journals in an academic career.

Routledge
November 2022 : 130pp
Pb: 978-1-032-36946-4 : **£19.99**
Hb: 978-1-032-36948-8 : **£140**
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* For full contents and more information, visit: www.routledge.com/9781032369464

How to Write Your Undergraduate Dissertation in Criminology



Suzanne Young

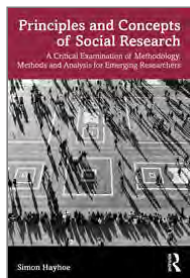
This book provides a guide for undergraduate criminology and criminal justice students undertaking their final year dissertation. Drawing on empirical case studies and including a range of resources and templates, this book takes students through each stage of the dissertation and offers useful guidance on structure and content.

Routledge
April 2022 : 146pp
Pb: 978-0-367-85999-2 : **£25.99**
Hb: 978-0-367-85998-5 : **£155**
eBook: 978-1-003-01633-5

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Principles and Concepts of Social Research

A Critical Examination of Methodology, Methods and Analysis for Emerging Researchers



Simon Hayhoe

This text covers the foundations of social science research, outlining the history and core elements of Western social research, along with a variety of topics, ranging from the history of scientific beliefs from Ancient Greece to the contemporary world. This book will be of use to core research units and training programs that universities provide at postgraduate level, at doctoral level and for early career post-doctoral researchers, to develop greater understanding of issues surrounding research. In addition to its theory, the contents of the book will include questions for discussion in seminars and small group work.

Routledge
December 2022 : 200pp
Pb: 978-1-032-14967-7 : **£37.99**
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2ND EDITION

Thesis and Dissertation Writing in a Second Language

A Handbook for Students and their Supervisors



Brian Paltridge, Sue Starfield

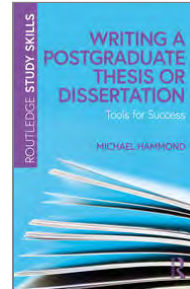
This fully updated edition is the guide for non-native speakers writing a thesis or dissertation in English. It explicitly unpacks academic writing, using accessible language and practical examples and discusses the issues that are crucial to success. These include: understanding the setting and purpose, understanding writer/reader relationships, issues of writer identity and what examiners really value. Suitable for students from all disciplines writing in a second language this book is equally valuable for supervisors of non-native speakers as it provides tasks that can be used with students to guide them in their writing.

Routledge
August 2019 : 248pp
Pb: 978-1-138-04870-6 : **£31.99**
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eBook: 978-1-315-17002-2

* For full contents and more information, visit: www.routledge.com/9781138048706

Writing a Postgraduate Thesis or Dissertation

Tools for Success



Michael Hammond

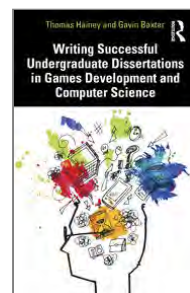
Series: *Routledge Study Skills*

Writing a Postgraduate Dissertation or Thesis discusses the challenges that students encounter in their writing and provides thoughtful advice on how to address those challenges. It provides key advice on how to write about a field of research, the tradition of methodology and methods undertaken, and the contribution to knowledge that is being made.

Routledge
July 2022 : 172pp
Pb: 978-0-367-75282-8 : **£20.99**
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Writing Successful Undergraduate Dissertations in Games Development and Computer Science



Thomas Hainey School of Computing, Engineering and Physical Sciences, University of the West of Scotland,
Gavin Baxter

Writing a dissertation in the final year at university can be a daunting task, but particularly if the degree is practically oriented and implementation-based. This book provides a concise guide to producing a dissertation in Computer Science, Software Engineering or Games Development degrees with research projects typically involving design, implementation, testing and evaluation. Drawing on the authors' knowledge and experience of supervising dissertation students, the book offers a step-by-step guide to the key areas of writing a dissertation alongside real-life examples.

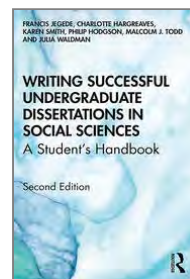
Routledge
November 2022 : 304pp
Pb: 978-0-367-51708-3 : **£23.99**
Hb: 978-0-367-51707-6 : **£140**
eBook: 978-1-003-05488-7

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2ND EDITION

Writing Successful Undergraduate Dissertations in Social Sciences

A Student's Handbook



Francis Jegede, Charlotte Hargreaves, Karen Smith, Philip Hodgson, Malcolm Todd, Julia Waldman

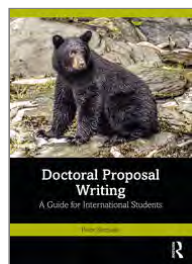
A practical guide for students undertaking their dissertation, this book uses real examples of dissertations across the Social Sciences. Providing an accessible overview of the essential steps in conducting research and writing dissertations, each chapter has clear learning outcomes and research objectives with relevant themes. Using a mixture of useful information, exercises, practical strategies, case study material and further reading, it gives hints and tips on beginning and managing a research project and working with supervisors. Packed with proven practical advice it is a dependable starting point and guide throughout the dissertation journey.

Routledge
February 2020 : 240pp
Pb: 978-0-367-25525-1 : **£25.99**
Hb: 978-0-367-25523-7 : **£155**
eBook: 978-0-429-28825-8

* For full contents and more information, visit: www.routledge.com/9780367255251

Doctoral Proposal Writing

A Guide for International Students



Peter Samuels Uni of Wolverhampton Busnss Schl

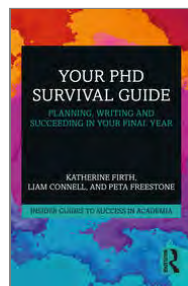
This book is an essential guide for current and prospective international doctoral students wishing to apply and study for a PhD in the UK, and other countries where courses are conducted in English. The book supports students in choosing a suitable research topic and writing an effective proposal for investigating this topic across a range of forms of doctoral research, across several disciplines, with an emphasis on international students and students with English as an additional language.

Routledge
October 2024 : 138pp
Pb: 978-1-032-56193-6 : **£28.99**
Hb: 978-1-032-56192-9 : **£155**
eBook: 978-1-003-43434-4

* For full contents and more information, visit: www.routledge.com/9781032561936

Your PhD Survival Guide

Planning, Writing, and Succeeding in Your Final Year



Katherine Firth University of Melbourne, Australia, **Liam Connell**, **Peta Freestone**

Series: Insider Guides to Success in Academia

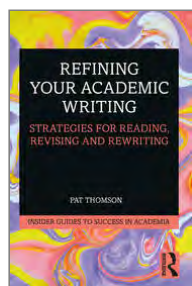
Accessible, insightful and a must-have toolkit for all doctoral students, the founders of the 'Thesis Boot Camp' intensive writing programme show how to survive and thrive through the challenging final year of writing and submitting a thesis. Drawing on an understanding of the intellectual, professional, practical and personal elements of the doctorate to help readers gain insight into what it means to finish a PhD and how to get there, this book covers common challenges and ways to resolve them. Written for students in all disciplines, and relevant to university systems around the world, this unique book expertly guides students through the final 6–12 months of the thesis.

Routledge
December 2020 : 222pp
Pb: 978-0-367-36184-6 : **£23.99**
Hb: 978-0-367-36183-9 : **£155**
eBook: 978-0-429-34439-8

* For full contents and more information, visit: www.routledge.com/9780367361846

Refining Your Academic Writing

Strategies for Reading, Revising and Rewriting



Pat Thomson

Series: Insider Guides to Success in Academia

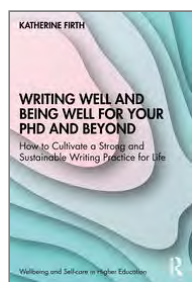
This book will help you complete your writing project and provides a reading, revising, and rewriting repertoire that you can adapt and add to. It offers ways to think about revision and a basic tool kit which will help you to identify what needs your attention and why. This accessible book draws on and extends some of the most heavily used posts on Thomson's popular academic writing blog Patter, as well as tried and tested writing workshops. Written with a light touch, this is ideal reading for doctoral and early career researchers, this book provides strategies needed to support the writing revision process.

Routledge
December 2022 : 236pp
Pb: 978-0-367-46876-7 : **£20.99**
Hb: 978-0-367-46875-0 : **£140**
eBook: 978-1-003-03168-0

* For full contents and more information, visit: www.routledge.com/9780367468767

Writing Well and Being Well for Your PhD and Beyond

How to Cultivate a Strong and Sustainable Writing Practice for Life



Katherine Firth University of Melbourne, Australia

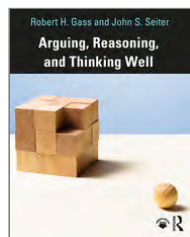
Series: Wellbeing and Self-care in Higher Education

Prioritising wellbeing alongside academic development, this book provides practical advice to help students write well, and be well, during their PhD and throughout their career. Relevant at any stage of the writing process, this book will help doctoral students and early career researchers to produce great words that people want to read, examiners want to pass and editors want to publish.

Routledge
September 2023 : 200pp
Pb: 978-1-032-31081-7 : **£23.99**
Hb: 978-1-032-31082-4 : **£145**
eBook: 978-1-003-30794-5

* For full contents and more information, visit: www.routledge.com/9781032310817

Arguing, Reasoning, and Thinking Well



Robert Gass, John Seiter

Arguing, Reasoning, and Thinking Well offers an engaging and accessible introduction to argumentation and critical thinking. Authors Gass and Seiter, renowned for their friendly writing style, include real-world examples, hypothetical dialogues, and editorial cartoons to invite readers in. The text includes a full chapter devoted to the ethics of argument, as well as content on refutation and formal logic. It is designed for students in argumentation and critical thinking courses in communication, philosophy, and psychology departments, and is suitable for students and general education courses across the curriculum.

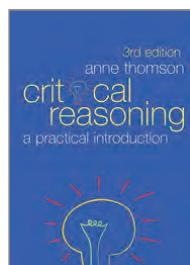
Routledge
June 2019 : 280pp
Pb: 978-0-815-37433-6 : **£86.99**
Hb: 978-0-815-37432-9 : **£175**
eBook: 978-1-351-24249-3

* For full contents and more information, visit: www.routledge.com/9780815374336

3RD EDITION

Critical Reasoning

A Practical Introduction



Anne Thomson

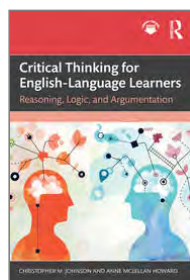
We all engage in the process of reasoning, but we don't always pay attention to whether we are doing it well. This book offers the opportunity to practise reasoning in a clear-headed and critical way, with the aims of developing an awareness of the importance of reasoning well and of improving the reader's skill in analyzing and evaluating arguments. Anne Thomson has updated and revised the book to include fresh and topical examples, and new chapters on evaluating the credibility of evidence and decision making and dilemmas. By the end of the book students should be able to identify flaws in arguments, analyze the reasoning in newspaper articles, books and speeches, assess the credibility of evidence and authorities and approach any topic with the ability to reason and think critically.

Routledge
September 2008 : 256pp
Pb: 978-0-415-44587-0 : **£40.99**
Hb: 978-0-415-44586-3 : **£155**
eBook: 978-0-203-87099-0

* For full contents and more information, visit: www.routledge.com/9780415445870

Critical Thinking for English-Language Learners

Reasoning, Logic, and Argumentation



Christopher M. Johnson, Anne McLellan Howard

Critical Thinking for English-Language Learners is an accessible introduction to critical thinking and the use of informal logic for learners of English. Critical thinking skills are key to helping students learn how to reason in English. By developing informal logic skills, students can develop their critical thinking abilities to better assess why different types of arguments are successful or unsuccessful. Providing students with key skills to make and critique arguments in English, this book is a key resource for beginning and intermediate learners of English studying Critical Thinking, English for Academic Purposes, and Introduction to Philosophy.

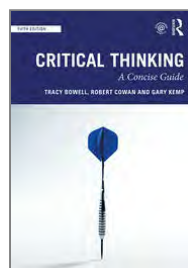
Routledge
February 2025 : 248pp
Pb: 978-1-032-75247-1 : **£41.99**
Hb: 978-1-032-75248-8 : **£155**
eBook: 978-1-003-47307-7

* For full contents and more information, visit: www.routledge.com/9781032752471

5TH EDITION

Critical Thinking

A Concise Guide



Tracy Bowell, Robert Cowan, Gary Kemp University of Glasgow, UK

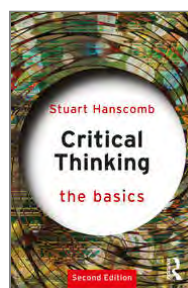
We are frequently confronted with arguments. Critical Thinking equips students with the concepts and techniques used in the analysis and assessment of arguments whatever the context. Through precise and accessible discussion, this book provides the tools to become a successful critical thinker, who can act and believe in accordance with good reasons, and who can articulate and make explicit those reasons. This fifth edition has been revised and updated throughout, including an expanded range of 'complete examples', the introduction of Venn diagrams, and the discussion of fake news and related phenomena arising in the contemporary scene.

Routledge
August 2019 : 348pp
Pb: 978-0-815-37143-4 : **£39.99**
Hb: 978-0-815-37142-7 : **£155**
eBook: 978-1-351-24373-5

* For full contents and more information, visit: www.routledge.com/9780815371434

2ND EDITION

Critical Thinking: The Basics



Stuart Hanscomb University of Glasgow, UK

Series: *The Basics*

An accessible and engaging introduction to the field of critical thinking, drawing on philosophy, communication and psychology. This 2nd edition has been revised and updated throughout and includes a new chapter on emotion and argument and how to build persuasive arguments. There are also many fresh examples, including conspiracy theories, trust, leadership and cultural cognition. With updated discussion questions/exercises and suggestions for further reading, this book is an essential read for students approaching the field of critical thinking for the first time, and for the general reader wanting to improving their thinking skills.

Routledge
June 2023 : 286pp
Pb: 978-1-032-16299-7 : **£20.99**
Hb: 978-1-032-16301-7 : **£145**
eBook: 978-1-003-24794-4

* For full contents and more information, visit: www.routledge.com/9781032162997

2ND EDITION

Recipes for Science

An Introduction to Scientific Methods and Reasoning



Angela Potochnik, Matteo Colombo, Cory Wright Tilburg University, The Netherlands

Today, scientific literacy is an essential aspect of any undergraduate education. Recipes for Science responds to this need by providing an accessible introduction to the nature of science and scientific methods, reasoning, and concepts

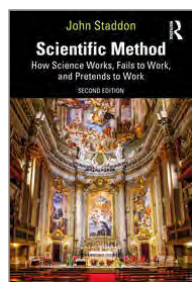
Routledge
April 2024 : 378pp
Pb: 978-1-032-29096-6 : **£45.99**
Hb: 978-1-032-29097-3 : **£185**
eBook: 978-1-003-30000-7

* For full contents and more information, visit: www.routledge.com/9781032290966

2ND EDITION

Scientific Method

How Science Works, Fails to Work, and Pretends to Work



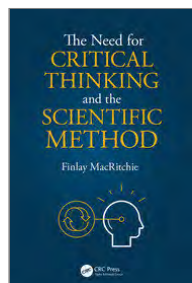
John Staddon Duke University, USA

This expanded second edition of *Scientific Method* shows how science works, fails to work, or pretends to work, by looking at examples from physics, biomedicine, psychology, sociology, and economics. *Scientific Method* is essential reading for students and professionals trying to make sense of the role of science in society, and of the meaning, value, and limitations of scientific methodology.

Routledge
June 2024 : 226pp
Pb: 978-1-032-65771-4 : **£33.99**
Hb: 978-1-032-68389-8 : **£155**
eBook: 978-1-032-68387-4

* For full contents and more information, visit: www.routledge.com/9781032657714

The Need for Critical Thinking and the Scientific Method



Finlay MacRitchie Kansas State University, Manhattan, USA

The book exposes many of the misunderstandings about the scientific method and its application to critical thinking. It argues for a better understanding of the scientific method and for nurturing critical thinking in the community. This knowledge helps the reader to analyze issues more objectively, and warns about the dangers of bias and propaganda. The principles are illustrated by considering several issues that are currently being debated. These include anthropogenic global warming (often loosely referred to as climate change), dangers to preservation of the Great Barrier Reef, and the expansion of the gluten-free food market and genetic engineering.

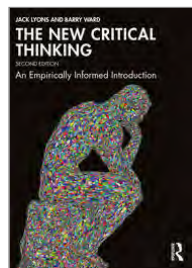
CRC Press
May 2018 : 152pp
Pb: 978-0-815-36775-8 : **£48.99**
Hb: 978-0-815-36815-1 : **£160**
eBook: 978-1-351-25587-5

* For full contents and more information, visit: www.routledge.com/9780815367758

2ND EDITION

The New Critical Thinking

An Empirically Informed Introduction



Jack Lyons, Barry Ward

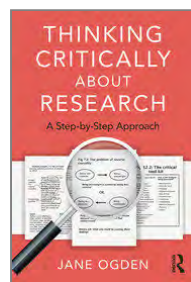
This highly innovative text aims to improve real-world critical thinking, incorporating insights from epistemology and philosophy of science to formulate best practices for assessing information sources and circumnavigate our natural intellectual blind spots. The book covers introductory logic in a way that emphasizes practical application, rather than formal completeness. This new edition provides ample resources and exercises for students and instructors alike both in-text and online.

Routledge
May 2024 : 412pp
Pb: 978-1-032-31728-1 : **£73.99**
Hb: 978-1-032-31730-4 : **£155**
eBook: 978-1-003-31102-7

* For full contents and more information, visit: www.routledge.com/9781032317281

Thinking Critically about Research

A Step by Step Approach



Jane Ogden

This book is designed to help readers develop a critical understanding of evidence and the ways in which evidence is presented, and to challenge the information they receive in both academic and non-academic sources. The author presents a step by step approach with a focus on knowing methods, culminating in a bespoke 'critical tool kit' which offers a practical checklist designed to be used when carrying out research. There are also learning features including tasks and worked examples, drawing on real research studies. This is an essential resource for students and researchers, and those putting research into practice, who want to have better critical thinking skills.

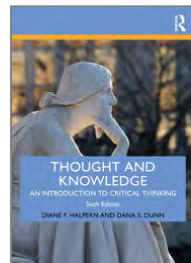
Routledge
December 2018 : 176pp
Pb: 978-0-367-00020-2 : **£40.99**
Hb: 978-0-367-00019-6 : **£155**
eBook: 978-0-429-44496-8

* For full contents and more information, visit: www.routledge.com/9780367000202

6TH EDITION

Thought and Knowledge

An Introduction to Critical Thinking



Diane F. Halpern Claremont McKenna College, USA,
Dana S. Dunn Moravian College, USA

Thought and Knowledge applies theory and research from the learning sciences to teach students the critical thinking skills that they need to succeed in today's world. The text is grounded in psychological science and brought to life through humorous and engaging language and numerous practical and real-world examples and anecdotes. Critical thinking skills are presented in every chapter, empowering students to learn more efficiently, research more productively, and present logical, critical, and informed arguments. The skills are reviewed at the end of the chapter, and a complete list of skills with definitions and examples are included in the appendix.

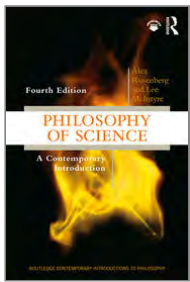
Routledge
October 2022 : 428pp
Pb: 978-1-138-65517-1 : **£69.99**
Hb: 978-1-138-65516-4 : **£220**
eBook: 978-1-032-32316-9 : **£61.99**

* For full contents and more information, visit: www.routledge.com/9781138655171

4TH EDITION

Philosophy of Science

A Contemporary Introduction

**Alex Rosenberg, Lee McIntyre***Series: Routledge Contemporary Introductions to Philosophy*

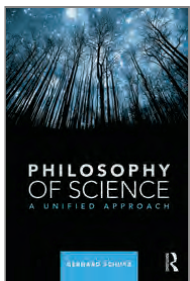
Any serious student attempting to better understand the nature, methods, and justification of science will value this book. Weaving lucid explanations with clear analyses, the volume is as a much-used, thematically-oriented introduction to the field. The new edition has been thoroughly rewritten based on instructor and student feedback, to improve readability and accessibility, without sacrificing depth. It retains all of the logically structured, extensive coverage of earlier editions, which the journal Teaching Philosophy called, "the industry standard" and "essential reading" in a 2010 review.

Routledge
November 2019 : 308pp
Pb: 978-1-138-33151-8 : **£49.99**
Hb: 978-1-138-33148-8 : **£155**
eBook: 978-0-429-44726-6

* For full contents and more information, visit: www.routledge.com/9781138331518

Philosophy of Science

A Unified Approach

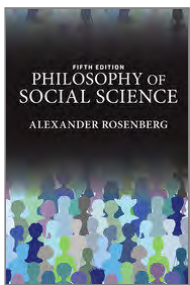
**Gerhard Schurz** Dusseldorf University, Germany,
Gerhard Schurz

Philosophy of Science: A Unified Approach combines an elementary introduction to philosophy of science with an integrated survey of all of its important subfields. Focusing on the methodological unity of the sciences, the book provides chapters with introductory sections, followed by complementary, advanced topics. By restricting the teaching materials to the introductory sections, one obtains the basis for a semester-long course. Covering all of the material contained in the book fills a year-long course.

Routledge
November 2013 : 480pp
Pb: 978-0-415-82936-6 : **£52.99**
Hb: 978-0-415-82934-2 : **£155**
eBook: 978-0-203-36627-1

* For full contents and more information, visit: www.routledge.com/9780415829366

5TH EDITION

Philosophy of Social Science**Alexander Rosenberg**

Philosophy of Social Science provides a tightly argued yet accessible introduction to the philosophical foundations of the human sciences, including economics, anthropology, sociology, political science, psychology, history, and the disciplines emerging at the intersections of these subjects with biology. Philosophy is unavoidable for social scientists because the choices they make in answering questions in their disciplines force them to take sides on philosophical matters. Conversely, the philosophy of social science is equally necessary for philosophers since the social and behavior sciences must inform their understanding of human action, norms, and social institutions.

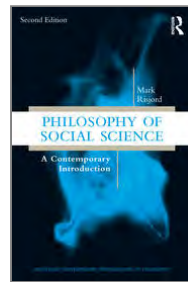
Routledge
July 2015 : 360pp
Pb: 978-0-813-34973-2 : **£49.99**
Hb: 978-0-367-09807-0 : **£155**
eBook: 978-0-429-49484-0

* For full contents and more information, visit: www.routledge.com/9780813349732

2ND EDITION

Philosophy of Social Science

A Contemporary Introduction

**Mark Risjord** Emory University, USA*Series: Routledge Contemporary Introductions to Philosophy*

This accessible text offers a comprehensive overview of debates in the field, with special attention to new research programs. Topics include the relationship of social policy to social science, interpretive research, cognitive and evolutionary explanations, intentional action explanation, rational choice theory, conventions and social norms, joint intentionality, causal inference, and experimentation. The Second Edition provides updates with the most recent literature and adds two new chapters: one on modeling and one on the role of race and gender in the social sciences.

Routledge
July 2022 : 336pp
Pb: 978-1-032-07586-0 : **£45.99**
Hb: 978-1-032-07587-7 : **£200**
eBook: 978-1-003-20779-5

* For full contents and more information, visit: www.routledge.com/9781032075860

A Dictionary of Social Research Methodology



Martyn Hammersley The Open University, UK

This accessible book offers a detailed guide to a wide range of methodological concepts, both those of a more philosophical kind and those that are more technical in character: from constructionism to critical realism, regression analysis to grounded theory, odds ratios to triangulation. Providing clear definitions for a wide range of methodological concepts from across the social sciences, this is an essential resource for all who have an interest in social research methodology.

Routledge
September 2024 : 180pp
Pb: 978-1-032-82213-6 : **£39.99**
Hb: 978-1-032-82215-0 : **£155**
eBook: 978-1-003-50350-7

* For full contents and more information, visit: www.routledge.com/9781032822136

Are You Making a Meal Out of Research?

A Recipe for Research Success



Steve Reay, Cassie Khoo, Gareth Terry, Guy Collier, Trent Dallas, Valance Smith

Research methods in a comic! This visual guide to common research methods paradigms will get you started on thinking about your research journey - what research is and understanding different types of methods, how you choose them, and how you get started. The book includes several worksheets to start making your own research menu and further reading to learn more. Suitable for upper level undergraduate and first level postgraduate students in the social and behavioural sciences, healthcare, and those interested in indigenous and Māori research methods.

Routledge
May 2023 : 72pp
Pb: 978-1-032-39232-5 : **£16.99**
Hb: 978-1-032-39230-1 : **£145**
eBook: 978-1-003-34892-4

* For full contents and more information, visit: www.routledge.com/9781032392325

A-Z of Digital Research Methods



Catherine Dawson

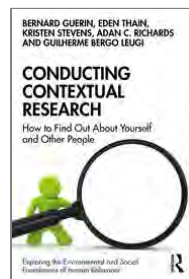
This book provides a quick and easy, alphabetical reference guide for any student or researcher looking for an introduction to digital research methods. It provides a pathway through the often confusing digital research landscape, giving a concise introduction to each method.

Routledge
July 2019 : 424pp
Pb: 978-1-138-48680-5 : **£29.99**
Hb: 978-1-138-48679-9 : **£140**
eBook: 978-1-351-04467-7

* For full contents and more information, visit: www.routledge.com/9781138486805

Conducting Contextual Research

How to Find Out About Yourself and Other People



Bernard Guerin University of South Australia, Australia,
Eden Thain, Kristen Stevens, Adan C. Richards, Guilherme Bergo Leugi

Series: Exploring the Environmental and Social Foundations of Human Behaviour

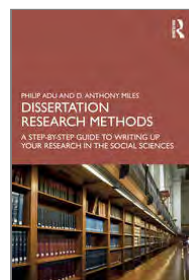
This innovative book proposes an entirely new approach to social research, presenting practical ways to discover people's life contexts in order to understand why they do what they do, which is essential for any forms of research that need to understand people. Conducting Contextual Research is essential reading for postgraduate students and professionals in the fields of counselling, psychology and social work, and will be useful to anyone conducting research or inquiries to understand human behaviour, including academic researchers, detectives, intelligence operators, social workers, government service researchers, social policy analysts, and biographers.

Routledge
June 2024 : 190pp
Pb: 978-1-032-60818-1 : **£46.99**
Hb: 978-1-032-60825-9 : **£145**
eBook: 978-1-003-46063-3

* For full contents and more information, visit: www.routledge.com/9781032608181

Dissertation Research Methods

A Step-by-Step Guide to Writing Up Your Research in the Social Sciences



Philip Adu The National Centre for Academic and Dissertation Excellence, The Chicago School of Professional Psychology, USA, **D. Anthony Miles**

Dissertation Research Methods: A Step-by-Step Guide to Writing Up Your Research in the Social Sciences focuses specifically on methodology when planning, writing and submitting your dissertation thesis. Written by two methodology experts in the social sciences, the book provides a step-by-step guide through each stage of the dissertation process. This compact book will be of use to all graduate students and their supervisors in the Social Sciences, Education and Behavioural Sciences, looking for a guide for working with robust and defensible methodological principles in their dissertation research and theses.

Routledge
September 2023 : 470pp
Pb: 978-1-032-21385-9 : **£45.99**
Hb: 978-1-032-21383-5 : **£155**
eBook: 978-1-003-26815-4

* For full contents and more information, visit: www.routledge.com/9781032213859

Doing Academic Research

A Practical Guide to Research Methods and Analysis



Ted Gournelos

Doing Academic Research is a concise, accessible, and tightly organized overview of the research process in the humanities, social sciences, and business. Rather than a book about research, this is a practical guide to doing research, and guides budding researchers along the process of developing an effective workflow, where to go for help, and how to actually complete the project. It addresses diversity in abilities, interest, discipline, and ways of knowing by focusing not just on the process of conducting any one method in detail, but also the ways in which someone might choose a research method and conduct it successfully.

Routledge
May 2019 : 208pp
Pb: 978-0-367-20793-9 : **£19.99**
Hb: 978-0-367-20791-5 : **£140**
eBook: 978-0-429-26355-2

* For full contents and more information, visit: www.routledge.com/9780367207939

Literature Review and Research Design

A Guide to Effective Research Practice



Dave Harris

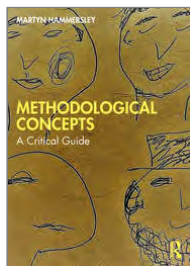
Graduate students executing their first independent research project often struggle to use academic literature effectively in the process of designing, developing, executing, and presenting their work. This book gives an overview of how to develop an effective research practice supported by the academic literature. Particularly suitable for those pursuing professional doctorates in subjects such as education and psychology.

Routledge
December 2019 : 176pp
Pb: 978-0-367-25037-9 : **£29.99**
Hb: 978-0-367-25036-2 : **£140**
eBook: 978-0-429-28566-0

* For full contents and more information, visit: www.routledge.com/9780367250379

Methodological Concepts

A Critical Guide



Martyn Hammersley The Open University, UK

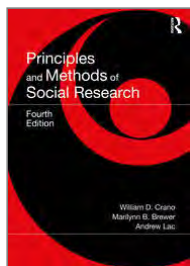
Methodological Concepts: A Critical Guide clarifies many key terms and issues in social research methodology. It outlines the conventional meanings of these terms, but also addresses their contentious character. The aim is to offer interpretations of them that provide a coherent conception of the nature of social science.

Routledge
February 2023 : 186pp
Pb: 978-1-032-39574-6 : **£36.99**
Hb: 978-1-032-39573-9 : **£140**
eBook: 978-1-003-35035-4

* For full contents and more information, visit: www.routledge.com/9781032395746

4TH EDITION

Principles and Methods of Social Research



William D. Crano Claremont Graduate University, USA,
Marilynn B. Brewer Ohio State University, USA, **Andrew Lac** Claremont Graduate University, USA

Through a multi-methodology approach, Principles and Methods of Social Research, Fourth Edition covers the latest research techniques and designs and guides readers toward the design and conduct of social research from the ground up. Applauded for its comprehensive coverage, the breadth and depth of content of this new edition is unparalleled. It is intended for graduate or advanced undergraduate courses in research methods in psychology, communication, sociology, education, public health, and marketing, and further appeals to researchers in various fields of social research, such as social psychology and communication.

Routledge
July 2023 : 486pp
Pb: 978-1-032-22240-0 : **£94.99**
Hb: 978-1-032-22241-7 : **£155**
eBook: 978-1-003-27173-4

* For full contents and more information, visit: www.routledge.com/9781032222400

5TH EDITION

Principles of Research in Behavioral Science



Mary E. Kite, **Bernard E. Whitley, Jr** Ball State University, USA

Now in its fifth edition, this invaluable textbook provides a comprehensive overview of research methods in the behavioral sciences, emphasizing the conceptual challenges inherent in scientific inquiry. Organized to mirror each stage of the research process, this text guides readers through the process, from formulating questions, to collecting data, to interpreting results. Ideal for advanced undergraduate, graduate, and post-graduate students seeking a strong foundation in research methods, it also serves as a valuable reference for seasoned researchers looking to refresh their knowledge.

Routledge
July 2025 : 806pp
Hb: 978-1-032-72058-6 : **£130**
IEPB: 978-1-032-72059-3 : **£45.99**
eBook: 978-1-032-72060-9

* For full contents and more information, visit: www.routledge.com/9781032720586

2ND EDITION

Research Design, Second Edition

Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches



Patricia Leavy

With a new chapter on the literature review, this accessible step-by-step guide to using the five major approaches to research design is now in a thoroughly revised second edition. The prior edition's user-friendly features are augmented by a new companion website with worksheets keyed to each chapter. For each approach, the text presents a template for a research proposal and explains how to conceptualize and fill in every section. Interdisciplinary research examples draw on current events and social justice issues. PowerPoints and chapter tests with answer keys are available to instructors using the book in a course.

Guilford Press
January 2023 : 323pp
Pb: 978-1-462-54897-2 : **£45.99**
Hb: 978-1-462-55088-3 : **£69.99**

* For full contents and more information, visit: www.routledge.com/9781462548972

2ND EDITION

Research Methods

The Key Concepts



Michael Hammond University of Warwick, UK, **Jerry Wellington**

Series: *Routledge Key Guides*

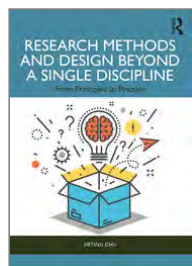
This invaluable resource provides a comprehensive overview of the many methods and methodologies of social research. Each entry provides a critical definition and examines the value and difficulties of a particular method or methodology of concept across different fields of social research. With thematic further reading stretching across the social sciences, this second edition will help readers develop a firm understanding of the rationale and principles behind key research methods, and is a must-have for new researchers at all levels, from undergraduate to postgraduate and beyond.

Routledge
September 2020 : 232pp
Pb: 978-0-367-17874-1 : **£23.99**
Hb: 978-0-367-17873-4 : **£115**
eBook: 978-0-429-05816-5

* For full contents and more information, visit: www.routledge.com/9780367178741

Research Methods and Design Beyond a Single Discipline

From Principles to Practice



Heting Chu

This book presents and discusses 15 research methods after an overview of each, an illustration of the research process and an examination of related topics. The focus of this book is on data collection techniques and research design. This book is essential for masters and doctoral students, and researchers who wish to learn about research methods and design comprehensively and systematically, as well as instructors delivering research methods courses across the social and behavioral sciences.

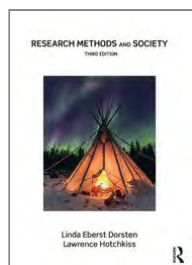
Routledge
April 2024 : 360pp
Pb: 978-0-367-89885-4 : **£61.99**
Hb: 978-0-367-89883-0 : **£155**
eBook: 978-1-003-02171-1

* For full contents and more information, visit: www.routledge.com/9780367898854

3RD EDITION

Research Methods and Society

Foundations of Social Inquiry



Linda Eberst Dorsten , Lawrence Hotchkiss

Research Methods and Society, Third Edition is designed to help undergraduate students acquire basic skills in methods of social science research. These skills provide a foundation for understanding research findings in the social sciences and for conducting social research. Just as important, such skills sets and principles can be applied to everyday situations to make sense of endless stream of claims and counterclaims confronted daily in print and electronic forms, including social media.

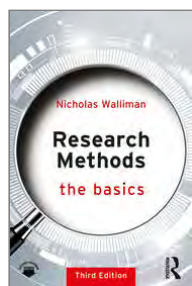
Routledge
December 2018 : 410pp
Pb: 978-0-815-36615-7 : **£96.99**
Hb: 978-0-815-36616-4 : **£245**
eBook: 978-1-351-25981-1

* For full contents and more information, visit: www.routledge.com/9780815366157

3RD EDITION

Research Methods

The Basics



Nicholas Walliman Oxford Brookes University, UK

Series: *The Basics*

Research Methods: The Basics is an accessible, user-friendly introduction to the different aspects of research theory, methods and practice. This third edition provides an expanded and fully updated resource suitable for students and practitioners in a wide range of disciplines including the natural sciences, social sciences and humanities. It is structured in two parts - the first covers the nature of knowledge and the reasons for doing research, the second explains the specific methods used to conduct an effective research project and how to propose, plan, carry out and write up a research project.

Routledge
December 2021 : 280pp
Pb: 978-0-367-69408-1 : **£20.99**
Hb: 978-0-367-69407-4 : **£150**
eBook: 978-1-003-14169-3

* For full contents and more information, visit: www.routledge.com/9780367694081

2ND EDITION

Social Research Methods by Example

Applications in the Modern World



Yasemin Besen-Cassino , Dan Cassino Fairleigh Dickson University

This book sharpens students' understanding of the research process and the essential methods that researchers use to perform their work on the cutting edge of the social sciences. The new edition features updated examples across the chapters, reflecting new directions within the social sciences and both a diversity of voices and research output in recent years. The authors also expand their chapter overviews in key areas and weave discussion of validity and ethics carefully into the fabric of each chapter's focus. Written not only to introduce students to the basic principles of social science research, this book provides readers with a toolkit to carry out the process on their own.

Routledge
May 2023 : 342pp
Pb: 978-1-032-20920-3 : **£40.99**
Hb: 978-1-032-21005-6 : **£145**
eBook: 978-1-003-26632-7

* For full contents and more information, visit: www.routledge.com/9781032209203

The Illustrated Guide to Social Science Research



Divya Sharma

This accessible and engaging textbook helps students to get to grips with key concepts, issues, and practices in social science research through the use of fun and informative illustrations and examples.

Routledge
July 2024 : 248pp
Pb: 978-1-032-32377-0 : **£39.99**
Hb: 978-1-032-32379-4 : **£155**
eBook: 978-1-003-31473-8

* For full contents and more information, visit: www.routledge.com/9781032323770

2ND EDITION

The Research Companion

A practical guide for those in the social sciences, health and development



Petra M. Boynton University College London, UK

Books on social and behavioral research too often focus on theory and methods and overlook the practical skills needed to undertake a research project. The Research Companion brings hard-earned lessons from the real world to offer clear and honest advice to all students and practitioners within the social and health sciences. The structure of the book makes it useful for researchers at all levels of experience: the numerous examples and case histories make it ideal for students just beginning their first research project, while the breadth of coverage and wealth of practical tips will also help more experienced researchers.

Routledge
September 2016 : 300pp
Pb: 978-1-138-91761-3 : **£52.99**
Hb: 978-1-138-91760-6 : **£155**
eBook: 978-1-315-68890-9

* For full contents and more information, visit: www.routledge.com/9781138917613

2ND EDITION

The Researcher's Toolkit

The Complete Guide to Practitioner Research



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

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

Routledge

May 2023 : 178pp

Pb: 978-1-032-01810-2 : **£28.99**

Hb: 978-1-032-01809-6 : **£145**

eBook: 978-1-003-18015-9

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

11TH EDITION

Understanding Research Methods

An Overview of the Essentials



Michelle Newhart, **Mildred L. Patten**

A perennial bestseller since 1997, this updated eleventh edition of *Understanding Research Methods* provides a detailed overview of all the important concepts traditionally covered in a research methods class. It covers the principles of both qualitative and quantitative research, and how to interpret statistics without computations, so is suitable for all students regardless of their math background. The book is organized so that each concept is treated independently and can be used in any order without resulting in gaps in knowledge—allowing it to be easily and precisely adapted to any course.

Routledge

June 2023 : 528pp

Pb: 978-0-367-55118-6 : **£96.99**

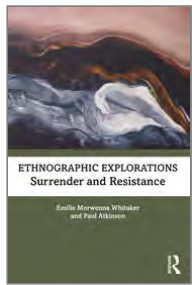
Hb: 978-0-367-55117-9 : **£255**

eBook: 978-1-003-09204-9

* For full contents and more information, visit: www.routledge.com/9780367551186

Ethnographic Explorations

Surrender and Resistance



Emilie Morwenna Whitaker Salford University, UK, **Paul Atkinson**

In *Ethnographic Explorations: Surrender and Resistance*, Whitaker and Atkinson, two experienced ethnographers, explore the complexities of fieldwork, analysis and writing from new perspectives. It takes the opportunity to reflect on Ethnography not just as a methodological perspective, but at a fundamental level. The book is intended for researchers at postgraduate and postdoctoral levels and at experienced researchers who want to read a different, sometimes challenging, take on ethnographic research and its outcomes.

Routledge
March 2023 : 184pp
Pb: 978-0-367-17441-5 : **£38.99**
Hb: 978-0-367-17440-8 : **£140**
eBook: 978-0-429-05680-2

* For full contents and more information, visit: www.routledge.com/9780367174415

Ethnographic Research in the Social Sciences



Edited by **Madhulika Sahoo**, **S. Jeyavelu**, **Anjali Kurane**

This book is an essential guide to scientifically conducting contemporary ethnographic research at undergraduate, postgraduate and doctoral levels in the social sciences, the humanities, and business studies. It addresses the methodological challenges of ethnographic research across the social sciences and highlights present time research areas, including digital ethnography, artificial intelligence, classroom pedagogy, hybrid organization and many more. A step-by-step, student friendly text, this book will be essential supplementary reading across the social sciences and the humanities, especially for those conducting fieldwork in the Global South.

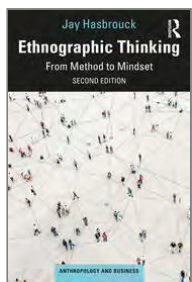
Routledge India
June 2023 : 282pp
Pb: 978-1-032-49233-9 : **£40.99**
Hb: 978-1-032-48008-4 : **£155**
eBook: 978-1-003-39277-4

* For full contents and more information, visit: www.routledge.com/9781032492339

2ND EDITION

Ethnographic Thinking

From Method to Mindset



Jay Hasbrouck

Series: Anthropology and Business

This second edition of *Ethnographic Thinking: From Method to Mindset* serves as a primer for practitioners who want to apply ethnography to real-world challenges and commercial ventures. This new edition now includes a section in each chapter focusing on practical advice to help readers activate key insights in their work. This work is essential reading for managers and strategists who want to tap into the full potential that an ethnographic perspective offers. It will also be of value to students and practitioners of applied ethnography, as well as professionals who would like to optimize the value of ethnographic thinking in their organizations.

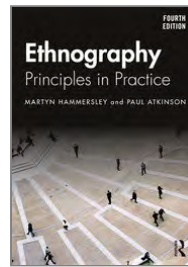
Routledge
April 2024 : 156pp
Pb: 978-1-032-46309-4 : **£40.99**
Hb: 978-1-032-46308-7 : **£155**
eBook: 978-1-003-38107-5

* For full contents and more information, visit: www.routledge.com/9781032463094

4TH EDITION

Ethnography

Principles in Practice



Martyn Hammersley The Open University, UK, **Paul Atkinson** Cardiff University, UK

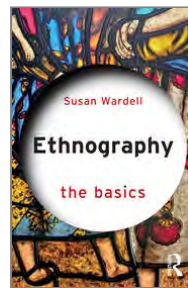
This edition has been expertly updated to reflect the important developments in digital and mobile technologies and social media. The ease with which recordings, audio or video, as well as photographs, can be produced via the use of mobile devices has opened up new tools and foci for ethnographers.

Routledge
April 2019 : 292pp
Pb: 978-1-138-50446-2 : **£45.99**
Hb: 978-1-138-50445-5 : **£170**
eBook: 978-1-315-14602-7

* For full contents and more information, visit: www.routledge.com/9781138504462

Ethnography

The Basics



Susan Wardell

Series: The Basics

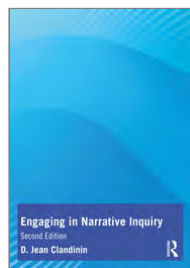
Ethnography: The Basics introduces a broad and beginner audience to ethnography, as a research methodology with diverse applications. By using everyday language, and developing a warm and inclusive tone, the book provides an accessible entry point to the topic.

Routledge
May 2025 : 278pp
Pb: 978-1-032-52012-4 : **£19.99**
Hb: 978-1-032-51311-9 : **£155**
eBook: 978-1-003-40488-0

* For full contents and more information, visit: www.routledge.com/9781032520124

2ND EDITION

Engaging in Narrative Inquiry



D. Jean Clandinin

In *Engaging in Narrative Inquiry*, Second Edition, D. Jean Clandinin, a pioneer in narrative research, updates her classic formulation on narrative inquiry, clarifying, extending, and refining methods. The increasing interest in narrative inquiry as research methodology across disciplines makes this an essential guide and an excellent text for graduate courses in qualitative inquiry, education and nursing research, sociology, and all courses in autobiographical and narrative research and inquiry.

Routledge
September 2022 : 176pp
Pb: 978-1-032-14610-2 : **£45.99**
Hb: 978-1-032-14609-6 : **£155**
eBook: 978-1-003-24014-3

* For full contents and more information, visit: www.routledge.com/9781032146102

2ND EDITION

Essentials of Qualitative Inquiry



Maria J. Mayan

Series: Qualitative Essentials

Essentials of Qualitative Inquiry, Second Edition is the key resource for introducing applied researchers into the qualitative tradition due to its clear exposition, step-by-step approach, and emphasis on methodological coherence. Concise and inexpensive, this edition includes new material on methods, sampling, and analysis and introduces current trends in community-based research and arts-based research, among other updates.

Routledge
May 2023 : 328pp
Pb: 978-1-629-58327-3 : **£31.99**
Hb: 978-1-629-58326-6 : **£135**
eBook: 978-1-003-38575-2

* For full contents and more information, visit: www.routledge.com/9781629583273

2ND EDITION

Qualitative Research

The Essential Guide to Theory and Practice



Maggi Savin-Baden Prof of Higher Education Research at Coventry University, UK, **Claire Howell Major** Prof of Higher Education at the University of Alabama, USA

The second edition of *Qualitative Research* is a one-stop resource for all those approaching qualitative research for the first time as well as those revisiting core concepts and issues. It presents a comprehensive overview of this rapidly developing field of inquiry, cleverly combined with practical, hands-on advice on how to conduct a successful qualitative study. This book is enhanced with the addition of online Instructor and Student Resources including videos, diagrams, an instructor manual, PowerPoint slides and links to further resources. This new edition is an indispensable companion and makes for ideal reading for all those involved in qualitative research worldwide.

Routledge
October 2025 : 664pp
Pb: 978-1-032-77458-9 : **£45.99**
Hb: 978-1-032-77460-2 : **£155**
eBook: 978-1-003-48319-9

* For full contents and more information, visit: www.routledge.com/9781032774589

Qualitative Research Using Social Media



Gwen Bouvier, Joel Rasmussen

This book shows how to conduct qualitative research projects using social media data. It takes the reader through the stages of choosing data, formulating a research question, and choosing and applying method(s).

Routledge
March 2022 : 214pp
Pb: 978-0-367-33347-8 : **£45.99**
Hb: 978-0-367-33350-8 : **£155**
eBook: 978-0-429-31933-4

* For full contents and more information, visit: www.routledge.com/9780367333478

2ND EDITION

Thinking with Theory in Qualitative Research



Alecia Y. Jackson Appalachian State University, USA,
Lisa A. Mazzei University of Oregon, USA

Thinking with Theory in Qualitative Research, Second Edition demonstrates how to enact various philosophical concepts in practices of inquiry, effectively opening up the process of thought in qualitative studies. In the ten years since the first edition was published, *Thinking with Theory* has become a vanguard text in the field of postfoundational inquiry for its accessible but thorough introductions to philosophically informed inquiry. This book is for experienced and novice researchers, and students in introductory, general, and advanced qualitative inquiry courses, who may also be first-time readers of philosophy.

Routledge
July 2022 : 170pp
Pb: 978-1-138-95214-0 : **£45.99**
Hb: 978-1-138-95213-3 : **£155**
eBook: 978-1-315-66776-8

* For full contents and more information, visit: www.routledge.com/9781138952140

Transformative Moments in Qualitative Research

Method, Theory, and Reflection



Anna Cohen-Miller

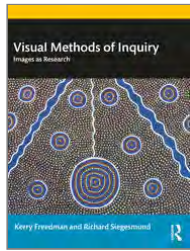
This groundbreaking book, eloquently fuses powerful stories of research with methodological insight and theory. Each chapter offers a clear, practical, and engaging exploration of qualitative inquiry, emphasizing the power of research to foster equity, inclusion, and justice-centered practice (e.g., social justice, economic justice, environmental/ecological justice). This book is an invaluable resource for graduate students, practitioners, and researchers to enhance their research and praxis. It will appeal to audiences across disciplinary backgrounds including social sciences, educational sciences, humanities, and STEM and health fields.

Routledge
December 2023 : 314pp
Pb: 978-1-032-38170-1 : **£41.99**
Hb: 978-1-032-38168-8 : **£145**
eBook: 978-1-003-34381-3

* For full contents and more information, visit: www.routledge.com/9781032381701

Visual Methods of Inquiry

Images as Research



Kerry Freedman , Richard Siegesmund

Visual Methods of Inquiry: Images as Research presents qualitative researchers in the social sciences with the benefits, applications, and forms of visual research methods. It includes a wide variety of images to illustrate the many uses of visual methods for social research. Students of social science and the visual arts will find this book useful in expanding and improving their methods of inquiry. Artists and researchers already familiar with visual methods will find that this book clarifies the ways the visual works in various research contexts and provides helpful language to describe and explain those methods.

Routledge

October 2023 : 238pp

Pb: 978-0-367-25048-5 : **£37.99**

Hb: 978-0-367-25049-2 : **£145**

eBook: 978-0-429-28572-1

* For full contents and more information, visit: www.routledge.com/9780367250485

2ND EDITION

Design Methods and Practices for Research of Project Management



Edited by **Beverly Pasian, Rodney Turner**

Design Methods and Practices for Research of Project Management is the most comprehensive guide on how to do research of and in project management. This second edition of the authoritative reference book offers a substantial update on the first edition with over 60% new content and so provides both practitioner and student researchers with a fully up-to-date and complete guide to research practice on project management.

Routledge
May 2024 : 368pp
Pb: 978-1-032-12387-5 : **£38.99**
Hb: 978-1-032-74496-4 : **£145**
eBook: 978-1-003-46951-3

* For full contents and more information, visit: www.routledge.com/9781032123875

2ND EDITION

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

3RD EDITION

Planning Research in Hospitality and Tourism



Levent Altinay Oxford Brookes University, UK,
Alexandros Paraskevas, Faizan Ali

Planning Research in Hospitality and Tourism, 3rd Edition is an accessible, concise and practical guide to planning, conducting and analysing research in tourism and hospitality. Enriched with insightful case studies throughout, this volume is essential reading for all tourism and hospitality researchers.

Routledge
June 2024 : 372pp
Pb: 978-1-032-52258-6 : **£51.99**
Hb: 978-1-032-52257-9 : **£155**
eBook: 978-1-003-40579-5

* For full contents and more information, visit: www.routledge.com/9781032522586

Research Methodologies for Business Management



Vanessa Ratten La Trobe University, Australia

Most existing research methodologies texts take a more general approach or are edited books of previously published articles or chapters written by different authors. This book, written by a business management scholar, covers the fundamentals of business management research and its methodologies in a seamless, unified manner. It builds upon the knowledge by examining both qualitative and quantitative research methodologies in the context of business management. It will help business management students and junior researchers quickly build an essential base of knowledge and gain a strategic advantage in publishing and reviewing business related research.

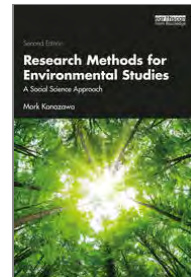
Routledge
February 2023 : 158pp
Pb: 978-1-032-32337-4 : **£46.99**
Hb: 978-1-032-32338-1 : **£140**
eBook: 978-1-003-31451-6

* For full contents and more information, visit: www.routledge.com/9781032323374

2ND EDITION

Research Methods for Environmental Studies

A Social Science Approach



Mark Kanazawa Carleton College, USA

The methodological needs of environmental studies are unique in the breadth of research questions that can be posed, calling for a textbook that covers a broad swath of approaches to conducting research with potentially many different kinds of evidence. Drawing on a variety of extended and updated examples to encourage problem-based learning and fully addressing the challenges associated with interdisciplinary investigation, this book will be an essential resource for students embarking on courses exploring research methods in environmental studies.

Routledge
July 2023 : 498pp
Pb: 978-1-032-19840-8 : **£40.99**
Hb: 978-1-032-19841-5 : **£155**
eBook: 978-1-003-26111-7

* For full contents and more information, visit: www.routledge.com/9781032198408

Researching and Analysing Business

Research Methods in Practice



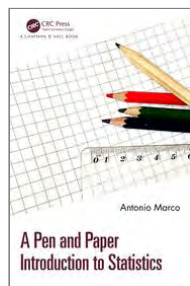
Edited by **Pantea Foroudi, Charles Dennis** Middlesex Business School, UK

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

A Pen and Paper Introduction to Statistics



Antonio Marco University of Essex, U.K.

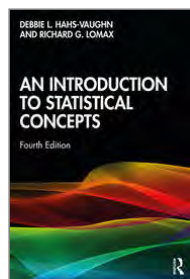
This book proposes to reverse the way statistics is taught, by starting with the introduction of linear models. The reader will have the opportunity to work through the examples and compute sums of squares by just drawing and counting, and finally evaluating whether observed differences are statistically significant by using the tables provided. Intended for students, professional life scientists, and those with little prior knowledge of statistics, this book is for all with simple and clear examples, computations and drawings helping the reader to, not only do, but also to understand statistics.

Chapman & Hall
December 2023 : 160pp
Pb: 978-1-032-50510-7 : **£35.99**
Hb: 978-1-032-50511-4 : **£105**
eBook: 978-1-003-39882-0

* For full contents and more information, visit: www.routledge.com/9781032505107

4TH EDITION

An Introduction to Statistical Concepts



Debbie L. Hahs-Vaughn University of Central Florida, USA, **Richard Lomax** The Ohio State University, USA

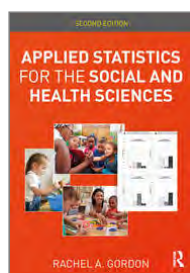
This comprehensive, flexible text is used in both one- and two-semester courses to review introductory through intermediate statistics. Instructors select the topics that are most appropriate for their course. Its conceptual approach helps students more easily understand the concepts and interpret SPSS and research results. Noted for its crystal clear explanations, key concepts are simply stated and occasionally reintroduced and related to one another for reinforcement. Numerous examples demonstrate their relevance. This edition features even more explanation to increase understanding of the concepts and has annotated script for using R.

Routledge
February 2020 : 1186pp
Hb: 978-1-138-65055-8 : **£130**
eBook: 978-1-315-62435-8

* For full contents and more information, visit: www.routledge.com/9781138650558

2ND EDITION

Applied Statistics for the Social and Health Sciences



Rachel A. Gordon Northern Illinois University, USA

Covering basic univariate and bivariate statistics and regression models for nominal, ordinal, and interval outcomes, this textbook provides graduate students in the social and health sciences with fundamental skills to estimate, interpret, and publish quantitative research using contemporary standards. Reflecting the growing importance of 'Big Data', this thoroughly revised and streamlined new edition, outlines changes in best practice in use of statistics in social and health sciences, draws upon new literatures and empirical examples, and highlights the importance of statistical programming, including coding, reproducibility, transparency, and open science.

Routledge
July 2023 : 800pp
Pb: 978-1-032-32344-2 : **£46.99**
Hb: 978-1-032-32343-5 : **£155**
eBook: 978-1-003-31453-0

* For full contents and more information, visit: www.routledge.com/9781032323442

9TH EDITION

Interpreting Basic Statistics

A Workbook Based on Excerpts from Journal Articles



Zealure C. Holcomb, **Keith S. Cox** University of North Carolina, USA

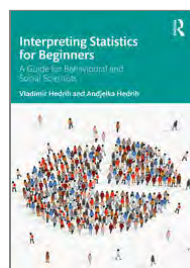
Interpreting Basic Statistics gives students valuable practice in interpreting statistical reporting as it actually appears in peer-reviewed journals. The questions in each exercise are divided into two parts: (1) Factual Questions and (2) Questions for Discussion. The factual questions require careful reading for details, while the discussion questions show that interpreting statistics is more than a mathematical exercise. Each exercise covers a limited number of topics, making it easy to coordinate the exercises with lectures or a traditional statistics textbook.

Routledge
September 2021 : 258pp
Pb: 978-0-367-56197-0 : **£66.99**
Hb: 978-0-367-56051-5 : **£200**
eBook: 978-1-003-09676-4

* For full contents and more information, visit: www.routledge.com/9780367561970

Interpreting Statistics for Beginners

A Guide for Behavioural and Social Scientists



Vladimir Hedrih, **Andjelka Hedrih**

Interpreting Statistics for Beginners teaches readers to correctly read and interpret results of basic statistical procedures as they are presented in scientific literature, and to understand what they can and cannot infer from such results. Written in an easy-to-read style and focusing on explaining concepts behind statistical calculations, the book is most helpful for readers with no previous training in statistics, and also those wishing to bridge the conceptual gap between doing the statistical calculations and interpreting the results.

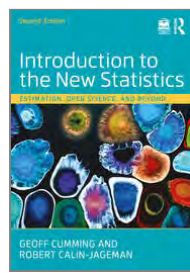
Routledge
February 2022 : 204pp
Pb: 978-0-367-61852-0 : **£39.99**
Hb: 978-0-367-62051-6 : **£155**
eBook: 978-1-003-10771-2

* For full contents and more information, visit: www.routledge.com/9780367618520

2ND EDITION

Introduction to the New Statistics

Estimation, Open Science, and Beyond



Geoff Cumming, **Robert Calin-Jageman**

This fully revised and updated second edition is an essential introduction to inferential statistics. It is the first introductory statistics text to use an estimation approach with meta-analysis ("the new statistics") from the start and also to explain the new and exciting Open Science practices, which encourage replication and enhance the trustworthiness of research. Designed for introduction to statistics, data analysis or quantitative methods courses in psychology, education and other social and health sciences, researchers interested in understanding Open Science and the new statistics will also appreciate this book.

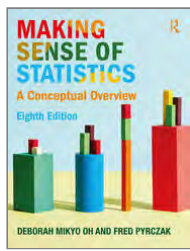
Routledge
March 2024 : 610pp
Pb: 978-0-367-53150-8 : **£72.99**
Hb: 978-0-367-53149-2 : **£225**
eBook: 978-1-032-68947-0

* For full contents and more information, visit: www.routledge.com/9780367531508

8TH EDITION

Making Sense of Statistics

A Conceptual Overview

**Deborah M. Oh , Fred Pyrczak**

Making Sense of Statistics, Eighth Edition, is the ideal introduction to the concepts of descriptive and inferential statistics for students undertaking their first research project. It presents each statistical concept in a series of short steps, then uses worked examples and exercises to enable students to apply their own learning. This conceptual book is useful for all study levels, from undergraduate to doctoral level across disciplines. Once students understand and feel comfortable with the statistics presented in this book, they should find it easy to master additional statistical concepts.

Routledge

June 2023 : 284pp

Pb: 978-1-032-28964-9 : **£52.99**Hb: 978-1-032-28962-5 : **£145**

eBook: 978-1-003-29935-6

* For full contents and more information, visit: www.routledge.com/9781032289649

4TH EDITION

Research Design and Statistical Analysis**Caren M. Rotello , Jerome L. Myers , Arnold D. Well , Robert F. Lorch, Jr.** University of Kentucky, Lexington, USA

This fully updated fourth edition of Research Design and Statistical Analysis provides comprehensive coverage of the design principles and statistical concepts necessary to make sense of real data. Incorporating the analyses of both experimental and observational data, and with coverage that is broad and deep enough to serve a two-semester sequence, this textbook is suitable for researchers, graduate students and advanced undergraduates in psychology, education, and other behavioral, social, and health sciences. The book is supported by a robust set of digital resources, including data files and exercises from the book in an Excel format, R scripts, and a solutions manual.

Routledge

January 2025 : 834pp

Pb: 978-1-032-89728-8 : **£80.99**Hb: 978-1-032-59210-7 : **£155**

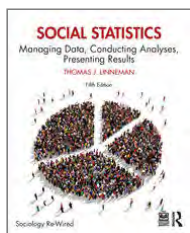
eBook: 978-1-003-45355-0

* For full contents and more information, visit: www.routledge.com/9781032897288

5TH EDITION

Social Statistics

Managing Data, Conducting Analyses, Presenting Results

**Thomas J. Linneman** The College of William and Mary, USA*Series: Sociology Re-Wired*

With a clear, engaging writing style and fascinating examples using a variety of real data, this text covers the contemporary statistical techniques that students will encounter in the world of social research. It covers these techniques at an introductory level and carefully guides students through increasingly complex examples without intimidating them.

Routledge

August 2025 : 668pp

Pb: 978-1-032-49035-9 : **£105**Hb: 978-1-032-49037-3 : **£155**

eBook: 978-1-003-39196-8

* For full contents and more information, visit: www.routledge.com/9781032490359

2ND EDITION

Statistical Methods

An Introduction to Basic Statistical Concepts and Analysis

**Cheryl Ann Willard**

Statistical Methods explains core statistical concepts and basic analysis techniques for the beginning undergraduate student in statistics or quantitative research methods. Each chapter covers a core concept before guiding students through a series of exercises designed to apply and demonstrate their knowledge. Expanded coverage of the second edition includes two new chapters on essential topics such as factorial analysis of variance, additional chapter exercises, and a full suite of instructor resources – powerpoint slides, instructor manual and test bank questions.

Routledge

March 2020 : 364pp

Pb: 978-0-367-20352-8 : **£60.99**Hb: 978-0-367-20351-1 : **£195**

eBook: 978-0-429-26103-9

* For full contents and more information, visit: www.routledge.com/9780367203528

4TH EDITION

Statistics Explained**Perry R. Hinton** Warwick University, UK

Statistics Explained is an accessible introduction to statistical concepts and ideas for undergraduate and postgraduate students new to the field. It makes few assumptions about the reader's statistical knowledge, carefully explaining each step of the analysis and the logic behind it. This new edition will include instructions and tips on how to present data and findings from SPSS output files, updated and more extensive case studies, and a section on alternative statistical software like R.

Routledge

October 2024 : 356pp

Pb: 978-0-367-36635-3 : **£39.99**Hb: 978-0-367-36638-4 : **£145**

eBook: 978-0-429-35326-0

* For full contents and more information, visit: www.routledge.com/9780367366353

2ND EDITION

Statistics for the Behavioural Sciences

An Introduction to Frequentist and Bayesian Approaches

**Riccardo Russo**

This accessible textbook is for those without a mathematical background (just some notions of basic algebra are sufficient) and provides a comprehensive introduction to all topics covered in introductory behavioural science statistics courses. This timely and highly readable text will be invaluable to undergraduate students of psychology and research methods courses in related disciplines, as well as anyone with an interest in understanding and applying the basic concepts and inferential techniques associated with statistics in the behavioural sciences.

Routledge

November 2020 : 330pp

Pb: 978-1-138-71150-1 : **£39.99**Hb: 978-1-138-71148-8 : **£155**

eBook: 978-1-315-20041-5

* For full contents and more information, visit: www.routledge.com/9781138711501

5TH EDITION

Statistics in Plain English



Timothy C. Urdan Santa Clara University, USA

Statistics in Plain English is a straightforward, conversational introduction to statistics that delivers exactly what its title promises. Each chapter begins with a brief overview of a statistic that describes what the statistic does and when to use it, followed by a detailed step-by-step explanation of how the statistic works and exactly what information it provides. Chapters also include an example of the statistic (or statistics) in use in real-world research, "Worked Examples," "Writing It Up" sections that demonstrate how to write about each statistic, "Wrapping Up and Looking Forward" sections, and practice work problems.

Routledge

March 2022 : 322pp

Pb: 978-0-367-34283-8 : **£37.99**

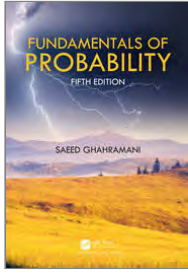
Hb: 978-0-367-34282-1 : **£195**

eBook: 978-1-032-22944-7 : **£33.99**

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5TH EDITION

Fundamentals of Probability



Saeed Ghahramani Western New England University,
Springfield, Massachusetts, USA

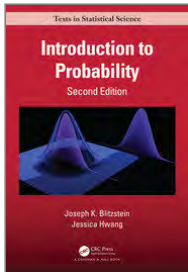
This one- or two-term calculus-based basic probability text is written for majors in mathematics, physical sciences, engineering, statistics, actuarial science, business and finance, operations research, and computer science. It presents probability in a natural way: through interesting and instructive examples and exercises that motivate the theory, definitions, theorems, and methodology. This book is mathematically rigorous and, at the same time, closely matches the historical development of probability. Whenever appropriate, historical remarks are included, and the 2096 examples and exercises have been designed to arouse curiosity and encourage students to delve into the theory.

Chapman & Hall
May 2024 : 700pp
Hb: 978-1-032-36608-1 : **£130**
IEPB: 978-1-032-80353-1 : **£49.99**
eBook: 978-1-003-33289-3

* For full contents and more information, visit: www.routledge.com/9781032366081

2ND EDITION

Introduction to Probability, Second Edition



Joseph K. Blitzstein Harvard University, Cambridge,
Massachusetts, USA, **Jessica Hwang** Stanford University,
California, USA

Series: Chapman & Hall/CRC Texts in Statistical Science

Undergraduate probability book that assumes one-semester of calculus. One key is the emphasis on "stories" for the probability distributions (which I mean in both an intuitive and technical sense): there are a dozen or so key distributions (Normal, Binomial, Poisson, etc.) that are incredibly widely-used in statistics, but a lot of books just write down formulas for them without explaining clearly why these particular distributions are so important, or how they are all connected. Each of these distributions has a "story" (a natural application where it arises), and thinking about stories makes the distributions easier to remember, understand, and work with.

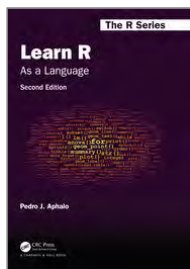
Chapman & Hall
February 2019 : 634pp
Hb: 978-1-138-36991-7 : **£76.99**
eBook: 978-0-429-42835-7

* For full contents and more information, visit: www.routledge.com/9781138369917

2ND EDITION

Learn R

As a Language



Pedro J. Aphalo University of Helsinki, Faculty of Biological and Environmental Sciences

Series: Chapman & Hall/CRC The R Series

Learning a computer language like R can be either frustrating, fun, or boring. Having fun requires challenges that wake up the learner's curiosity but also provide an emotional reward on overcoming them. This is the second edition of a book designed so that it includes smaller and bigger challenges, in what I call playgrounds, in the hope that all readers will enjoy their path to R fluency.

Chapman & Hall
April 2024 : 466pp
Pb: 978-1-032-51699-8 : **£67.99**
Hb: 978-1-032-51843-5 : **£175**
eBook: 978-1-003-40418-7

* For full contents and more information, visit: www.routledge.com/9781032516998

2ND EDITION

R Data Analysis without Programming

Explanation and Interpretation



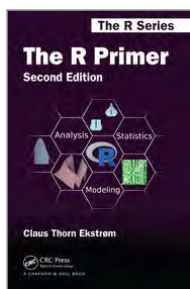
David W. Gerbing Portland State University, USA

The new edition of this innovative book, prepares the readers to quickly analyse data and interpret statistical results using R. Professor Gerbing has developed lessR, which is a ground-breaking method in alleviating the challenges of R programming. The lessR extends R, removing the need for programming. This edition expands upon the first edition's introduction to R through lessR which enables the readers to learn how to organize data for analysis, read the data into R, and generate output without performing numerous functions and programming exercises first.

Routledge
January 2023 : 378pp
Pb: 978-1-032-24403-7 : **£55.99**
Hb: 978-1-032-24402-0 : **£140**
eBook: 978-1-003-27841-2

* For full contents and more information, visit: www.routledge.com/9781032244037

2ND EDITION

R Primer

Claus Thorn Ekström University of Copenhagen, Denmark

Series: Chapman & Hall/CRC The R Series

Newcomers to R are often intimidated by the command-line interface, the vast number of functions and packages, or the processes of importing data and performing a simple statistical analysis. The R Primer provides a collection of concise examples and solutions to R problems frequently encountered by new users of this statistical software. This new edition adds coverage of R Studio and reproducible research.

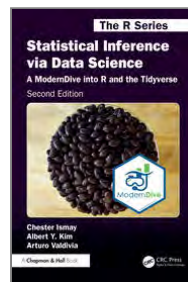
Chapman & Hall
March 2017 : 426pp
Pb: 978-1-138-63197-7 : **£59.99**
Hb: 978-1-498-77255-6 : **£125**
eBook: 978-1-315-15441-1

* For full contents and more information, visit: www.routledge.com/9781138631977

2ND EDITION

Statistical Inference via Data Science

A ModernDive into R and the Tidyverse



Chester Ismay DataCamp, **Albert Y. Kim**, **Arturo Valdivia**

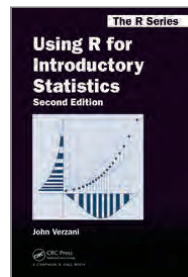
Series: Chapman & Hall/CRC The R Series

Offers a comprehensive guide to learning statistical inference with data science tools widely used in industry, academia, and government. Ideal for those new to statistics or looking to deepen their knowledge, this edition provides a clear entry point into data science and modern statistical methods.

Chapman & Hall
May 2025 : 490pp
Pb: 978-1-032-70837-9 : **£68.99**
Hb: 978-1-032-72451-5 : **£170**
eBook: 978-1-032-72454-6

* For full contents and more information, visit: www.routledge.com/9781032708379

2ND EDITION

Using R for Introductory Statistics

John Verzani CUNY/College of Staten Island, New York, USA

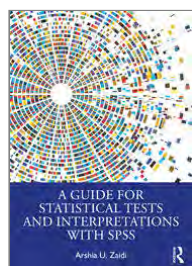
Series: Chapman & Hall/CRC The R Series

The second edition of a bestselling textbook, Using R for Introductory Statistics guides students through the basics of R, helping them overcome the sometimes steep learning curve. The author does this by breaking the material down into small, task-oriented steps. The second edition maintains the features that made the first edition so popular, while updating data, examples, and changes to R in line with the current version.

Chapman & Hall
June 2014 : 518pp
Hb: 978-1-466-59073-1 : **£67.99**
eBook: 978-1-315-37308-9

* For full contents and more information, visit: www.routledge.com/9781466590731

A Guide for Statistical Tests and Interpretations with SPSS



Arshia U. Zaidi

A Guide for Statistical Tests and Interpretations with SPSS is designed for students taking basic and advanced courses in statistics, taking an integrative and practical approach to learning statistics. It guides students through navigating SPSS outputs and writing quantitatively, dealing with technical and substantive interpretations without resorting to complex mathematical formulae. With SPSS screenshots and step-by-step advice, this book will be useful for all undergraduate and graduate students in the social sciences and humanities, as a supplemental textbook to provide practical guidance on moving through all steps of statistical testing and analysis.

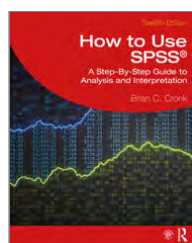
Routledge
October 2024 : 244pp
Pb: 978-1-032-10210-8 : **£48.99**
Hb: 978-1-032-10520-8 : **£140**
eBook: 978-1-003-21569-1

* For full contents and more information, visit: www.routledge.com/9781032102108

12TH EDITION

How to Use SPSS®

A Step-By-Step Guide to Analysis and Interpretation



Brian C. Cronk

This book is designed with the novice computer user in mind and for people who have no previous experience using SPSS. Each chapter is divided into short sections that describe the statistic being used, important underlying assumptions, and how to interpret the results and express them in a research report. The book begins with the basics, such as starting SPSS, defining variables, and entering and saving data. It covers all major statistical techniques typically taught in beginning statistics classes, such as descriptive statistics, graphing data, prediction and association, parametric inferential statistics, nonparametric inferential statistics and statistics for test construction.

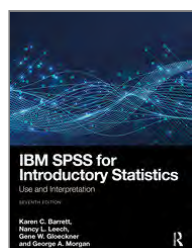
Routledge
January 2024 : 252pp
Pb: 978-1-032-58235-1 : **£65.99**
Hb: 978-1-032-58519-2 : **£155**
eBook: 978-1-003-45046-7

* For full contents and more information, visit: www.routledge.com/9781032582351

7TH EDITION

IBM SPSS for Introductory Statistics

Use and Interpretation



Karen C. Barrett Colorado State University, USA, **Nancy L. Leech** University of Colorado at Denver, USA, **Gene W. Gloeckner** Colorado State University, USA, **George A. Morgan** Colorado State University, USA

IBM SPSS for Introductory Statistics is designed to help students learn how to analyze and interpret research. In easy-to-understand language, the authors show readers how to choose the appropriate statistic based on the design, and to interpret outputs appropriately. This volume is an invaluable supplemental (or lab text) book for students. In addition, this book and its companion, IBM SPSS for Intermediate Statistics, are useful as guides/reminders to faculty and professionals regarding the specific steps to take to use SPSS and/or how to use and interpret parts of SPSS with which they are unfamiliar.

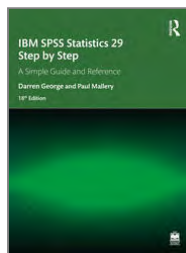
Routledge
September 2025 : 258pp
Pb: 978-1-032-41030-2 : **£47.99**
Hb: 978-1-032-41031-9 : **£155**
eBook: 978-1-003-35590-8

* For full contents and more information, visit: www.routledge.com/9781032410302

18TH EDITION

IBM SPSS Statistics 29 Step by Step

A Simple Guide and Reference



Darren George, Paul Mallery

IBM SPSS Statistics 29 Step by Step: A Simple Guide and Reference, eighteenth edition, takes a straightforward, step-by-step approach that makes SPSS software clear to beginners and experienced researchers alike. Accompanied by updated online instructor's materials and website data files, this is an essential resource for instructors and students needing a guide to using SPSS in their work, across the social sciences, behavioural sciences, education, and beyond.

Routledge
March 2024 : 440pp
Pb: 978-1-032-62193-7 : **£75.99**
Hb: 978-1-032-62212-5 : **£235**
eBook: 978-1-032-62215-6

* For full contents and more information, visit: www.routledge.com/9781032621937

3RD EDITION

SPSS Explained



Perry R. Hinton Warwick University, UK, **Isabella McMurray** University of Bedfordshire, UK, **Charlotte Brownlow**, **Peter C. Terry**

SPSS Explained provides the student with all that they need to undertake statistical analysis using SPSS. It combines a step-by-step approach to each procedure with easy-to-follow screenshots at each stage of the process. The authors have many years of experience in teaching SPSS to students from a wide range of disciplines. Their understanding of SPSS users' concerns, as well as a knowledge of the type of questions students ask, form the foundation of this book.

Routledge
September 2023 : 386pp
Pb: 978-0-367-36699-5 : **£52.99**
Hb: 978-0-367-36698-8 : **£145**
eBook: 978-0-429-35086-3

* For full contents and more information, visit: www.routledge.com/9780367366995

Geocomputation with Python



Michael Dorman , Anita Graser , Jakub Nowosad , Robin Lovelace University of Leeds, UK

Series: Chapman & Hall/CRC The Python Series

Geocomputation with Python is a comprehensive resource for working with geographic data with the most popular programming language in the world. The book gives an overview of Python's capabilities for spatial data analysis, as well as dozens of worked-through examples covering the entire range of standard GIS operations. Another unique feature is that this book is part of a wider community.

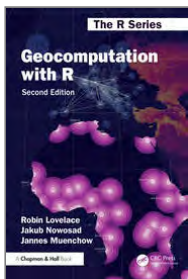
Geocomputation with Python is a sister project of Geocomputation with R (Lovelace, Nowosad, and Muenchow 2019), a book on geographic data analysis, visualization, and modeling using the R programming language that has numerous contributors and an active community.

Chapman & Hall
February 2025 : 344pp
Pb: 978-1-032-46065-9 : **£58.99**
Hb: 978-1-032-45891-5 : **£160**
eBook: 978-1-003-37991-1

* For **full contents** and more information, visit: www.routledge.com/9781032460659

2ND EDITION

Geocomputation with R



Robin Lovelace University of Leeds, UK, **Jakub Nowosad , Jannes Muenchow** Friedrich Schiller University, Jena, Germany

Series: Chapman & Hall/CRC The R Series

Geocomputation with R is for people who want to analyze, visualize, and model geographic data with open source software. The book provides a foundation for learning how to solve a wide range of geographic data analysis problems in a reproducible, and therefore scientifically sound and scalable way. The second edition features numerous updates, including the adoption of the high-performance terra package for all raster data processing, detailed coverage of the spherical geometry engine s2, updated information on coordinate reference systems and new content on openEO, STAC, COG, and gdalcubes. The book equips you with the knowledge and skills to tackle a wide range of issues.

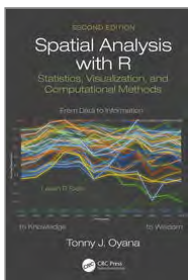
Chapman & Hall
May 2025 : 420pp
Pb: 978-1-032-24888-2 : **£58.99**
Hb: 978-1-032-22979-9 : **£160**
eBook: 978-1-003-28056-9

* For **full contents** and more information, visit: www.routledge.com/9781032248882

2ND EDITION

Spatial Analysis with R

Statistics, Visualization, and Computational Methods



Tonny J. Oyana

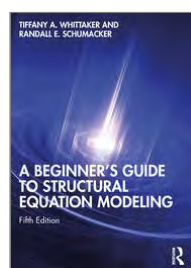
The implementation of new tools and methods for spatial analysis using R, the use and growth of artificial intelligence, machine learning and deep learning algorithms with a spatial perspective, and the interdisciplinary use of spatial analysis are all new topics in this second edition. The book provides a balance between concepts and practicum of spatial statistics with a comprehensive coverage of the most important approaches to understand spatial data, analyze spatial relationships and spatial patterns, and predict spatial processes. It offers new datasets, insights, and excellent illustrations to senior undergraduate and first year graduate students in geography and geosciences.

CRC Press
September 2023 : 354pp
Pb: 978-0-367-53238-3 : **£48.99**
Hb: 978-0-367-86085-1 : **£125**
eBook: 978-1-003-02164-3

* For **full contents** and more information, visit: www.routledge.com/9780367532383

5TH EDITION

A Beginner's Guide to Structural Equation Modeling



Randall E. Schumacker, Tiffany A. Whittaker

A Beginner's Guide to Structural Equation Modeling, fifth edition, has been redesigned with consideration of a true beginner in structural equation modeling (SEM) in mind. The book covers introductory through intermediate topics in SEM in more detail than in any previous edition. This book is intended for true beginners in structural equation modeling and is designed for introductory graduate courses in structural equation modeling taught in psychology, education, business, and the social and healthcare sciences. This book also appeals to researchers and faculty in various disciplines. Prerequisites include correlation and regression methods.

Routledge

May 2022 : 418pp

Pb: 978-0-367-47796-7 : **£76.99**

Hb: 978-0-367-49015-7 : **£155**

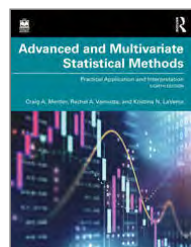
eBook: 978-1-003-04401-7

* For full contents and more information, visit: www.routledge.com/9780367477967

8TH EDITION

Advanced and Multivariate Statistical Methods

Practical Application and Interpretation



Craig A. Mertler Arizona State University, USA, **Rachel A. Vannatta**, **Kristina N. LaVenía** Bowling Green State University

Advanced and Multivariate Statistical Methods, Eighth Edition offers conceptual and practical insights into multivariate statistical techniques, designed for students without requiring deep technical or mathematical expertise. This updated text facilitates conceptual understanding of multivariate statistical methods by limiting the technical nature of the discussion of those concepts and focusing on their practical applications. This book is tailored for students taking a multivariate statistics course in graduate programs across a range of fields, including psychology, education, sociology, criminal justice, social work, mass communication, and nursing.

Routledge

September 2025 : 352pp

Pb: 978-1-032-89050-0 : **£145**

Hb: 978-1-032-91296-7 : **£155**

eBook: 978-1-003-56243-6

* For full contents and more information, visit: www.routledge.com/9781032890500

Data Analytics for the Social Sciences

Applications in R



G. David Garson

This book presents a complete exploration of statistical data analysis in R for a wide variety of social science disciplines and quantitative methods courses. Covering all the bases including multilevel modeling and ANOVA / ANCOVA, the book also goes further by looking at topics such as: neural networks to implement deep learning, thus solving complex problems other algorithms cannot; how to deal with missing values in real world data; and the use of text analytics. R code input and output is included. Suitable for all advanced level undergraduate and postgraduate students learning statistical data analysis.

Routledge

November 2021 : 704pp

Pb: 978-0-367-62427-9 : **£94.99**

Hb: 978-0-367-62429-3 : **£265**

eBook: 978-1-003-10939-6

* For full contents and more information, visit: www.routledge.com/9780367624279

Doing Statistical Analysis

A Student's Guide to Quantitative Research



Christer Thrane

Doing Statistical Analysis looks at three kinds of statistical research questions – descriptive, associational and inferential – and shows students how to conduct statistical analyses and interpret the results. Keeping equations to a minimum, it uses a conversational style and relatable examples such as football, covid-19 and tourism, to aid understanding. Each chapter contains practice exercises, and a section showing students how to reproduce the statistical results in the book using Stata and SPSS. Its accessible approach means this is the ideal textbook for undergraduate students across the social and behavioural sciences needing to build their confidence with statistical analysis.

Routledge

July 2022 : 266pp

Pb: 978-1-032-17132-6 : **£55.99**

Hb: 978-1-032-18030-4 : **£155**

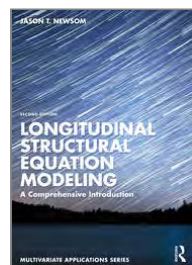
eBook: 978-1-003-25255-9

* For full contents and more information, visit: www.routledge.com/9781032171326

2ND EDITION

Longitudinal Structural Equation Modeling

A Comprehensive Introduction



Jason T. Newsom Portland State University, USA

Series: Multivariate Applications Series

Longitudinal Structural Equation Modeling, Second Edition provides an in-depth, comprehensive overview of structural equation modeling (SEM) strategies for longitudinal data to help readers see which modeling options are available for which hypotheses. Ideal for graduate courses on longitudinal (data) analysis, advanced SEM, longitudinal SEM, and/or advanced data (quantitative) analysis taught in the behavioral, social, and health sciences, Longitudinal Structural Equation Modeling, Second Edition, also appeals to researchers in these fields, and the first edition has been popular as a standard reference for this type of analysis.

Routledge

October 2023 : 522pp

Pb: 978-1-032-20286-0 : **£78.99**

Hb: 978-1-032-20283-9 : **£155**

eBook: 978-1-003-26303-6

* For full contents and more information, visit: www.routledge.com/9781032202860

3RD EDITION

Multilevel and Longitudinal Modeling with IBM SPSS



Ronald H. Heck University of Hawaii, Manoa, **Scott L. Thomas** University of Vermont, USA, **Lynn N. Tabata** University of Hawaii, Manoa

Series: Quantitative Methodology Series

This text demonstrates how to use the multilevel- and longitudinal-modeling techniques available in IBM SPSS (Version 26). Adopting a workbook format, the text walks readers through setting up, running, and interpreting a variety of different types of multilevel and longitudinal models using the linear mixed-effects model (MIXED and GENLINMIXED) platforms in SPSS. This text is an essential resource for graduate students taking courses on multilevel, longitudinal, and latent variable modeling, multivariate statistics, or advanced quantitative techniques.

Routledge

April 2022 : 494pp

Pb: 978-0-367-42461-9 : **£52.99**

Hb: 978-0-367-42460-2 : **£185**

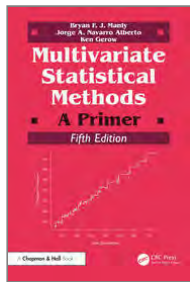
eBook: 978-0-367-82427-3

* For full contents and more information, visit: www.routledge.com/9780367424619

5TH EDITION

Multivariate Statistical Methods

A Primer



Bryan F. J. Manly University of Otago, Dunedin, New Zealand, **Jorge A. Navarro Alberto**, **Ken Gerow**

Great starting point for readers looking to become proficient in multivariate statistical methods, but who might not be deeply versed in the language of mathematics. In this edition, we provide readers with conceptual introductions to methods, practical suggestions, new references, and a more extensive collection of R functions and code that will help them to deepen their toolkit of multivariate statistical methods.

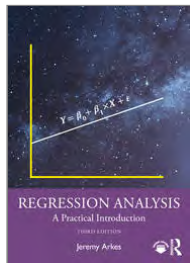
Chapman & Hall
October 2024 : 294pp
Pb: 978-1-032-59197-1 : **£55.99**
Hb: 978-1-032-59200-8 : **£160**
eBook: 978-1-003-45348-2

* For full contents and more information, visit: www.routledge.com/9781032591971

3RD EDITION

Regression Analysis

A Practical Introduction



Jeremy Arkes

This thoroughly practical and engaging textbook conveys the skills needed to responsibly develop, conduct, scrutinize, and interpret statistical analyses without requiring high-level math. This third edition features coverage of the Generalized AutoRegressive Conditional Heteroskedasticity (GARCH) model, Time Series Cross Section models and Multi-level (Hierarchical) models, and has been updated throughout to include more examples. It is ideal for undergraduate and postgraduate students learning quantitative methods in the social sciences, business, medicine, and data analytics. It will also appeal to researchers and academics looking to better understand regressions.

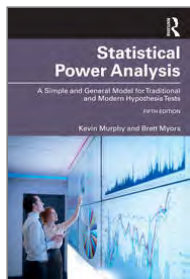
Routledge
September 2025 : 524pp
Pb: 978-1-041-00259-8 : **£41.99**
Hb: 978-1-041-00260-4 : **£130**
eBook: 978-1-003-60894-3

* For full contents and more information, visit: www.routledge.com/9781041002598

5TH EDITION

Statistical Power Analysis

A Simple and General Model for Traditional and Modern Hypothesis Tests, Fifth Edition



Brett Myors Griffith University, Australia, **Kevin R. Murphy** University of Limerick, Ireland

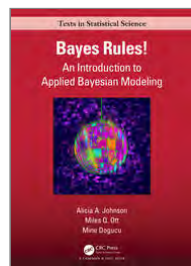
Statistical Power Analysis explains the key concepts in statistical power analysis and illustrates their application in both tests of traditional null hypotheses. It provides readers with the tools to understand and perform power analyses for virtually all the statistical methods used in the social and behavioral sciences. This edition includes new material and new power software. The programs used for power analysis in this book have been re-written in R, a language that is widely used and freely available. Statistical Power Analysis helps readers design studies, diagnose existing studies, and understand why hypothesis tests come out the way they do.

Routledge
March 2023 : 224pp
Pb: 978-1-032-28300-5 : **£57.99**
Hb: 978-1-032-28301-2 : **£140**
eBook: 978-1-003-29622-5

* For full contents and more information, visit: www.routledge.com/9781032283005

Bayes Rules!

An Introduction to Applied Bayesian Modeling



Alicia A. Johnson, **Miles Q. Ott** Smith College, Northampton, MA 01063, **Mine Dogucu** Denison university, OH, USA

Series: Chapman & Hall/CRC Texts in Statistical Science

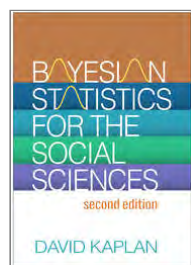
An engaging, sophisticated, and fun introduction to the field of Bayesian Statistics, *Bayes Rules! An Introduction to Bayesian Modeling with R* brings the power of modern Bayesian thinking, modeling, and computing to a broad audience. In particular, it is an ideal resource for advanced undergraduate Statistics students and practitioners with comparable experience. *Bayes Rules!* empowers readers to weave Bayesian approaches into their everyday practice.

Chapman & Hall
March 2022 : 544pp
Pb: 978-0-367-25539-8 : **£69.99**
Hb: 978-1-032-19159-1 : **£195**
eBook: 978-0-429-28834-0

* For full contents and more information, visit: www.routledge.com/9780367255398

2ND EDITION

Bayesian Statistics for the Social Sciences, Second Edition



David Kaplan University of Wisconsin–Madison, United States

This book equips social science researchers to apply the latest Bayesian methodologies to their data analysis problems. The second edition includes new chapters on model uncertainty, Bayesian variable selection and sparsity, and Bayesian workflow for statistical modeling, and emphasizes use of the RStan software package. Topics include frequentist and epistemic probability, prior distributions, Hamiltonian Monte Carlo, Bayesian linear regression and generalized linear models, model evaluation and comparison, multilevel modeling, missing data, and more. The book includes worked-through examples with annotated RStan code, and features a helpful companion website.

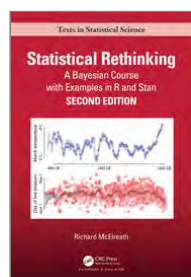
Guilford Press
December 2023 : 250pp
Hb: 978-1-462-55354-9 : **£62.99**

* For full contents and more information, visit: www.routledge.com/9781462553549

2ND EDITION

Statistical Rethinking

A Bayesian Course with Examples in R and STAN



Richard McElreath Max Planck Institute for Evolutionary Anthropology, Leipzig, Germany

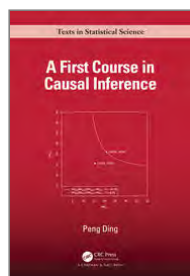
Series: Chapman & Hall/CRC Texts in Statistical Science

The very popular *Statistical Rethinking: A Bayesian Course with Examples in R and Stan*, Second Edition builds readers' knowledge of and confidence in statistical modeling. Reflecting the need for even minor programming in today's model-based statistics, the book pushes readers to perform step-by-step calculations that are usually automated. This unique computational approach ensures that readers understand enough of the details to make reasonable choices and interpretations in their own modeling work.

Chapman & Hall
March 2020 : 612pp
Hb: 978-0-367-13991-9 : **£86.99**
eBook: 978-0-429-02960-8

* For full contents and more information, visit: www.routledge.com/9780367139919

A First Course in Causal Inference



Peng Ding University of California Berkeley, U.S.A

Series: Chapman & Hall/CRC Texts in Statistical Science

This textbook, based on the author's course on causal inference at UC Berkeley taught over the past seven years, only requires basic knowledge of probability theory, statistical inference, and linear and logistic regressions. It assumes minimal knowledge of causal inference, and reviews basic probability and statistics in the appendix. It covers causal inference from a statistical perspective and includes examples and applications from biostatistics and econometrics. This book is suitable for an advanced undergraduate or graduate-level course on causal inference, or postgraduate and PhD-level course in statistics and biostatistics departments.

Chapman & Hall
July 2024 : 448pp
Hb: 978-1-032-75862-6 : **£68.99**
eBook: 978-1-003-48408-0

* For full contents and more information, visit: www.routledge.com/9781032758626

2ND EDITION

The Effect

An Introduction to Research Design and Causality



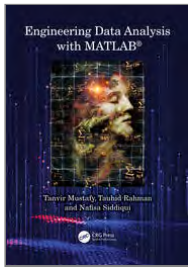
Nick Huntington-Klein

This book is about research design, specifically concerning research that uses non-experimental data to figure out whether one thing causes another. It introduces the concept of identification thoroughly and clearly and discusses it as a process of trying to isolate variation that has a causal interpretation. Concepts are demonstrated with a heavy emphasis on graphical intuition and the question of what we do to data. When we "add a control variable" what does that actually do? The second edition features a new chapter on partial identification, updated materials, methods, and writing throughout, and additional materials for help navigating the book or in using the book in teaching.

Chapman & Hall
July 2025 : 686pp
Pb: 978-1-032-58022-7 : **£41.99**
Hb: 978-1-032-58194-1 : **£130**
eBook: 978-1-003-44896-9

* For full contents and more information, visit: www.routledge.com/9781032580227

Engineering Data Analysis with MATLAB®



Tanvir Mustafy Military Inst. of Science and Tech, BD,
Tauhid Rahman Military Inst. of Science and Tech, BD,
Nafisa Siddiqui Military Inst. of Science and Tech, BD

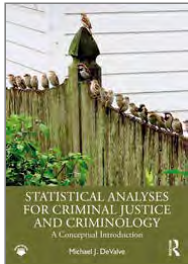
This book provides a concise overview of a variety of techniques for analyzing statistical, scientific, and financial data, using MATLAB® to integrate several approaches to data analysis and statistics. Chapters offer a broad review of computational data analysis, illustrated with many examples and applications. Each chapter combines theoretical concepts with practical MATLAB® applications and includes practice exercises, ensuring a comprehensive understanding of the material. With coverage of both basic and more complex ideas in applied statistics, the book has broad appeal for undergraduate students up to practicing engineers.

CRC Press
 December 2024 : 902pp
 Pb: 978-1-032-50771-2 : **£75.99**
 Hb: 978-1-032-50658-6 : **£155**
 eBook: 978-1-003-39958-2

* For full contents and more information, visit: www.routledge.com/9781032507712

Statistical Analyses for Criminal Justice and Criminology

A Conceptual Introduction



Michael J. DeValen

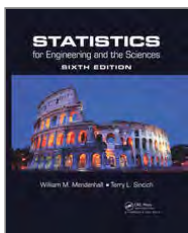
This book is a how-to guide for statistical analyses designed for undergraduates and others new to the subject. Written in an easy-going and clear style, the book uses policing data to illustrate concepts and includes a short narrative at the beginning of each chapter to engage readers. Easily identified Main Take-Aways and Key Terms features aid student understanding. Designed to combat the fear of mathematics and statistics often held by students in the social sciences, plain verbiage, multiple examples, and clear demonstrations combine to achieve the actualization and proper contextualized use of univariate and bivariate statistics.

Routledge
 June 2024 : 194pp
 Pb: 978-1-032-63854-6 : **£39.99**
 Hb: 978-1-032-63858-4 : **£155**
 eBook: 978-1-032-63859-1

* For full contents and more information, visit: www.routledge.com/9781032638546

6TH EDITION

Statistics for Engineering and the Sciences



William M. Mendenhall, **Terry L. Sincich**

Designed for a two-semester introductory course, this popular text continues to teach students the basic concepts of data description and statistical inference as well as the statistical methods necessary for real-world applications. Along with updated and reorganized material, this sixth edition includes many new and updated exercises based on contemporary engineering and scientific-related studies and real data. It also offers more statistical software printouts and corresponding instructions for use that reflect the latest versions of the SAS, SPSS, and MINITAB software.

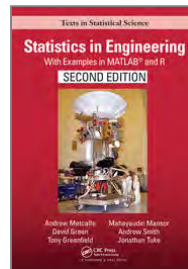
Chapman & Hall
 December 2015 : 1182pp
 Hb: 978-1-498-72885-0 : **£94.99**
 eBook: 978-0-429-07627-5

* For full contents and more information, visit: www.routledge.com/9781498728850

2ND EDITION

Statistics in Engineering

With Examples in MATLAB® and R, Second Edition



Andrew Metcalfe, **David Green**, **Tony Greenfield**,
Mayhayaudin Mansor, **Andrew Smith**, **Jonathan Tuke**

This is a textbook for an undergraduate course in statistics for engineers with a minimal calculus prerequisite. The second edition differs from existing books in three main aspects: it is the only introductory statistics textbook written for engineers that uses R throughout the text, there is an emphasis on statistical methods most relevant to engineers that are illustrated with practical applications, and there is an emphasis on random number generation and simulation, all very useful features in engineering.

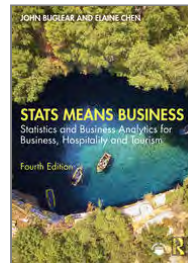
Chapman & Hall
 June 2020 : 810pp
 Pb: 978-0-367-57062-0 : **£51.99**
 Hb: 978-1-439-89547-4 : **£96.99**
 eBook: 978-1-315-11723-2

* For full contents and more information, visit: www.routledge.com/9780367570620

4TH EDITION

Stats Means Business

Statistics and Business Analytics for Business, Hospitality and Tourism



John Buglear, **Elaine Chen**

Stats Means Business is an introductory and comprehensive textbook written especially for Hospitality, Business and Tourism students who take statistics or quantitative methods modules. By minimising technical language, providing clear definitions of key terms and giving emphasis to interpretation rather than technique, this book caters to beginners in the subject. Stats Means Business is an ideal, accessible and practical introduction to statistics and quantitative research methods for Hospitality, Business and Tourism students.

Routledge
 April 2025 : 456pp
 Pb: 978-1-032-75021-7 : **£60.99**
 Hb: 978-1-032-75018-7 : **£155**
 eBook: 978-1-003-47202-5

* For full contents and more information, visit: www.routledge.com/9781032750217

A Tour of Data Science

Learn R and Python in Parallel



Nailong Zhang

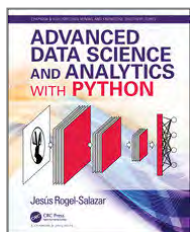
Series: Chapman & Hall/CRC Data Science Series

This book covers the fundamentals of data science, including programming, statistics, optimization, and machine learning in a single and short book. It does not cover everything, but instead, teaches the key concepts and topics. It also covers two of the most popular programming languages used in Data Science, R and Python, in one source.

Chapman & Hall
November 2020 : 216pp
Pb: 978-0-367-89586-0 : **£52.99**
Hb: 978-0-367-89706-2 : **£145**
eBook: 978-1-003-02064-6

* For full contents and more information, visit: www.routledge.com/9780367895860

Advanced Data Science and Analytics with Python



Jesús Rogel-Salazar Imperial College London, UK

Series: Chapman & Hall/CRC Data Mining and Knowledge Discovery Series

The book is intended for practitioners in data science and data analytics in both academic and business environments. It aims to present the reader with concepts in data science and analytics that were deemed to be more advanced or simply out of scope in the author's first book, and are used in data analytics using tools developed in Python such as SciKit Learn, Pandas, Numpy, etc. The use of Python is of particular benefit given its recent popularity in the data science community. The book is therefore a reference to be used by seasoned programmers and newcomers alike and the key benefit is the practical approach presented throughout the book.

Chapman & Hall
May 2020 : 424pp
Pb: 978-1-138-31506-8 : **£51.99**
Hb: 978-0-429-44661-0 : **£115**
eBook: 978-0-429-44664-1

* For full contents and more information, visit: www.routledge.com/9781138315068

2ND EDITION

Big Data and Social Science

Data Science Methods and Tools for Research and Practice



Edited by **Ian Foster** University of Chicago, Illinois, USA, **Rayid Ghani** University of Chicago, Illinois, USA, **Ron S. Jarmin**, **Frauke Kreuter** University of Mannheim, Germany; and Institute for Employment Research, Germany, **Julia Lane** New York University; American Institutes for Research, USA

Series: Chapman & Hall/CRC Statistics in the Social and Behavioral Sciences

This classroom-tested book fills a major gap in graduate- and professional-level data science and social science education. It can be used to train a new generation of social data scientists to tackle real-world problems and improve the skills and competencies of applied social scientists and public policy practitioners. It empowers you to use the massive and rapidly growing amounts of available data to interpret economic and social activities in a scientific and rigorous manner.

Chapman & Hall
November 2020 : 412pp
Pb: 978-0-367-56859-7 : **£60.99**
Hb: 978-0-367-34187-9 : **£155**
eBook: 978-0-429-32438-3

* For full contents and more information, visit: www.routledge.com/9780367568597

2ND EDITION

Data Science and Analytics with Python



Jesús Rogel-Salazar Imperial College London, UK

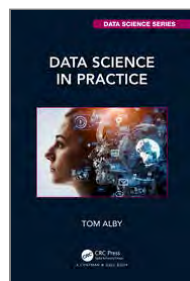
Series: Chapman & Hall/CRC Data Mining and Knowledge Discovery Series

Since the first edition, we have witnessed an unprecedented explosion in the interest and development within the fields of Artificial Intelligence and Machine Learning. This surge has led to the widespread adoption of the book, not just among business practitioners, but also by universities as a key textbook. Designed as a practical companion for data analysts and budding data scientists, this book assumes a working knowledge of programming and statistical modelling but aims to guide readers deeper into the wonders of data analytics and machine learning. Whether revisiting fundamental concepts or diving into new, advanced topics, this book offers something valuable for every reader.

Chapman & Hall
June 2025 : 514pp
Pb: 978-1-032-77249-3 : **£51.99**
Hb: 978-1-032-77252-3 : **£140**
eBook: 978-1-003-48206-2

* For full contents and more information, visit: www.routledge.com/9781032772493

Data Science in Practice



Tom Alby

Series: Chapman & Hall/CRC Data Science Series

Data Science in Practice is the ideal introduction to data science. With or without math skills: Here you get the all-round view that you need for your projects. This book describes how to properly question data, to unearth the treasure that data can be. As technology alone is not enough, this book also deals with problems in project implementation, illuminates various fields of application and addresses ethical aspects. Data Science in Practice includes many examples, notes on errors, decision-making aids and other practical tips, and is ideal as a complementary text for university students, or as a useful learning tool for those starting more data-related roles.

Chapman & Hall
September 2023 : 318pp
Pb: 978-1-032-50526-8 : **£61.99**
Hb: 978-1-032-50524-4 : **£160**
eBook: 978-1-003-42636-3

* For full contents and more information, visit: www.routledge.com/9781032505268

Data Science

A First Introduction



Tiffany Timbers University of British Columbia, **Trevor Campbell**, **Melissa Lee**

Series: Chapman & Hall/CRC Data Science Series

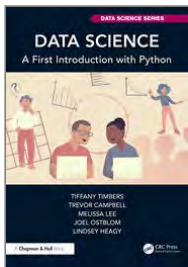
Data Science: A First Introduction focuses on using the R programming language in Jupyter notebooks to perform data manipulation and cleaning, create effective visualizations, and extract insights from data using classification, regression, clustering, and inference. The text emphasizes workflows that are clear, reproducible, and shareable, and includes coverage of the basics of version control. All source code is available online, demonstrating the use of good reproducible project workflows.

Chapman & Hall
July 2022 : 456pp
Pb: 978-0-367-52468-5 : **£55.99**
Hb: 978-0-367-53217-8 : **£140**
eBook: 978-1-003-08097-8

* For full contents and more information, visit: www.routledge.com/9780367524685

Data Science

A First Introduction with Python



Tiffany Timbers University of British Columbia, **Trevor Campbell**, **Melissa Lee** Assistant Professor, Uni of British Columbia, Canada, **Joel Ostblom**, **Lindsey Heagy** Professor, Uni of British Columbia, Canada

Series: *Chapman & Hall/CRC Data Science Series*

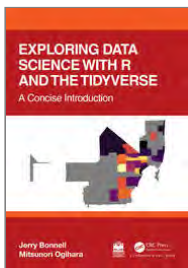
This book focuses on using the Python programming language in Jupyter notebooks to perform data manipulation and cleaning, create effective visualizations, and extract insights from data using classification, regression, clustering, and inference. The text emphasizes workflows that are clear, reproducible, and shareable, and includes coverage of the basics of version control. All source code is available online, demonstrating the use of good reproducible project workflows. The book is designed for learners from all disciplines with minimal prior knowledge of mathematics and programming. The authors have honed the material through years of experience teaching.

Chapman & Hall
August 2024 : 452pp
Pb: 978-1-032-57223-9 : **£61.99**
Hb: 978-1-032-57219-2 : **£160**
eBook: 978-1-003-43839-7

* For full contents and more information, visit: www.routledge.com/9781032572239

Exploring Data Science with R and the Tidyverse

A Concise Introduction



Jerry Bonnell, **Mitsunori Ogihara** University of Miami, Coral Gables, Florida, USA

This book introduces the reader to data science using R and the tidyverse. No prerequisite knowledge is needed in college-level programming or mathematics (e.g., calculus or statistics). The book is self-contained so readers can immediately begin building data science workflows without needing to reference extensive amounts of external resources for onboarding. The contents are targeted for undergraduate students but are equally applicable to students at the graduate level and beyond. The book develops concepts using many real-world examples to motivate the reader. An exercise set is made available and designed for compatibility with automated grading tools for instructor use.

Chapman & Hall
August 2023 : 492pp
Pb: 978-1-032-34170-5 : **£80.99**
Hb: 978-1-032-32950-5 : **£205**
eBook: 978-1-003-32084-5

* For full contents and more information, visit: www.routledge.com/9781032341705

Foundations of Data Science with Python



John M. Shea

Series: *Chapman & Hall/CRC The Python Series*

Foundations of Data Science with Python introduces readers to the fundamentals of data science, including data manipulation and visualization, probability, statistics, and dimensionality reduction. This book is targeted toward engineers and scientists, but it should be readily understandable to anyone who knows basic calculus and the essentials of computer programming. This book can be used as an undergraduate textbook for an Introduction to Data Science course or to provide a more contemporary approach in courses like Engineering Statistics. It is also intended to be accessible to practicing engineers and scientists.

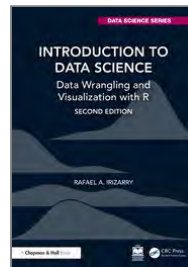
Chapman & Hall
February 2024 : 496pp
Pb: 978-1-032-35042-4 : **£77.99**
Hb: 978-1-032-34674-8 : **£200**
eBook: 978-1-003-32499-7

* For full contents and more information, visit: www.routledge.com/9781032350424

2ND EDITION

Introduction to Data Science

Data Wrangling and Visualization with R



Rafael A. Irizarry

Series: *Chapman & Hall/CRC Data Science Series*

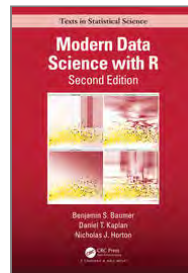
Thoroughly revised and updated, this is the first book of the second edition of Introduction to Data Science: Data Wrangling and Visualization with R. It introduces skills that can help you tackle real-world data analysis challenges. No previous knowledge of R is necessary, although some experience with programming may be helpful. If you read and understand all the chapters and complete all the exercises in this book, and understand statistical concepts, you will be well-positioned to perform basic data analysis tasks and you will be prepared to learn the more advanced concepts and skills needed to become an expert.

Chapman & Hall
August 2024 : 346pp
Hb: 978-1-032-11655-6 : **£62.99**
eBook: 978-1-003-22092-3

* For full contents and more information, visit: www.routledge.com/9781032116556

2ND EDITION

Modern Data Science with R



Benjamin S. Baumer Smith College, Northampton, MA, **Daniel T. Kaplan** Smith College, Northampton, MA, **Nicholas J. Horton** Amherst College, Amherst, MA

Series: *Chapman & Hall/CRC Texts in Statistical Science*

New data technologies and database systems facilitate scraping data and merging information from different sources and formats and restructuring data into a form suitable for analysis. State-of-the-art workflow and tools foster well-documented and reproducible analysis. Modern statistical methods allow the analyst to fit and assess models as well as to undertake supervised or unsupervised learning to extract information. Contemporary data science requires tight integration of these statistics, computing, data skills, mathematics, and communication. The text is intended for readers with some background in statistics and modest prior experience in scripting and programming.

Chapman & Hall
April 2021 : 650pp
Hb: 978-0-367-19149-8 : **£94.99**
eBook: 978-0-429-20071-7

* For full contents and more information, visit: www.routledge.com/9780367191498

Practitioner's Guide to Data Science



Hui Lin, **Ming Li**

Series: *Chapman & Hall/CRC Data Science Series*

This book aims to increase the visibility of data science in real-world, which differs from what you learn from a typical textbook. Many aspects of day-to-day data science work are almost absent from conventional statistics, machine learning, and data science curriculum. This book is for readers who want to explore possible career paths and eventually become data scientists. This book comprehensively introduces various data science fields, and programming skills in data science projects. Traditional data-related practitioners such as statisticians, business analysts, and data analysts will find this book helpful in expanding their skills for future data science careers.

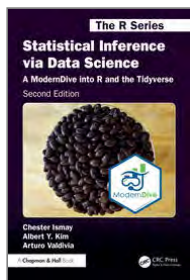
Chapman & Hall
May 2023 : 402pp
Pb: 978-0-815-35439-0 : **£57.99**
Hb: 978-0-815-35447-5 : **£155**
eBook: 978-1-351-13291-6

* For full contents and more information, visit: www.routledge.com/9780815354390

2ND EDITION

Statistical Inference via Data Science

A ModernDive into R and the Tidyverse



Chester Ismay DataCamp, **Albert Y. Kim**, **Arturo Valdivia**

Series: Chapman & Hall/CRC The R Series

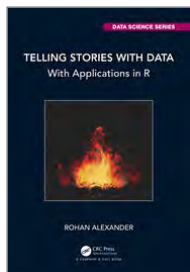
Offers a comprehensive guide to learning statistical inference with data science tools widely used in industry, academia, and government. Ideal for those new to statistics or looking to deepen their knowledge, this edition provides a clear entry point into data science and modern statistical methods.

Chapman & Hall
May 2025 : 490pp
Pb: 978-1-032-70837-9 : **£68.99**
Hb: 978-1-032-72451-5 : **£170**
eBook: 978-1-032-72454-6

* For full contents and more information, visit: www.routledge.com/9781032708379

Telling Stories with Data

With Applications in R



Rohan Alexander

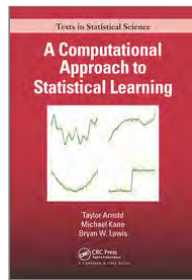
Series: Chapman & Hall/CRC Data Science Series

The book equips students with the end-to-end skills needed to do data science. That means gathering, cleaning, preparing, and sharing data, then using statistical models to analyse data, writing about the results of those models, drawing conclusions from them, and finally, using the cloud to put a model into production, all done in a reproducible way. This book will achieve the goals by working through extensive case studies in terms of gathering and preparing data, and integrating ethics throughout. It is specifically designed around teaching how to write about the data and models, so aspects such as writing are explicitly covered.

Chapman & Hall
July 2023 : 622pp
Hb: 978-1-032-13477-2 : **£83.99**
eBook: 978-1-003-22940-7

* For full contents and more information, visit: www.routledge.com/9781032134772

A Computational Approach to Statistical Learning



Taylor Arnold , Michael Kane , Bryan W. Lewis

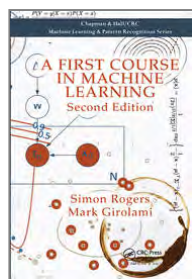
This book synthesizes those techniques from numerical analysis, algorithms, data structures, and optimization theory most commonly employed in statistics and machine learning. We provide concrete applications of these methods by giving complete reference implementations for a large set of the most commonly used statistical estimators. The goal is to provide a self-contained textbook explaining the inner algorithmic workings of statistical estimators.

Chapman & Hall
June 2020 : 374pp
Pb: 978-0-367-57061-3 : **£51.99**
Hb: 978-1-138-04637-5 : **£86.99**
eBook: 978-1-315-17140-1

* For full contents and more information, visit: www.routledge.com/9780367570613

2ND EDITION

A First Course in Machine Learning



Simon Rogers , Mark Girolami

Series: Chapman & Hall/CRC Machine Learning & Pattern Recognition

The new edition of this popular, undergraduate textbook has been revised and updated to reflect current growth areas in Machine Learning. The new edition includes three new chapters with more detailed discussion of Markov Chain Monte Carlo techniques, Classification and Regression with Gaussian Processes, and Dirichlet Process models. Previous chapters have also been updated to reflect new developments in Machine Learning, and correct any previous errors in the text.

Chapman & Hall
June 2020 : 428pp
Pb: 978-0-367-57464-2 : **£45.99**
Hb: 978-1-498-73848-4 : **£72.99**
eBook: 978-1-315-38215-9

* For full contents and more information, visit: www.routledge.com/9780367574642

Applied Machine Learning Using mlr3 in R



Edited by **Bernd Bischl , Raphael Sonabend , Lars Kotthoff , Michel Lang**

mlr3 is an award-winning ecosystem of R packages that have been developed to enable state-of-the-art machine learning capabilities in R. This book gives an overview of flexible and robust machine learning methods, with an emphasis on how to implement them using mlr3 in R. It covers many key topics, including basic machine learning tasks, such as building and evaluating a predictive model; hyperparameter tuning of machine learning approaches to obtain peak performance; building machine learning pipelines that perform complex operations

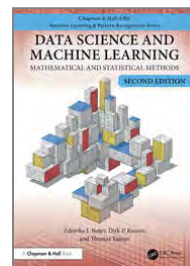
Chapman & Hall
January 2024 : 356pp
Pb: 978-1-032-50754-5 : **£67.99**
Hb: 978-1-032-51567-0 : **£175**
eBook: 978-1-003-40284-8

* For full contents and more information, visit: www.routledge.com/9781032507545

2ND EDITION

Data Science and Machine Learning

Mathematical and Statistical Methods, Second Edition



Zdravko Botev University of New South Wales, **Dirk P. Kroese** , **Thomas Taimre**

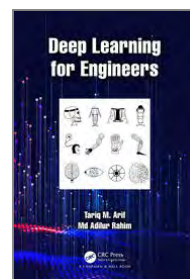
Series: Chapman & Hall/CRC Machine Learning & Pattern Recognition

The purpose of Data Science and Machine Learning: Mathematical and Statistical Methods is to provide an accessible, yet comprehensive textbook intended for students interested in gaining a better understanding of the mathematics and statistics that underpin the rich variety of ideas and machine learning algorithms in data science. This expanded second edition provides updates across key areas of statistical learning.

Chapman & Hall
November 2025 : 758pp
Hb: 978-1-032-48868-4 : **£78.99**
eBook: 978-1-003-39117-3

* For full contents and more information, visit: www.routledge.com/9781032488684

Deep Learning for Engineers



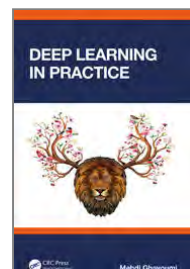
Tariq M. Arif Weber State University Ogden, UT, **Md Adilur Rahim** Louisiana State University Baton Rouge, LA

As a comprehensive guideline for applying deep learning models in practical settings, this book features an easy-to-understand coding structure using Python and PyTorch with an in-depth explanation of four typical deep learning case studies on image classification, object detection, semantic segmentation, and image captioning. Science and engineering students, academic researchers, and industry professionals will find the contents useful.

Chapman & Hall
February 2024 : 170pp
Pb: 978-1-032-51581-6 : **£52.99**
Hb: 978-1-032-50473-5 : **£94.99**
eBook: 978-1-003-40292-3

* For full contents and more information, visit: www.routledge.com/9781032515816

Deep Learning in Practice



Mehdi Ghayoumi University of San Diego

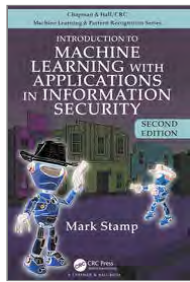
Deep Learning in Practice helps you learn how to develop and optimize a model for your projects using Deep Learning (DL) methods and architectures. This book is useful for undergraduate and graduate students, as well as practitioners in industry and academia. It will serve as a useful reference for learning deep learning fundamentals and implementing a deep learning model for any project, step by step.

Chapman & Hall
June 2025 : 218pp
Pb: 978-0-367-45658-0 : **£44.99**
Hb: 978-0-367-45862-1 : **£82.99**
eBook: 978-1-003-02581-8

* For full contents and more information, visit: www.routledge.com/9780367456580

2ND EDITION

Introduction to Machine Learning with Applications in Information Security



Mark Stamp Department of Computer Science, San Jose State University

Series: Chapman & Hall/CRC Machine Learning & Pattern Recognition

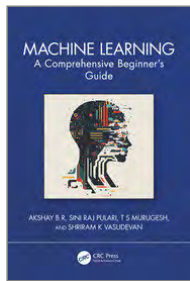
Introduction to Machine Learning with Applications in Information Security, Second Edition provides a classroom-tested introduction to a wide variety of machine learning and deep learning algorithms and techniques, reinforced via realistic applications. The book is accessible and doesn't prove theorems, or dwell on mathematical theory. The goal is to present topics at an intuitive level, with just enough detail to clarify the underlying concepts. The applications presented serve to demystify the topics by illustrating the use of various learning techniques in straightforward scenarios.

Chapman & Hall
December 2024 : 548pp
Pb: 978-1-032-20717-9 : **£47.99**
Hb: 978-1-032-20492-5 : **£70.99**
eBook: 978-1-003-26487-3

* For full contents and more information, visit: www.routledge.com/9781032207179

Machine Learning

A Comprehensive Beginner's Guide



Akshay B R, **Sini Raj Pulari**, **T.S. Murugesh Govt. College of Engineering Srirangam, Tamil Nadu**, **Shriram K. Vasudevan Intel India Pvt Ltd., Tamil Nadu**

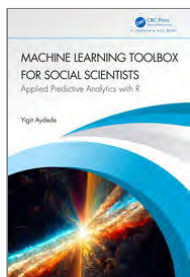
Machine learning is a dynamic and rapidly expanding field focused on creating algorithms that empower computers to recognize patterns, make predictions, and continually enhance performance. Dive into this fascinating field to master machine learning concepts with the step-by-step approach outlined in this book and contribute to its exciting future.

CRC Press
July 2024 : 258pp
Pb: 978-1-032-67666-1 : **£50.99**
Hb: 978-1-032-67665-4 : **£135**
eBook: 978-1-032-67668-5

* For full contents and more information, visit: www.routledge.com/9781032676661

Machine Learning Toolbox for Social Scientists

Applied Predictive Analytics with R



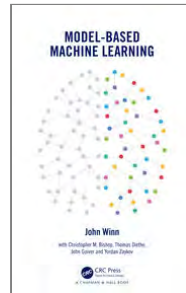
Yigit Aydede Professor, Saint Mary's University

Machine Learning Toolbox for Social Scientists covers predictive methods with complementary statistical "tools" that make it mostly self-contained. The inferential statistics is the traditional framework for most data analytics courses in social science and business fields, especially in Economics and Finance. The new organization that this book offers goes beyond standard machine learning code applications, providing intuitive backgrounds for new predictive methods that social science and business students can follow. The modern statistical methods the book provides allows it to be effectively used in teaching in the social science and business fields.

Chapman & Hall
September 2023 : 600pp
Hb: 978-1-032-46395-7 : **£86.99**
eBook: 978-1-003-38150-1

* For full contents and more information, visit: www.routledge.com/9781032463957

Model-Based Machine Learning



John Winn Microsoft Research Ltd., Cambridge, United Kingdom

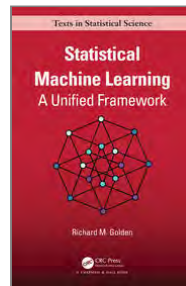
Machine learning is being applied to a growing variety of problems in a variety of domains. A fundamental challenge when using machine learning is connecting the abstract mathematics of a machine learning technique to real world problems. This book tackles this through model-based machine learning, focusing on understanding the assumptions encoded in a machine learning system and their impact on the behaviour of the system. The key ideas of model-based machine learning are introduced through case studies involving real-world applications. It aims not just to explain machine learning methods, but also how to create, debug, and evolve them to solve a problem.

Chapman & Hall
October 2023 : 468pp
Hb: 978-1-498-75681-5 : **£75.99**
eBook: 978-0-429-19268-5

* For full contents and more information, visit: www.routledge.com/9781498756815

Statistical Machine Learning

A Unified Framework



Richard Golden

Series: Chapman & Hall/CRC Texts in Statistical Science

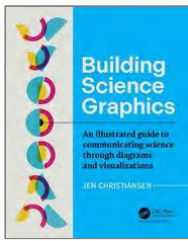
For advanced undergraduate students, graduate students, and professional. Presents a wide range of popular, disparate, and diverse machine learning algorithms within a unified theoretical framework, characterized by a collection of carefully chosen theorems from the fields of nonlinear optimization theory and mathematical statistics which respectively characterize both asymptotic behavior and generalization performance. The purpose is to teach students how to confidently apply these theorems in practice. The only required mathematical prerequisites are lower-division linear algebra, lower-division calculus, and an upper-division calculus-based course in probability theory.

Chapman & Hall
July 2020 : 524pp
Hb: 978-1-138-48469-6 : **£125**
eBook: 978-1-351-05150-7

* For full contents and more information, visit: www.routledge.com/9781138484696

Building Science Graphics

An Illustrated Guide to Communicating Science through Diagrams and Visualizations



Jen Christiansen

Series: AK Peters Visualization Series

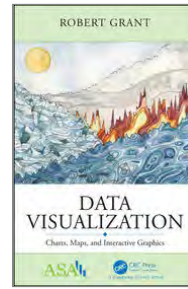
Building Science Graphics is a practical guide for anyone interested in creating science-centric illustrated explanatory diagrams. Starting with a clear introduction to the concept of information graphics and their role in contemporary science communication, it then outlines a process for creating graphics using evidence-based design strategies. The heart of the book is composed of two step-by-step graphical worksheets, designed to help jump-start any new project.

A K Peters/CRC Press
August 2022 : 357pp
Pb: 978-1-032-10674-8 : **£44.99**
Hb: 978-1-032-10940-4 : **£105**
eBook: 978-1-003-21781-7

* For full contents and more information, visit: www.routledge.com/9781032106748

Data Visualization

Charts, Maps, and Interactive Graphics



Robert Grant Kingston University & St George's, University of London

Series: ASA-CRC Series on Statistical Reasoning in Science and Society

This is the age of data. There are more innovations and more opportunities for interesting work with data than ever before, but there is also an overwhelming amount of quantitative information being published every day. Data visualisation has become big business, because communication is the difference between success and failure, no matter how clever the analysis may have been. The ability to visualize data is now a skill in demand across business, government, NGOs and academia. Data Visualization: Charts, Maps, and Interactive Graphics gives an overview of a wide range of techniques and challenges, while staying accessible to anyone interested in working with and understanding data.

Chapman & Hall
December 2018 : 248pp
Pb: 978-1-138-70760-3 : **£24.99**
Hb: 978-1-138-55359-0 : **£89.99**
eBook: 978-1-315-20135-1

* For full contents and more information, visit: www.routledge.com/9781138707603

CHART

Designing Creative Data Visualizations from Charts to Art



Nadieh Bremer

Series: AK Peters Visualization Series

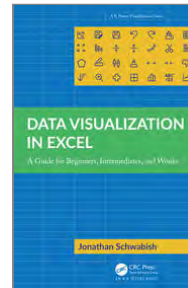
CHART is a guide to unleashing creativity in data visualization. It takes you on a journey along the spectrum from an ordinary chart to data art, packed with ways to bring more creativity into any visualization. It will help to make your visuals more compelling and memorable, long after the numbers have been crunched. The author shares thirteen hands-on, tool-agnostic lessons, each filled with actionable insights and unique perspectives. Between these core lessons, you'll find tips, mini-chapters, and dozens of real-world examples from both client and personal projects. Designed for journalists, data analysts, business professionals, and newcomers alike.

A K Peters/CRC Press
June 2025 : 284pp
Hb: 978-1-032-79775-5 : **£37.99**
eBook: 978-1-003-49780-6

* For full contents and more information, visit: www.routledge.com/9781032797755

Data Visualization in Excel

A Guide for Beginners, Intermediates, and Wonks



Jonathan Schwabish

Series: AK Peters Visualization Series

Data Visualization in Excel closes the gap between what people think Excel can do and what they can achieve in the tool. Over the past few years, recognition of the importance of effectively visualizing data has led to an explosion data analysis and visualization software tools. But for many people, Microsoft Excel continues to be the workhorse for their data visualization needs, not to mention the only tool that many data workers have access to. This book is the perfect guide for anyone who wants to create better, more effective, and more engaging data visualizations.

A K Peters/CRC Press
May 2023 : 400pp
Pb: 978-1-032-34326-6 : **£26.99**
Hb: 978-1-032-34328-0 : **£81.99**
eBook: 978-1-032-48782-3 : **£22.99**

* For full contents and more information, visit: www.routledge.com/9781032343266

Data Sketches

A journey of imagination, exploration, and beautiful data visualizations



Nadieh Bremer, Shirley Wu

Series: AK Peters Visualization Series

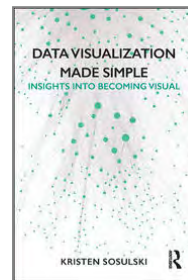
In Data Sketches, Nadieh Bremer and Shirley Wu document the creative and collaborative process behind 24 unique data visualization projects, spanning different topics, technologies, and forms. Features: Technical write-ups with beginner-friendly explanations of core concepts; Practical lessons on data and design challenges; Full-color; Interview with Tamara Munzner; Foreword by Alberto Cairo. This book is perfect for anyone interested or working in data visualization and information design, especially those who want to take their work to the next level and are inspired by unique and compelling data-driven storytelling.

A K Peters/CRC Press
February 2021 : 428pp
Pb: 978-0-367-00008-0 : **£41.99**
Hb: 978-0-367-00012-7 : **£115**
eBook: 978-0-429-44501-9

* For full contents and more information, visit: www.routledge.com/9780367000080

Data Visualization Made Simple

Insights into Becoming Visual



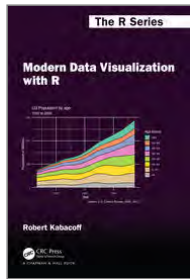
Kristen Sosulski New York University, USA

Data Visualization Made Simple is a practical guide to the fundamentals, strategies, and real-world cases for data visualization, an essential skill required in today's information-rich world. With foundations rooted in statistics, psychology, and computer science, data visualization offers practitioners in almost every field a coherent way to share findings from original research, big data, learning analytics, and more. Both novices and seasoned designers in education, business, and other areas can use this book's effective, linear process to develop data visualization literacy and promote exploratory, inquiry-based approaches to visualization problems.

Routledge
October 2018 : 284pp
Pb: 978-1-138-50391-5 : **£39.99**
Hb: 978-1-138-50387-8 : **£160**
eBook: 978-1-315-14609-6

* For full contents and more information, visit: www.routledge.com/9781138503915

Modern Data Visualization with R



Robert Kabacoff

Series: Chapman & Hall/CRC The R Series

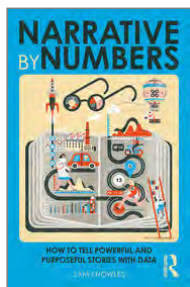
Describes ways that raw and summary data can be turned into visualizations that convey meaningful insights: basic graphs, bar charts, scatter plots, and line charts, and progresses to tree maps, alluvial plots, radar charts, mosaic plots, grouped dot plots, effects plots, multivariate presentations such as corrgrams, biplots, network diagrams.

Chapman & Hall
March 2024 : 271pp
Pb: 978-1-032-28760-7 : **£67.99**
Hb: 978-1-032-28949-6 : **£175**
eBook: 978-1-003-29927-1

* For full contents and more information, visit: www.routledge.com/9781032287607

Narrative by Numbers

How to Tell Powerful and Purposeful Stories with Data



Sam Knowles

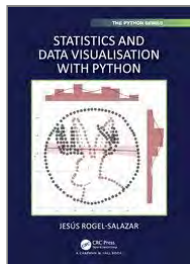
Series: Using Data Better

As jobs in the knowledge economy become increasingly similar, there are two core skills that everyone needs if they are going to thrive and succeed and to make a difference. These are the ability to interrogate and make sense of data, and the ability to use the insights extracted from the data to persuade others to take action. Analytics + storytelling = influence. Humans are hardwired to respond to stories and story structure. There are some simple and effective rules of data-driven storytelling that will help everyone tell more compelling, evidence-based stories, whoever they need to convince to create positive change. Narrative by Numbers shows you how.

Routledge
March 2018 : 176pp
Pb: 978-0-815-35314-0 : **£39.99**
Hb: 978-0-815-35315-7 : **£155**
eBook: 978-1-351-13722-5

* For full contents and more information, visit: www.routledge.com/9780815353140

Statistics and Data Visualisation with Python



Jesús Rogel-Salazar Imperial College London, UK

Series: Chapman & Hall/CRC The Python Series

Statistics and Data Visualisation with Python aims to build statistical knowledge from the ground up by enabling the reader to understand the ideas behind inferential statistics, and begin to formulate hypotheses that form the foundations for the applications and algorithms in statistical analysis, business analytics, machine learning and applied machine learning. This book is intended to serve as a bridge in statistics for graduates and business practitioners interested in using their skills in the area of statistical science, and data science and analytics, acting as a refresher for readers that have taken some courses in statistics, but no not necessarily use it in their daily work.

Chapman & Hall
January 2023 : 554pp
Pb: 978-0-367-74451-9 : **£49.99**
Hb: 978-0-367-74936-1 : **£135**
eBook: 978-1-003-16035-9

* For full contents and more information, visit: www.routledge.com/9780367744519

The Data Storytelling Workbook



Anna Feigenbaum , Aria Alamalhodaie

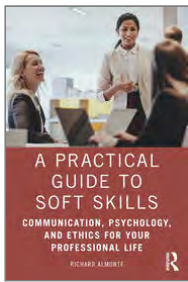
From tracking down information to symbolising human experiences, this book is your guide for telling more effective, empathetic and evidence-based data stories. Wide-ranging and in-depth, this interdisciplinary book is essential for students and researchers in journalism, communication, media, visual arts and cultural studies, as well as any who use data analysis and visualisation within their field.

Routledge
March 2020 : 256pp
Pb: 978-1-138-05211-6 : **£38.99**
Hb: 978-1-138-05210-9 : **£155**
eBook: 978-1-315-16801-2

* For full contents and more information, visit: www.routledge.com/9781138052116

A Practical Guide to Soft Skills

Communication, Psychology, and Ethics for Your Professional Life



Richard Almonte

This accessible text overviews the range of soft skills sought after by employers and provides a practical guide to developing and effectively demonstrating these skills. The book can be used as a supplement for communication, business, and career-oriented courses, and will be of interest to individual students and junior professionals as well as career counsellors, postsecondary instructors across the curriculum, and professionals in human resources and learning and development.

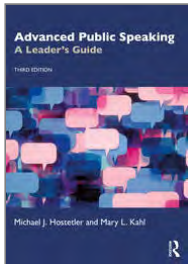
Routledge
December 2021 : 188pp
Pb: 978-1-032-07105-3 : **£47.99**
Hb: 978-1-032-08101-4 : **£160**
eBook: 978-1-003-21294-2

* For full contents and more information, visit: www.routledge.com/9781032071053

3RD EDITION

Advanced Public Speaking

A Leader's Guide



Michael J. Hostetler St. John's University, USA, **Mary L. Kahl**

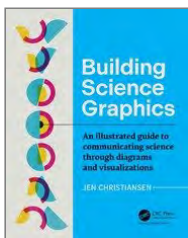
Providing users with the opportunity to increase their speaking abilities across a wide variety of complex and specific contexts, this student-engagement focused and flexible text serves as a core textbook for upper-level undergraduate public speaking courses.

Routledge
March 2024 : 212pp
Pb: 978-1-032-53186-1 : **£66.99**
Hb: 978-1-032-53187-8 : **£150**
eBook: 978-1-003-41078-2

* For full contents and more information, visit: www.routledge.com/9781032531861

Building Science Graphics

An Illustrated Guide to Communicating Science through Diagrams and Visualizations



Jen Christiansen

Series: *AK Peters Visualization Series*

Building Science Graphics is a practical guide for anyone interested in creating science-centric illustrated explanatory diagrams. Starting with a clear introduction to the concept of information graphics and their role in contemporary science communication, it then outlines a process for creating graphics using evidence-based design strategies. The heart of the book is composed of two step-by-step graphical worksheets, designed to help jump-start any new project.

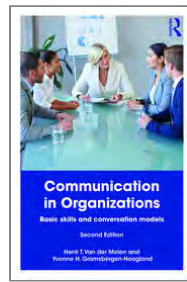
A K Peters/CRC Press
August 2022 : 357pp
Pb: 978-1-032-10674-8 : **£44.99**
Hb: 978-1-032-10940-4 : **£105**
eBook: 978-1-003-21781-7

* For full contents and more information, visit: www.routledge.com/9781032106748

2ND EDITION

Communication in Organizations

Basic Skills and Conversation Models



Henk T. Van der Molen, **Yvonne Gramsbergen-Hoogland**

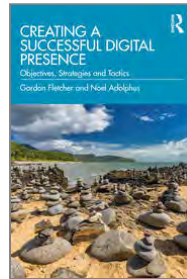
This new edition continues to give clear advice and guidance on communicating in a range of different contexts in the workplace. From handling complaints and breaking bad news to negotiating deals and giving presentations, the book explores the building blocks to effective communication skills, nurturing the leadership qualities required in any organization. Illustrated with concrete examples throughout, the new edition includes a new chapter on career coaching, as well as exercises and ideas for role-play to enable the ideas to come alive. This will be an invaluable book for students of management and business psychology, as well as those taking courses who are already in the workplace.

Routledge
October 2018 : 214pp
Pb: 978-1-138-55212-8 : **£35.99**
Hb: 978-1-138-55210-4 : **£155**
eBook: 978-1-315-14796-3

* For full contents and more information, visit: www.routledge.com/9781138552128

Creating a Successful Digital Presence

Objectives, Strategies and Tactics



Gordon Fletcher, **Noel Adolphus**

Increasingly graduates, and anyone entering employment, need an individual digital presence to showcase themselves to secure their first professional role. It takes an employability approach to encourage readers to recognise and deliver an effective digital presence. By using a strategic and systematic process, this book draws together academic thinking with practical outcomes. It is essential reading for advanced undergraduate and postgraduate students studying any discipline related to the digital world, particularly digital marketing and digital business, entrepreneurship and strategy, as well as those taking employability and personal professional development programmes.

Routledge
July 2021 : 212pp
Pb: 978-0-367-46037-2 : **£41.99**
Hb: 978-0-367-46034-1 : **£155**
eBook: 978-1-003-02658-7

* For full contents and more information, visit: www.routledge.com/9780367460372

English for Business Communication



Mable Chan

Series: *Routledge Applied English Language Introductions*

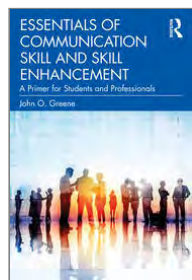
This textbook provides a comprehensive introduction for students and professionals who are studying English for business or workplace communication and covers both spoken and written English. Based on up-to-date research in business communication and incorporating an international range of real-world authentic texts, this book deals with the realities of communication in business today. This book goes beyond the traditional coverage of business English to provide a broad and practical textbook for those studying English in a workplace setting.

Routledge
January 2020 : 246pp
Pb: 978-1-138-48168-8 : **£39.99**
Hb: 978-1-138-48167-1 : **£155**
eBook: 978-1-351-06003-5

* For full contents and more information, visit: www.routledge.com/9781138481688

Essentials of Communication Skill and Skill Enhancement

A Primer for Students and Professionals



John O. Greene

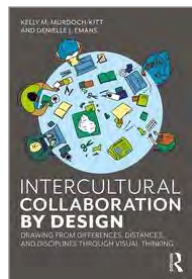
For those who wish to learn or teach the tools of skillful communication, this book provides concrete insight into what makes a person a successful communicator. Predicated on four simple notions—that communication can be done well or poorly, that communication skills matter, that people differ in those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

Routledge
March 2021 : 174pp
Pb: 978-0-367-53428-8 : **£40.99**
Hb: 978-0-367-53838-5 : **£155**
eBook: 978-1-003-08345-0

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

Intercultural Collaboration by Design

Drawing from Differences, Distances, and Disciplines Through Visual Thinking



Kelly Murdoch-Kitt, Denielle Emans

Intercultural Collaboration by Design introduces a framework for collaborating across cultures and learning to use multicultural perspectives to address pressing global issues. With over 30 hands-on activities, this book will be of great interest to diverse teams from a variety of disciplines who want to enhance intercultural learning and co-working. Whether in the classroom or workplace, the activities are appropriate for a variety of collaboration contexts, without a need for background in art or design.

Routledge
January 2020 : 308pp
Pb: 978-0-367-21931-4 : **£35.99**
Hb: 978-0-367-21932-1 : **£140**
eBook: 978-0-429-26882-3

* For full contents and more information, visit: www.routledge.com/9780367219314

Interpersonal Skills for Group Collaboration

Creating High-Performance Teams in the Classroom and the Workplace



Tammy Rice-Bailey Milwaukee School of Engineering, USA, **Felicia Chong**

This lively and engaging text introduces readers to the core interpersonal and organizational skills needed to effectively collaborate on group projects in the classroom and the workplace. This guide can be used as a supplementary text for any courses involving group projects, and will also be of interest to professionals in communication, business, and many other fields.

Routledge
February 2023 : 142pp
Pb: 978-1-032-25906-2 : **£38.99**
Hb: 978-1-032-25907-9 : **£140**
eBook: 978-1-003-28557-1

* For full contents and more information, visit: www.routledge.com/9781032259062

Presenting in English

A Practical Guide



Dick Smakman

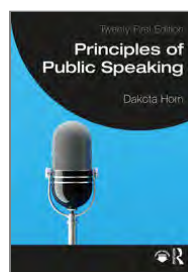
This practical guide introduces students to the language and other skills needed to deliver a presentation in English. Concise and accessible, the guide will be particularly helpful to learners of English. Accompanied by online support material with recordings, the book is an essential guide to delivering a successful presentation in English.

Routledge
June 2024 : 230pp
Pb: 978-1-032-62532-4 : **£40.99**
Hb: 978-1-032-62787-8 : **£155**
eBook: 978-1-032-62789-2

* For full contents and more information, visit: www.routledge.com/9781032625324

21ST EDITION

Principles of Public Speaking



Dakota Horn Bradley University, USA.

Now in its 21st edition, this introductory public speaking textbook encourages the reader to see public speaking as a way to build community in today's diverse world. This textbook is ideal for general courses on public speaking as well as specialized programs in business, management, political communication, and public affairs.

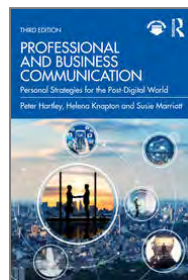
Routledge
April 2024 : 246pp
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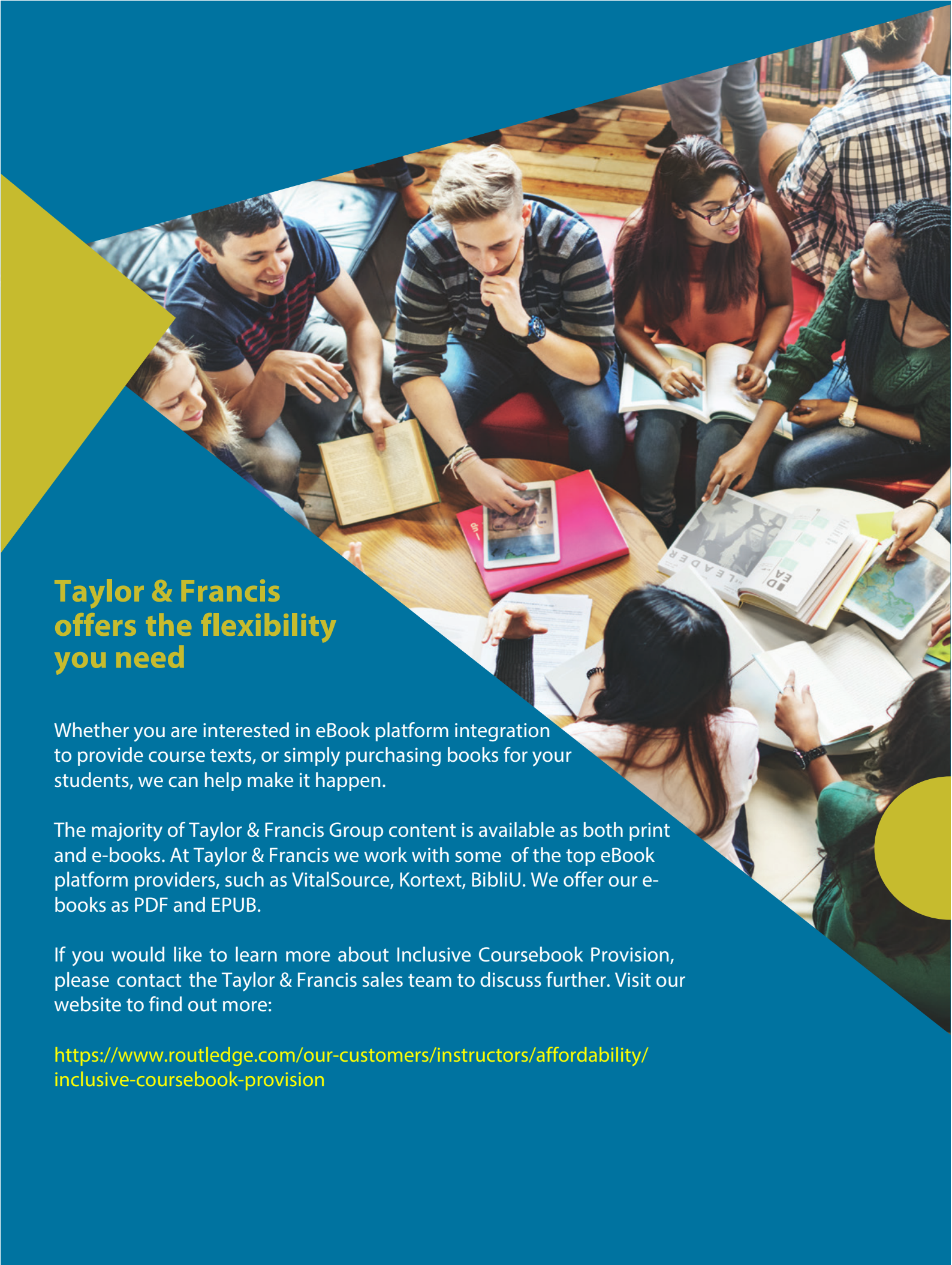
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