



ROUTLEDGE

Business, Management and Economics Catalogue 2020

January - June

New and Forthcoming Titles

Welcome

Welcome to the January to June 2020 Business, Management and Economics Catalogue.

In this catalogue you will find information on the Routledge/CRC Press lists which covers a wide range of books in Business Management and Economics providing professionals and organizations with cutting-edge resources to succeed and achieve their goals.

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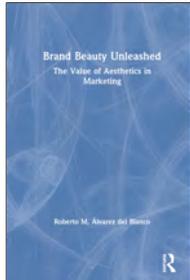
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Contents

BUSINESS	2
Advertising, Marketing & Brand Management	2
Business - General	5
Corporate Social Responsibility & Business Ethics	9
Entrepreneurship	13
Healthcare Management	15
Human Resource Management & Development	17
Innovation Management	20
International Business	21
Leadership	23
Management of Technology & Innovation	26
NonProfit Organisations	27
Operations Management	28
Organisational Studies	29
Production, Operations & Information Management	32
Project Management	33
Public Relations	34
Strategic Management & Lean Manufacturing	36
ECONOMICS	39
Development Economics	39
Economic History & Theory	41
Economics - General	43
Industrial Economics	46
International Economics	47
Monetary Economics & Finance	50
Index	52

Brand Beauty Unleashed

The Value of Aesthetics in Marketing



Roberto M. Álvarez del Blanco

This book presents an in-depth, careful study of our understanding of the concept of beauty in everyday objects and its impact on markets and brands. Moving beyond artistic notions of beauty, it demonstrates how beauty is an asset that can be leveraged in the marketplace. Written by a recognised authority in marketing and brand strategy, *Brand Beauty Unleashed* gives students with an interest in marketing, consumer behaviour, branding, and neuromarketing an exciting new perspective on this intangible asset.

Routledge

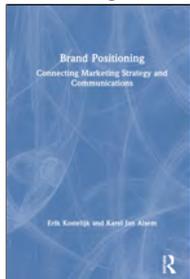
Market: Consumer behavior
March 2020: 234x156: 208pp
Hb: 978-0-367-11240-0: **£120.00**
Pb: 978-0-367-11241-7: **£34.99**
eBook: 978-0-429-02549-5

* For full contents and more information, visit: www.routledge.com/9780367112400



Brand Positioning

Connecting Marketing Strategy and Communications



Erik Kostelijk, Amsterdam University of Applied Sciences, Netherlands and Karel Jan Alsem, Hanze University of Applied Sciences, Netherlands

Brand Positioning is an English translation of an exceptionally well-renowned Dutch textbook, which provides a practical approach to analysing, defining and developing a brand's positioning and strategy. This textbook will be core reading for advanced undergraduate and postgraduate students of marketing strategy, branding, marketing communications and consumer behaviour. It will also be of great value to marketing and communications professionals looking to develop and maintain their company's brand. Online resources to aid learning include an instructor's manual, test bank with case material and

multiple-choice questions, and PowerPoint slides.

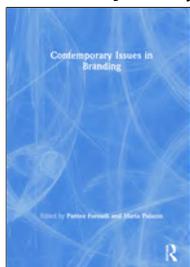
Routledge

Market: Business & Management/Marketing
February 2020: 246x174: 304pp
Hb: 978-0-367-25011-9: **£120.00**
Pb: 978-0-367-25019-5: **£34.99**
eBook: 978-0-429-28582-0

* For full contents and more information, visit: www.routledge.com/9780367250119



Contemporary Issues in Branding



Edited by Pantea Foroudi, Middlesex University London, UK and Maria Palazzo, University of Salerno, Italy

This book provides students and academics with a comprehensive analysis of the theory and practice of branding. The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive, immediate and innovative ways is ever-present in the digital era. Proposing a mixture of theory and practice with international case studies, this book is an invaluable companion for advanced undergraduate and postgraduate students, academics of marketing and strategic brand management, as well as managers and decision makers

globally.

Routledge

Market: Business & Management
December 2019: 246x174: 300pp
Hb: 978-1-138-36853-8: **£110.00**
Pb: 978-1-138-36854-5: **£34.99**
eBook: 978-0-429-42915-6

* For full contents and more information, visit: www.routledge.com/9781138368538



2nd Edition

Digital and Social Media Marketing

A Results-Driven Approach



Edited by Aleksej Heinze, KEDGE Business School, France, Gordon Fletcher, University of Salford, UK, Tahir Rashid, University of Salford, UK and Ana Cruz, City College, University of Sheffield, Greece

This textbook is an up to date, industry-led results-driven guide to digital marketing. Mixing academic theory with practical examples from a range of different organisations worldwide, it provides insight into, and techniques to enable, the creation, development and maintenance of a successful digital presence. This accessible textbook provides a hands-on, user-friendly platform to turn skills and knowledge into strategic advantage. It is ideal for advanced undergraduate and postgraduate students of digital marketing and marketing strategy, and for practitioners aiming to be at the cutting edge of Digital and Social Media Marketing.

Routledge

Market: Business & Management
April 2020: 234x156: 376pp
Hb: 978-0-367-23590-1: **£120.00**
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eBook: 978-0-429-28068-9
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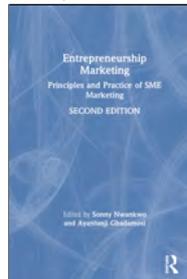
* For full contents and more information, visit: www.routledge.com/9780367235901



2nd Edition

Entrepreneurship Marketing

Principles and Practice of SME Marketing



Edited by Sonny Nwankwo, University of East London, UK and Ayantunji Gbadamosi, University of East London, UK

This well renowned textbook guides students through the complexities of entrepreneurship from the unique perspective of marketing in SME contexts, providing a clear grounding in the principles, practices, strategies, challenges and opportunities faced by businesses today. This book is perfect for students studying SMEs, Marketing and Enterprise at both advanced undergraduate and postgraduate level, as well as professionals looking to obtain the required knowledge to operate their businesses in this increasingly complex and turbulent marketing environment.

Routledge

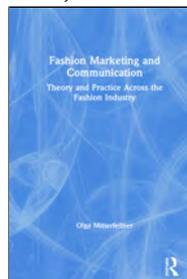
Market: Business & Management
March 2020: 246x174: 440pp
Hb: 978-1-138-58522-5: **£120.00**
Pb: 978-1-138-58523-2: **£36.99**
eBook: 978-0-429-50546-1
Prev. Ed Hb: 978-0-415-57375-7

* For full contents and more information, visit: www.routledge.com/9781138585225



Fashion Marketing and Communication

Theory and Practice Across the Fashion Industry



Olga Mitterfellner, London College of Fashion, UK

This book draws together interdisciplinary approaches from marketing, branding, promotion and critical media studies as tools for understanding the way in which fashion works today, and re-evaluates what makes certain fashion marketing tactics fashionable. Examining the last 100 years of marketing and communications, current theory and practice, as well as questions on the ethics of the fashion industry, this broad-ranging and critical text is perfect for undergraduate and postgraduate students of fashion marketing, branding and communication.

Routledge

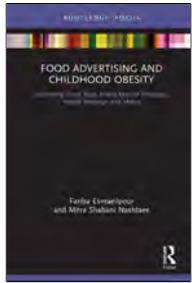
Market: Business & Management
November 2019: 234x156: 196pp
Hb: 978-1-138-32308-7: **£110.00**
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Food Advertising and Childhood Obesity

Examining Food Type, Brand Mascot Physique, Health Message and Media



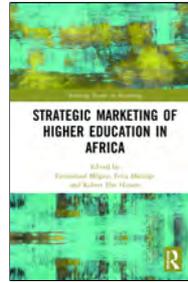
Fariba Esmailpour and Mitra Shabani Nashtae
 Series: *Routledge Studies in Marketing*

This book explores the ways in which the environmental factor of advertising can influence children's food choice and health status, and how it contributes to the significant public health issue of childhood obesity. Written for students and practitioners of marketing, market research and advertising, especially within the global food industry, this book offers readers a new approach to understanding child food choice and consumption that will inform effective corporate social responsibility strategies to address this issue.

Routledge
Market: Marketing/Advertising
 February 2020: 216x138: 128pp
 Hb: 978-0-367-36187-7: **£45.00**
 eBook: 978-0-429-34443-5

* For full contents and more information, visit: www.routledge.com/9780367361877

Strategic Marketing of Higher Education in Africa



Edited by **Emmanuel Mogaji**, University of Greenwich, UK,
Felix Maringe, University of the Witwatersrand, South Africa
 and **Robert Ebo Hinson**
 Series: *Routledge Studies in Marketing*

Strategic Marketing of Higher Education in Africa explores higher education marketing themes along the lines of understanding higher education markets, university branding and international marketing strategies, digital marketing and student choice-making. The book provides significant theoretical and marketing practice implications for academics, higher-education administrators and practitioners on how best to market higher education in Africa and reach out to prospective students.

International practitioners aiming to market to Africans and start a partnership with an African university will also find this relevant in understanding the dynamics of the African market.

Routledge
Market: Marketing
 February 2020: 234x156: 264pp
 Hb: 978-0-367-33635-6: **£115.00**
 eBook: 978-0-429-32093-4

* For full contents and more information, visit: www.routledge.com/9780367336356

Place Branding

Connecting Tourist Experiences to Places



Edited by **Pantea Foroudi**, Middlesex University London, UK, **Chiara Mauri**, **Charles Dennis**, Middlesex Business School, UK and **T C Melewar**, Middlesex University London, Business School, UK

Place branding as a field of research is still in a state of infancy. This book seeks to address this, offering a theory of place branding based on the tourist experience, keeping in mind the roles of stakeholders, both public and private organisations and DMOs in managing the place brand. This book is recommended reading for students and scholars of business, marketing, tourism, urban studies and public diplomacy, as well as practitioners, business consultants and people working in public administration and politics.

Routledge
Market: Business and Management
 December 2019: 234x156: 342pp
 Hb: 978-1-472-45592-5: **£115.00**
 eBook: 978-1-315-60056-7

* For full contents and more information, visit: www.routledge.com/9781472455925

Sustainable Marketing Planning



Neil Richardson, Leeds Business School, UK

There are two major challenges facing managers and leaders: first, how to adapt to global changes in markets, competition and supply, and second, how to grow a business whilst observing recognisably sustainable practices. Reflecting on contemporary themes and challenges at the cutting edge of business research and practice, this book should be core reading for advanced undergraduate and postgraduate students of Sustainable Marketing, Marketing Planning and Marketing Strategy, as well as professionals seeking to improve the competitive advantage of their organisations.

Routledge
Market: Business & Management
 November 2019: 246x174: 272pp
 Hb: 978-0-367-02520-5: **£110.00**
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2nd Edition

Qualitative Research in Marketing and Management

Doing Interpretive Research Projects



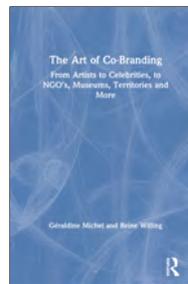
Chris Hackley, Royal Holloway, University of London, UK
 This is a practical and accessible, yet sophisticated introduction to interpretive methods for doing qualitative research projects and dissertations. Utilising a uniquely pragmatic approach, it bridges the gap between advanced, specialised books on research traditions with more general introductory business research books. It is perfect for advanced undergraduate and postgraduate students of marketing, management, consumer behaviour and research methods. It will also be useful as a primer for practitioners in qualitative research.

Routledge
Market: Business & Management
 December 2019: 234x156: 266pp
 Hb: 978-1-138-33219-5: **£120.00**
 Pb: 978-1-138-33221-8: **£36.99**
 eBook: 978-0-429-44680-1
 Prev. Ed Hb: 978-0-415-26894-3

* For full contents and more information, visit: www.routledge.com/9781138332195

The Art of Successful Brand Collaborations

Partnerships with Artists, Designers, Museums, Territories, Sports, Celebrities, Science, Good Cause... and More



Géraldine Michel and Reine Willing

Co-branding is widely considered the art of the perfect match. This book is a guide to understanding the complex process of co-branding as well as it explaining the key factors of success to build this specific form of a partnership. This book gives tangible examples of partnerships between various kinds of internationally renowned artists, celebrities, brands and companies. Filled with interviews from practitioners and vital academic and professional insights from the authors, this book is an essential guide for brand managers, professors and students to better understand and implement the process of successful co-branding through recent and concrete partnership examples.

Routledge
Market: Marketing
 January 2020: 234x156: 288pp
 Hb: 978-1-138-49960-7: **£110.00**
 Pb: 978-1-138-49961-4: **£29.99**
 eBook: 978-1-351-01447-2

* For full contents and more information, visit: www.routledge.com/9781138499607

The Routledge Handbook of Service Research Insights and Ideas

Edited by **Eileen Bridges**, Kent State University, USA, and **Kendra Fowler**

The Routledge Handbook of Service Research Insights and Ideas offers authoritative coverage of current scholarship in the expanding discipline of service research. Original chapters from the world's leading specialists in the discipline explore foundations and innovations in services, highlighting important issues relating to service providers, customers, and service design. This book is ideal as a first port of call for postgraduate students desiring to get up to speed quickly in the services discipline. It is also a must-read for academics new to services who want to access cutting-edge research.

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Market: Marketing

March 2020: 246x174: 624pp

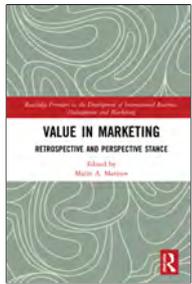
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Retrospective and Perspective Stance



Edited by **Marin A. Marinov**

Series: Routledge Frontiers in the Development of International Business, Management and Marketing

Value in Marketing presents reflections and analysis of value in marketing by consecutive generations of scholars who have made theoretical contribution to the contemporary understanding of the concept, its interpretations, dimensions and importance.

Routledge

Market: Business / Marketing

November 2019: 229 x 152: 218pp

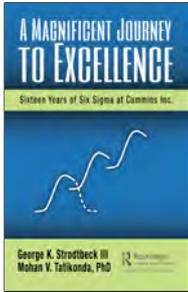
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A Magnificent Journey to Excellence

Sixteen Years of Six Sigma at Cummins Inc.



George K. Strotzbeck III and Mohan V. Tatikonda PhD

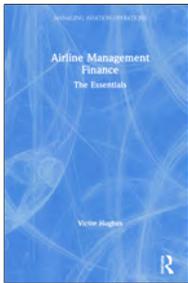
This book presents a model of organization transformation success. The model framework comprises a series of S-Curves (maturity curves) of planning and execution activities phased over time. The model is illustrated through description and analysis of an actual, two-decade, highly successful, global enterprise transformation Six Sigma program at a Fortune 200 company -- Cummins, Inc. Lessons learned from the model and company case study are completely transferrable to other organizational culture, improvement, and innovation transformation settings.

Productivity Press
December 2019: 235 x 156: 304pp
Hb: 978-0-367-34573-0: **£30.99**
eBook: 978-0-429-32805-3

* For full contents and more information, visit: www.crcpress.com/9780367345730

Airline Management Finance

The Essentials



Victor Hughes, Victor Hughes is a fellow of the Institute of Chartered Management Accountants, a Chartered Global Management Accountant (CGMA) and a fellow of the Hong Kong Institute of Directors (FHKIoD)

Series: *Managing Aviation Operations*

Airline Management Finance: The Essentials is of significant benefit to airline industry practitioners seeking a focused, neatly contained and accessible resource that provides explicit financial information pertinent to their current or future role. The book explains and de-mystifies an airline's financing and the financial reporting of its operations to airline staff and others. This book is recommended reading for new employees in airline finance and related areas, as well as those starting to move up the

supervisory ladder in an airline.

Routledge
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3. Did They Have It So Good? Small Firms and British Monetary Policy in the 1950s (Francesca Carnevali)
4. Corporate Governance in Political Climate: The 'City', Government and British Leyland Motor Company (Sue Bowden)

Routledge
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Hb: 978-0-367-18006-5: **£45.00**
eBook: 978-0-429-05901-8

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Changing Change Management

Strategy, Power and Resistance



Darren McCabe, Lancaster University, UK

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The literature on Change Management works from the premise that management possesses the power to achieve change. This assumption sits uneasily, however, with the high failure rate of Change Management interventions. This book seeks to explain this paradox by providing a critical 'relational' approach.

Routledge
Market: Business / Management
January 2020: 229 x 152: 200pp
Hb: 978-0-367-14065-6: **£120.00**
eBook: 978-0-429-02998-1

* For full contents and more information, visit: www.routledge.com/9780367140656

Climate Change and Clean Energy Management

Challenges and Growth Strategies



Henry K. H Wang

Climate change has never been more important than it is now, but solving this problem is complex as it involves joint efforts by governments, companies, communities and innovators. This important book addresses the latest climate change impacts and developments in potential mitigation strategies. New policies and strategies to support the successful implementation of these important strategic areas will be discussed together with high level country and business case examples. This book is essential reading for policy makers, government employees, business executives, professionals, researchers and academics looking to affect change to global climate and energy policies.

Routledge
Market: Business & Management
November 2019: 234x156: 182pp
Hb: 978-1-138-48488-7: **£45.00**
eBook: 978-1-351-05071-5

* For full contents and more information, visit: www.routledge.com/9781138484887

Delivering Fantastic Customer Experience

How to Turn Customer Satisfaction Into Customer Relationships



Daniel Lafrenière

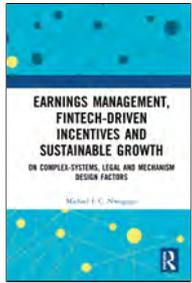
This book is for anyone who works serving customers in a B2C company or other businesses in a B2B environment. Everyone has an important role to play in creating a good customer experience, whether it be managers, associates, sales reps, marketing professionals, web strategists, accountants, customer service reps, delivery people or installers.

Productivity Press
Market: Business and Management / Customer Service
November 2019: 203 x 133: 94pp
Hb: 978-0-367-34798-7: **£53.99**
Pb: 978-0-367-34603-4: **£15.99**
eBook: 978-0-429-32809-1

* For full contents and more information, visit: www.crcpress.com/9780367347987

Earnings Management, Fintech-Driven Incentives and Sustainable Growth

On Complex Systems, Legal and Mechanism Design Factors



Michael I. C. Nwogugu

Earnings Management in all its forms is a major macro-economic 'leakage' that distorts fiscal, monetary, and social policy. The Global financial Crises and the failures of many international conglomerates have partly been caused by earnings management and have had rippling effects on many regional and national economies. Many companies, government agencies and non-profit organizations own substantial amounts of commercial real estate and intangibles and are vulnerable to earnings management issues that lead to fraud, inaccurate financial reporting and inconsistent credit analysis.

Routledge

Market: Business

November 2019: 234x156: 432pp

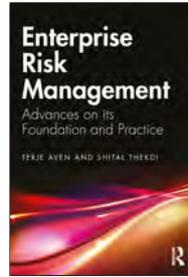
Hb: 978-1-409-45696-4: £125.00

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* For full contents and more information, visit: www.routledge.com/9781409456964

Enterprise Risk Management

Advances on its Foundation and Practice



Terje Aven, University of Stavanger, Norway and Shital Thekdi

Enterprise Risk Management: Advances on its Foundation and Practice relates the fundamental enterprise risk management (ERM) concepts and current generic risk assessment and management principles that have been influential in redefining the risk field over the last decade. It defines ERM with a particular focus on understanding the nexus between risk, uncertainty, knowledge and performance. The book is primarily intended for risk professionals, researchers and graduate students in the fields of engineering and business. The book should also be of interest to executive managers and policy makers with some background in quantitative methods such as statistics.

Routledge

Market: Health & Safety

December 2019: 234x156: 196pp

Hb: 978-1-138-38623-5: £44.99

eBook: 978-0-429-42502-8

* For full contents and more information, visit: www.routledge.com/9781138386235

Economic Development and Mental Illness

Anticipating and Mitigating Disruptive Change



Alf H. Walle

Social, economic, and technological change disrupts many indigenous, ethnic, and rural communities even when it offers progress. Counter-productive impacts are not often adequately anticipated, and they emerge as catalysts for social and psychological dysfunction. This book addresses ways to anticipate, prevent, and, when necessary, provide mitigation strategies to communities and individuals who suffer as a result. The book will also serve as a useful professional handbook for practitioners working with communities affected by these issues.

Routledge

Market: Business and Management

December 2019: 234x156: 156pp

Hb: 978-0-367-27844-1: £110.00

Pb: 978-0-367-27845-8: £29.99

eBook: 978-0-429-29824-0

* For full contents and more information, visit: www.routledge.com/9780367278441

Gender and Corporate Governance



Francisco Bravo-Urquiza and Nuria Reguera-Alvarado

Series: *Routledge Focus on Accounting and Auditing*

Gender diversity as a corporate governance mechanism is high on the agenda for regulators, firms, and researchers. Gender balance on boards, measuring gender diversity, and the impact on firm strategies are hotly debated. Drawing on empirical data, this book provides a concise summary of gender diversity and governance and provides an accessible overview of the challenges and relevance of gender diversity in corporate top teams. It will be a vital tool for researchers and advanced students as well as regulators, policy makers and boards to guide the future debate on gender diversity.

Routledge

Market: Business & Management

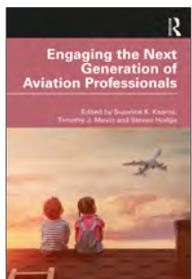
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Engaging the Next Generation of Aviation Professionals



Edited by Suzanne K. Kearns, Timothy J. Mavin and Steven Hodge

Engaging the Next Generation of Aviation Professionals is an edited volume that brings together a diverse set of academic and professional perspectives within the three themes of attracting, educating, and retaining the next generation of aviation professionals (NGAP). This compilation is the first academic work specifically targeting this critical issue. This work will be valuable to anyone involved in attracting, educating, or retaining NGAP including academics, operators, national and international regulators, and outreach coordinators among many others.

Routledge

Market: Air Transport

February 2020: 234x156: 272pp

Hb: 978-0-367-25427-8: £45.00

eBook: 978-0-429-28773-2

* For full contents and more information, visit: www.routledge.com/9780367254278

Industry in the USA

Case Studies from the Journal of Industrial History

Edited by John F. Wilson, Northumbria University, UK, Steven Toms, University of Leeds, UK, Nicholas Wong and Nicholas Wong

Series: *Routledge Focus on Industrial History*

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Routledge

Market: Business & Management

February 2020: 216x138: 168pp

Hb: 978-0-367-02409-3: £45.00

eBook: 978-0-429-05902-5

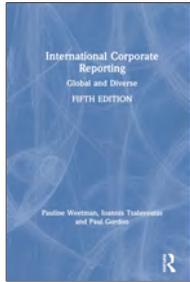
* For full contents and more information, visit: www.routledge.com/9780367024093



5th Edition

International Corporate Reporting

Global and Diverse



Pauline Weetman, University of Edinburgh, UK, Ioannis Tsalavoutas, University of Glasgow, UK and Paul Gordon

This textbook provides a comprehensive overview of international corporate reporting which enhances students' understanding of diversity and convergence in the field. This new edition is fully revised and updated in order to remain essential reading for students of international accounting and corporate reporting globally. The book will be an invaluable resource for postgraduate taught programmes and final-year undergraduate courses in accounting, finance and business studies.

Routledge

Market: Accounting

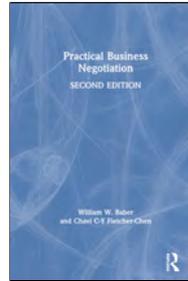
March 2020: 246x174: 400pp

Hb: 978-1-138-36498-1: **£150.00**Pb: 978-1-138-36499-8: **£49.99**

eBook: 978-0-429-43098-5

* For full contents and more information, visit: www.routledge.com/9781138364981

2nd Edition

Practical Business Negotiation

William W. Baber, Kyoto University, Japan and Chavi C-Y Fletcher-Chen, IESEG School of Management (LEM UMR CNRS 8179), Université Catholique de Lille, France

The second edition of *Practical Business Negotiation* continues to equip users with the necessary, practical knowledge and tools to negotiate well in business. The book guides users through the negotiation process, on getting started, the sequence of actions, expectations when negotiating, applicable language, interacting with different cultures, and completing a negotiation. Each section of the book contains one or two key takeaways about planning, structuring, verbalizing, or understanding negotiation. Updated with solid case studies, the new edition also tackles cross-cultural communication and communication

in the digital world.

Routledge

Market: Business

April 2020: 234x156: 248pp

Hb: 978-0-367-42172-4: **£120.00**Pb: 978-0-367-42173-1: **£29.99**

eBook: 978-0-367-82242-2

Prev. Ed Hb: 978-1-138-78147-4

* For full contents and more information, visit: www.routledge.com/9780367421724**Management and Industry**

Case studies in UK industrial history

Edited by John F. Wilson, Northumbria University, UK, Steven Toms, University of Leeds, UK, Nicholas Wong and Nicholas Wong

Series: *Routledge Focus on Industrial History*

This shortform book presents key peer-reviewed research selected by expert series editors and contextualised by new analysis from each author on how the specific field addressed has evolved. With contributions on the 'historic turn' in management studies, workers' rights, occupational health, industrial networks and the development of the organisation, practices and principles of large UK businesses, this volume provides an array of fascinating insights into industrial history. Of interest to business and economic historians, this shortform book also provides analysis and illustrative case-studies that will be valuable reading across the social sciences.

Routledge

Market: Business & Management

March 2020: 216x138: 512pp

Hb: 978-0-367-02410-9: **£45.00**

eBook: 978-0-429-39977-0

* For full contents and more information, visit: www.routledge.com/9780367024109**Quality Management**

A Project Management Perspective



Helgi Thor Ingason, Reykjavik University, Iceland.

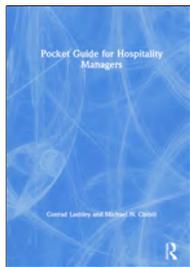
The implementation of quality management is a project and evolves as a result of how projects are planned, executed and closed. This book explores quality management from a project management perspective, based on the authors long experience of teaching and practicing, including the implementation and operation of quality management systems within various types of organisations. Quality Management offers a global, accessible guide for undergraduate and postgraduate university students. Written clearly and with illustrative examples, it will also appeal to all those interested in project management and wishing to expand their knowledge base.

Routledge

March 2020: 234x156: 192pp

Hb: 978-0-367-43251-5: **£120.00**Pb: 978-0-367-43435-9: **£34.99**

eBook: 978-1-003-00313-7

* For full contents and more information, visit: www.routledge.com/9780367432515**Pocket Guide for Hospitality Managers**

Conrad Lashley and Michael N. Chibili

A concise, practical guide that provides the skills and knowledge for current and future managers across the hospitality industry. The book provide a concise resource for all emerging hospitality managers, and for academics preparing students for careers within the hospitality industry. With a 'how to do' agenda, the authors offer a practical guide to the skills and knowledge needed by those who will be managing bars, restaurants and hotels in the fast moving hospitality retailing contexts. Written in a non-academic style, this book will be a valuable resource for students and early career managers working in the hospitality sector.

Routledge

Market: Business / Management

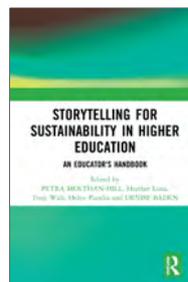
December 2019: 240 x 170: 248pp

Hb: 978-0-367-81874-6: **£155.00**Pb: 978-9-001-88582-3: **£32.99**

eBook: 978-1-003-02240-4

* For full contents and more information, visit: www.routledge.com/9780367818746**Storytelling for Sustainability in Higher Education**

An Educator's Handbook



Edited by Petra Molthan-Hill, Heather Luna, Tony Wall, Helen Puntha and Denise Baden

Written by academics and storytellers, the book is based on the authors' own experiences of using stories within teaching, from a story of "the Ecology of Law" to the exploration of sustainability in Accounting and Finance via contemporary cinema. Practical advice in each chapter ensures that ideas may be put into practice with ease.

Routledge

Market: Business and Management

April 2020: 234x156: 576pp

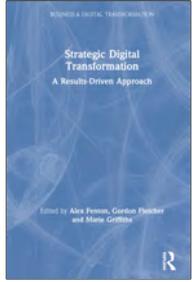
Hb: 978-0-367-26026-2: **£120.00**

eBook: 978-0-429-29111-1

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Strategic Digital Transformation

A Results-Driven Approach



Edited by **Alex Fenton**, University of Salford, UK, **Gordon Fletcher**, University of Salford, UK and **Marie Griffiths**
Series: Business and Digital Transformation

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

and emerging technologies to stay ahead of their competition.

Routledge

Market: Business & Management
 December 2019: 246x174: 216pp

Hb: 978-0-367-03106-0: **£120.00**

Pb: 978-0-367-03107-7: **£34.99**

eBook: 978-0-429-02046-9

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Visualising Business Transformation

Pictures, Diagrams and the Pursuit of Shared Meaning

Jonathan Whelan and **Stephen Whittle**

Business transformation typically involves a wide range of visualisation techniques, from the templates and diagrams used by managers to make better strategic choices, to the experience maps used by designers to understand customer needs, the technical models used by architects to propose possible solutions, and the pictorial representations used by change managers to engage stakeholder groups in dialogue. *Visualising Business Transformation* draws these approaches together for the first time into a coherent whole, so that readers from any background can expand their repertoire and understand the context and rationale for each technique across the transformation lifecycle.

Routledge

Market: Business and Management

February 2020: 234x156: 209pp

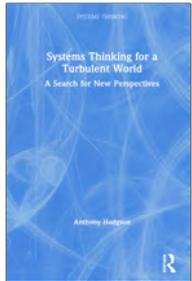
Hb: 978-1-138-30824-4: **£45.00**

eBook: 978-1-315-14290-6

* For full contents and more information, visit: www.routledge.com/9781138308244

Systems Thinking for a Turbulent World

A Search for New Perspectives



Anthony Hodgson, Decision Integrity Ltd, UK.

Series: Systems Thinking

Systems Thinking for a Turbulent World will help practitioners in any field of change engage more effectively in transformative innovation. Such innovation addresses the paradigm change needed to meet the diverse unfolding global challenges facing us today, often summed up as the Anthropocene. The reader is guided through the unfolding of the ideas and practices with a narrative based on the metaphor of search portrayed in the tradition of ox herding, found in Far Eastern traditional consciousness practice.

Routledge

Market: Business & Management

November 2019: 234x156: 142pp

Hb: 978-1-138-59417-3: **£110.00**

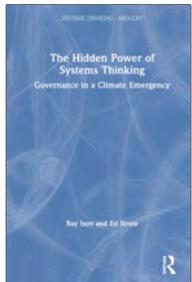
Pb: 978-1-138-59867-6: **£29.99**

eBook: 978-0-429-48620-3

* For full contents and more information, visit: www.routledge.com/9781138594173

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Governance in a Climate Emergency



Ray Ison, The Open University, UK. and **Ed Straw**

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This is a persuasive, lively book that shows how systems thinking can be harnessed to effect profound, complex change. Ison and Straw show how and why failure in governance is at the heart of the collective incapacity to tackle the climate and biodiversity emergencies and propose 21 principles for systemic governance. This book will be inspiring reading for students of systems thinking that want to understand the application of their methods, specialists in change management or public administration, activists for 'whole system change' as well as decision makers wanting to effect challenging transformations. It is for anyone with the ambition to create a sustainable and

fair world.

Routledge

Market: Business & Management

March 2020: 234x156: 328pp

Hb: 978-1-138-49398-8: **£120.00**

Pb: 978-1-138-49399-5: **£34.99**

eBook: 978-1-351-02690-1

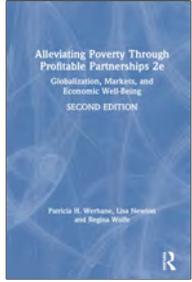
* For full contents and more information, visit: www.routledge.com/9781138493988



2nd Edition

Alleviating Poverty Through Profitable Partnerships

Globalization, Markets, and Economic Well-Being



Patricia H. Werhane, University of Virginia, USA, Lisa H. Newton and Regina Wolfe

Alleviating Poverty Through Profitable Partnerships (second edition) begins with the strong and positive call to action that global poverty can be, and in some areas has been, reduced and therefore could be *eradicated altogether*. Global companies can alleviate poverty by seizing market opportunities at the Base of the economic Pyramid (BoP). Written by leading Business Ethics and Base of the Pyramid researchers, Patricia Werhane, Lisa Newton and Regina Wolfe this second edition builds on the first by introducing a rich set of new cases plus online materials for use in the classroom and for inspiration in practice of how global poverty has been, and can continue to be, reduced.

Routledge

Market: Business & Management

March 2020: 229 x 152: 192pp

Hb: 978-1-138-31365-1: £120.00

Pb: 978-1-138-31364-4: £32.99

eBook: 978-0-429-32904-3

Prev. Ed Hb: 978-0-415-80152-2

* For full contents and more information, visit: www.routledge.com/9781138313651**Business and Environmental Sustainability**

Sigrun M. Wagner, Royal Holloway, University of London, UK

This textbook provides a thorough foundation by introducing readers to the science, reasoning and theory behind environmental sustainability, with the aim of understanding how companies can not only reduce their environmental footprint but can positively contribute to environmental sustainability. It covers both environmental challenges and different corporate functions, to illustrate how environmental sustainability is managed and put into practice in organisations. Finally, a set of integrative case studies draw everything together and enable the reader to apply various analytical tools.

Routledge

Market: Business & Management

June 2020: 246x174: 320pp

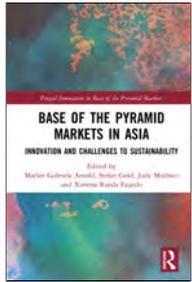
Hb: 978-1-138-63238-7: £125.00

Pb: 978-1-138-63242-4: £39.99

eBook: 978-1-315-20827-5

* For full contents and more information, visit: www.routledge.com/9781138632387**Base of the Pyramid Markets in Asia**

Innovation and Challenges to Sustainability



Edited by Marlen Gabriele Arnold, Chemnitz University of Technology, Germany, Stefan Gold, Judy N. Muthuri, University of Nottingham, UK and Ximena Rueda, Universidad de los Andes, Colombia

Series: *Innovation and Sustainability in Base of the Pyramid Markets*

The Frugal Innovation in Base of the Pyramid Markets series comprises four volumes, covering theoretical perspectives, themes and various aspects of interest across four key geographical regions where Base of the Pyramid (BOP) markets are located – Latin America, Asia, Africa and affluent countries.

This book focuses on the BOP in Asia, and in particular the challenge of how to address the needs of deprived population groups in a sustainable manner. The book comprises critical and empirical studies as well as conceptual papers on the challenges linked to BOP markets in Asian countries.

Routledge

Market: Business & Management

March 2020: 234x156: 152pp

Hb: 978-1-138-38913-7: £120.00

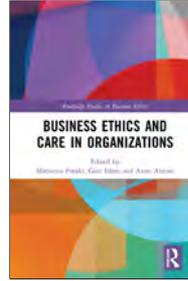
eBook: 978-0-429-42415-1

* For full contents and more information, visit: www.routledge.com/9781138389137**Business Ethics and Care in Organizations**

Edited by Marianna Fotaki, Gazi Islam, Grenoble Ecole de Management, France and Anne Antoni, University of Warwick, UK

Series: *Routledge Studies in Business Ethics*

This book aims to contribute to academic discussions on care in organizations, care work, business and organizational ethics, diversity, caring leadership, wellbeing in organizations, and research ethics.



Routledge

Market: Business & Management

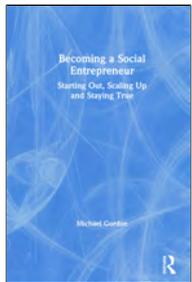
December 2019: 229 x 152: 298pp

Hb: 978-0-367-14060-1: £120.00

eBook: 978-0-429-02994-3

* For full contents and more information, visit: www.routledge.com/9780367140601**Becoming a Social Entrepreneur**

Starting Out, Scaling Up and Staying True



Michael Gordon

What's it like to be a social entrepreneur — not a textbook social entrepreneur but on one the ground? This book explains how. Michael Gordon, leading Social Entrepreneur expert from the University of Michigan, spoke with more than one hundred social entrepreneurs—from six continents, young and old, just starting out to several decades in, addressing seemingly every societal problem of the day. This book uses their words and experiences to provide a kaleidoscopic description of what it means to become a social entrepreneur.

Routledge

Market: Business & Management

December 2019: 234x156: 366pp

Hb: 978-0-367-19772-8: £110.00

Pb: 978-0-367-19773-5: £29.99

eBook: 978-0-429-24318-9

* For full contents and more information, visit: www.routledge.com/9780367197728**Entrepreneurship, Innovation and Sustainable Growth**

Nader H. Asgary, Bentley University, USA and Emerson A. Maccari

Entrepreneurship and innovation play a vital role in fostering sustainable development. This important book is the first to provide the fundamental concepts and applications in both developing and developed countries for faculty and students. It also serves as a professional reference for practicing entrepreneurs and policymakers.

Questions and exercises are presented throughout and all chapters include a long case study to set the scene and then draw upon shorter cases from both developing and developed countries to reinforce key learning objectives and the real-world application of the book's core concepts.

Routledge

Market: Business & Management

November 2019: 246x174: 324pp

Hb: 978-0-367-20462-4: £110.00

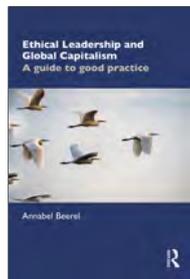
Pb: 978-0-367-20463-1: £36.99

eBook: 978-0-429-26164-0

* For full contents and more information, visit: www.routledge.com/9780367204624

Ethical Leadership and Global Capitalism

A Guide to Good Practice



Annabel Beeler

This book is a practical guide to managers as to how to put their own and their employees' professional values to work. Through real life stories and case studies, the author brings to life and light the ethical challenges that present themselves in corporate and institutional settings. The reader gets to see that ethics lie not only in the big, dramatic defining moments, but in the everyday behaviors of people as they work together in the service of organizational goals. The text is punctuated with summaries, exercises, and opportunities for reflection where the reader has an opportunity to review their own ethical frameworks and to see how these show up in the daily choices they make.

Routledge

Market: Business & Management

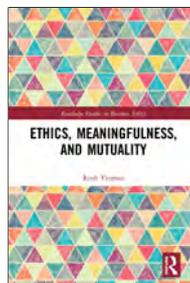
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Ethics, Meaningfulness, and Mutuality



Ruth Yeoman

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Ethics, Meaningfulness, and Mutuality poses critical questions related to organisational design by challenging limits to current thinking, such as the neglect by political philosophers of markets, firms and stakeholders, or by organisational theorists of business ethics.

Routledge

Market: Business & Management

December 2019: 229 x 152: 258pp

Hb: 978-0-815-38040-5: £120.00

eBook: 978-1-351-12512-3

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Global Champions of Sustainable Development



Edited by Patricia Flynn, Bentley College, USA, Milenko Gudić and Tay Keong Tan

Series: *The Principles for Responsible Management Education Series*

The 17 SDGs embody the collective aspirations of the world's peoples: peace, freedom, development, and sustainability. The challenges associated with the struggle for attainment of these goals are as diverse and complex as the variety of human societies, national conditions and natural ecosystems worldwide. Often, a single person is the driving force behind these innovative programs and courageous experiments that make all the difference to the poorest and most disadvantaged social groups. This book, the first of its kind, offers a platform shares

the individual experiences and personal studies of champions around the world that 'make sustainability work' in different contexts.

Routledge

Market: Business & Management

December 2019: 234x156: 184pp

Hb: 978-0-815-38594-3: £120.00

Pb: 978-0-815-38595-0: £34.99

eBook: 978-1-351-17631-6

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2nd Edition

Gold Standard Sustainability

Reporting A Step by Step Guide to Producing Sustainability Reports

Kye Gbangbola and Nicole Lawler

This highly practical and concise book shows you how to undertake a reporting process and produce a sustainability report in line with the new standards and frameworks presented by the International Integrated Reporting Council (IIRC) and the Global Reporting Initiative (GRI). Fully updated to ensure compliance with the new standards, this second edition shows how to actually produce a sustainability report as well as the key processes in the planning: how to produce a business case; the development of actions plans; process and team leadership; and generating cross-functional buy in. Templates are provided in order to simplify the tasks involved at each point in the process.

Routledge

Market: Business & Management

March 2020: 198x129: 120pp

Hb: 978-0-367-34588-4: £45.00

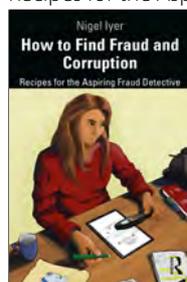
eBook: 978-1-003-01168-2

Prev. Ed Hb: 978-1-910-17421-0

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How to Find Fraud and Corruption

Recipes for the Aspiring Fraud Detective



Nigel Iyer

In a corporate environment in which fraud and corruption are as normal as a headache or as common as a cold, everyone across the organization has a role to play in finding and deterring fraudsters. The skills taught in this book are based on over 20 years experience of successfully finding and dealing with fraud and corruption, worldwide. The book offers wayfinding techniques for identifying and recognizing common frauds such as: suppliers who charge too much; business partners and consultants who are taking you for a ride; customers who take but prefer not to pay. Iyer equips everyone from accounts, HR and sales with capabilities and simple techniques to find fraud and act.

Routledge

Market: Business and Management

November 2019: 234x156: 244pp

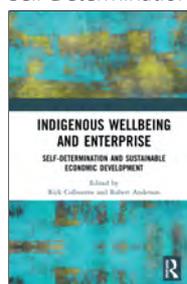
Hb: 978-1-138-74245-1: £35.00

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Indigenous Wellbeing and Enterprise

Self-Determination and Sustainable Economic Development



Edited by Rick Colbourne and Robert Anderson

Indigenous wellbeing is premised on sustainable self-determination. This book, written by the leading scholars in the field, focuses specifically on examples and models for sustainable enterprise that address key issues related to economic, environmental, social and cultural value creation activities within Indigenous communities. It includes numerous examples of Indigenous communities which have successfully used entrepreneurship in the pursuit of sustainable development and wellbeing and each chapter features practical examples and case studies that illustrate the key findings.

Routledge

Market: Business & Management

February 2020: 234x156: 360pp

Hb: 978-0-367-34963-9: £120.00

eBook: 978-0-429-32902-9

* For full contents and more information, visit: www.routledge.com/9780367349639

Leading Sustainably

The Path to Sustainable Business and how the SDGs Changed Everything

Trista Bridges and Donald Eubank

The business world is at an important crossroads. The age of the stakeholder is rapidly superseding that of the shareholder as climate change and political and societal shifts upend years of seeming prosperity. Inspired by the launch of the 2030 UN Sustainable Development Goals, the book captures the ideas of more than 60 thought leaders and change makers across the business world about how they are putting sustainability at the core of their organizations to survive, thrive, and realign their interests with society. The book is a perfect guide for mid-level to senior managers who seek to understand the growing importance of sustainability in business.

Routledge

April 2020: 234x156: 200pp

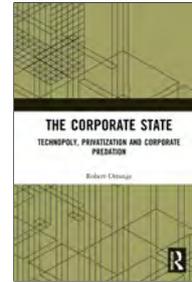
Hb: 978-0-367-42836-5: £29.99

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The Corporate State

Technopoly, Privatization and Corporate Predation



Robert M. Orange

This book examines the big US-based tech firms (eg Facebook, Google, Apple, and Amazon), highlighting numerous tensions and contradictions between their highly cultivated, flattering, yet unwarranted, public images and the reality of how they operate as extremely competitive, at times deceptive, profit-seeking entities. Through the use of clear cases that bring the theory to life for students, the book is ideal as a supplementary text for advanced undergraduate and graduate students in a range of coursework in the fields of organizational theory and behaviour, leadership in organizations, and management responsibility and business ethics.

Routledge

Market: Business and Management

March 2020: 234x156: 208pp

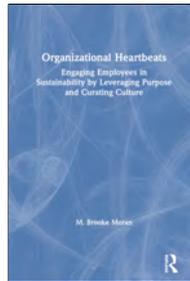
Hb: 978-0-367-36685-8: £115.00

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* For full contents and more information, visit: www.routledge.com/9780367366858

Organizational Heartbeats

Engaging Employees in Sustainability by Leveraging Purpose and Curating Culture



M. Brooke Moran

Organizational Heartbeats helps executives to engage employees in sustainability in a meaningful way that motivates teams, attracts customers, and ultimately benefits both the reputation of the organization and wider society. It tells the stories of a very diverse set of organizations, including Ericsson, the Dubai Chamber of Commerce and Industry, Seventh Generation, and Arizona State University, and how their approaches have worked and transformed employee relations.

Routledge

Market: Business & Management

December 2019: 234x156: 90pp

Hb: 978-0-367-43193-8: £120.00

Pb: 978-0-367-43195-2: £34.99

eBook: 978-1-003-00178-2

* For full contents and more information, visit: www.routledge.com/9780367431938



The Hero Trap

How to Win in a Post-Purpose Market by Putting People in Charge

Thomas Kolster

Empowerability uncovers a simple answer that is key to driving marketing growth in the 21st century: if you put people in control of the marketing mix, from products to promotion, they can grow and in turn grow your organisation. This book explains how a twenty-something Swede, Maria de la Croix, built a global coffee empire like Wheelys in just a few years, and how a group of friends hanging out in a bar in Melbourne created one of the largest global nonprofits fighting for men's health, Movember. Kolster calls this 'Empowerability'; the ability of an organisation to empower its customers (or stakeholders) to leverage their means and capabilities as a resource in the marketing mix.

Routledge

Market: Business & Management

June 2020: 234x156: 328pp

Hb: 978-0-367-24270-1: £110.00

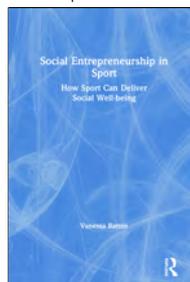
Pb: 978-0-367-24269-5: £29.99

eBook: 978-0-429-28145-7

* For full contents and more information, visit: www.routledge.com/9780367242701

Social Entrepreneurship in Sport

How Sport Can Deliver Social Well-being



Vanessa Ratten, La Trobe Business School, La Trobe University

The social role of sport enterprises is being increasingly recognized at both local and global levels. Sport has the ability to influence community cohesion, physical and mental health, social inclusivity, and provides positive role models across society. This book explores the non-profit role sport plays in society, and demonstrates how social enterprises can both address some of the negative social outcomes of sport and support businesses as they develop their social objectives. The over-arching aim of the book is to focus on how social entrepreneurship in sport is important in developing a better global society.

Routledge

Market: Business & Management

November 2019: 234x156: 108pp

Hb: 978-0-815-35167-2: £110.00

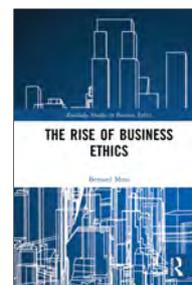
Pb: 978-0-815-35168-9: £29.99

eBook: 978-1-351-14104-8

* For full contents and more information, visit: www.routledge.com/9780815351672



The Rise of Business Ethics



Bernard Mees

Series: *Routledge Studies in Business Ethics*

This book provides an introduction and analysis of the key developments in contemporary business ethics by examining them in terms of their diachronic development – the key thinkers, the key issues, the key institutions and how they each contributed to contemporary understandings of business ethics, governance and practice.

Routledge

Market: Business / Ethics

December 2019: 229 x 152: 190pp

Hb: 978-1-138-61407-9: £120.00

eBook: 978-0-429-46422-5

* For full contents and more information, visit: www.routledge.com/9781138614079

The Sustainable Development Goals

Industry Sector Approaches



Martin Wynn and **Peter Jones**, University of Gloucestershire, UK

This easy-to-digest book provides a critical evaluation of how a range of multinational companies from across different commercial sectors are currently addressing the Sustainable Development Goals and the challenges they are facing in contributing to them.

This book looks at the response of 80 companies and organisations from eight different industry sectors. It examines the different approaches taken, discusses how far the SDGs are actively supported, and reviews how progress is being assessed against related targets and objective. The book provides a summary overview of all industry sectors studied, identifying

the most and least supported SDGs overall.

Routledge

Market: Business & Management

December 2019: 234x156: 156pp

Hb: 978-0-367-23719-6: **£120.00**

Pb: 978-0-367-41880-9: **£29.99**

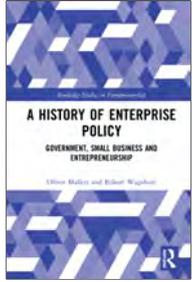
eBook: 978-0-429-28134-1

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A History of Enterprise Policy

Government, Small Business and Entrepreneurship



Oliver Mallett, Kathryn Haynes is Northern Society Chair in Accounting & Finance at Newcastle University Business School, UK. and **Robert Wapshott**, University of Sheffield, UK

Series: *Routledge Studies in Entrepreneurship*

This book provides the first in-depth, historical analysis of enterprise policy in the United Kingdom.

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Market: Business / Entrepreneurship

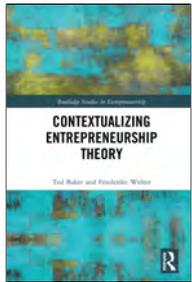
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Routledge

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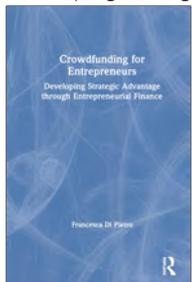
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eBook: 978-1-351-11063-1

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Crowdfunding for Entrepreneurs

Developing Strategic Advantage through Entrepreneurial Finance



Francesca Di Pietro, Trinity Business School, The University of Dublin, Ireland

This is the first book of its kind to systematically integrate crowdfunding in the entrepreneurial finance research field and extends the current debate to show how crowdfunding can be leveraged as strategic tool to grow new ventures. *Crowdfunding for Entrepreneurs* is particularly useful for academics, advanced undergraduate and postgraduate students in entrepreneurship and innovation, entrepreneurial finance, strategic management, as well as professionals interested in how crowdfunding can be utilised as a strategic tool to create competitive advantage.

Routledge

Market: Business & Management

March 2020: 234x156: 144pp

Hb: 978-0-367-33423-9: **£120.00**

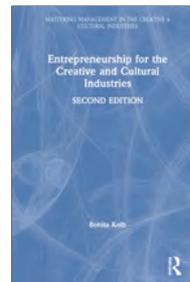
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eBook: 978-0-429-31978-5

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Entrepreneurship for the Creative and Cultural Industries



Bonita Kolb, Lycoming College, USA

Entrepreneurship for the Creative and Cultural Industries will teach the basics of business in a way that is relevant to the challenges of running a small business marketing a creative product. Whether it is understanding the basics of business language, appreciating the crucial importance of finance, or using social media marketing, this innovative textbook covers the entrepreneurial skills required to succeed in the creative sector. This textbook is essential reading for non-business students who are looking to understand the business side of the creative sector, while its practical style will also suit recent graduates in these industries.

Routledge

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April 2020: 234x156: 248pp

Hb: 978-0-367-41972-1: **£145.00**

Pb: 978-0-367-41973-8: **£39.99**

eBook: 978-0-367-81704-6

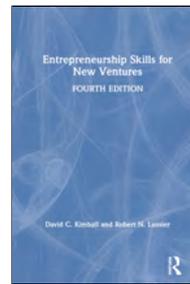
Prev. Ed Hb: 978-1-138-01953-9

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4th Edition

Entrepreneurship Skills for New Ventures



David C. Kimball, Elms College, USA and **Robert N. Lussier**, Springfield College, USA

This edition of *Entrepreneurship Skills for New Ventures* continues to focus on helping students develop entrepreneurial skills, whether they seek to become entrepreneurs or employees. It includes tools like review questions, learning outcomes, and online materials which offer instructor resources.

Routledge

Market: Entrepreneurship

April 2020: 254 x 203: 432pp

Hb: 978-0-367-35371-1: **£135.00**

Pb: 978-0-367-35841-9: **£54.99**

eBook: 978-0-429-34224-0

Prev. Ed Hb: 978-0-415-82529-0

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Female Entrepreneurs

The Secrets of Their Success

John Smythe and **Ruth Saunders**

This book encourages every woman who has dreamt of being an entrepreneur but hasn't yet taken the leap to take the first steps towards realising her dreams. The authors reveal the secrets of success of fifty-two female entrepreneurs. They outline wisdom and insights to inspire budding entrepreneurs to take the leap and offer practical advice on what to think about when setting your business up for success as well as when considering whether to scale. This practical, unique guide provides the encouragement, support and motivation any aspiring female entrepreneur could need to make those first steps towards the realisation of their ambitions.

Routledge

Market: Business & Management

April 2020: 234x156: 304pp

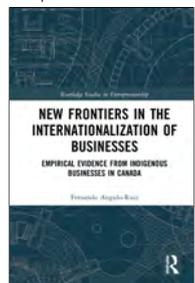
Hb: 978-1-138-33782-4: **£29.99**

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New Frontiers in the Internationalization of Businesses

Empirical Evidence from Indigenous Businesses in Canada



Fernando Angulo-Ruiz

Series: Routledge Studies in Entrepreneurship

This book highlights the impact of international expansion as a potential pathway to address the challenges of poverty and vulnerability, and provide relevant new knowledge on the factors that support successful international expansion of Indigenous businesses.

Routledge

Market: Business & Management

January 2020: 229 x 152: 176pp

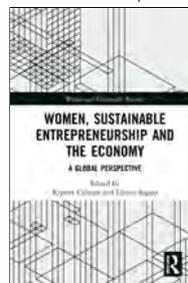
Hb: 978-0-815-37071-0: **£120.00**

eBook: 978-1-351-10677-1

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Women, Sustainable Entrepreneurship and the Economy

A Global Perspective



Edited by **Kıymet Tunca Çalıyurt**, Trakya Universitesi Balkan, Turkey and **Liliane Segura**

Series: Women and Sustainable Business

This book discusses the relationship between female entrepreneurship and the economy and academic authors from developing countries such as Brazil, Turkey, Albania, Kosovo, Portugal and Malaysia analyze the developments encompassing women and entrepreneurship in their respective countries.

Routledge

Market: Women in business

November 2019: 234x156: 204pp

Hb: 978-0-815-38162-4: **£115.00**

eBook: 978-0-429-48859-7

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Shaping Entrepreneurship Research

Made, as Well as Found

Edited by **Sankaran Venkataraman**, University of Virginia, USA, **Nick Dew** and **Saras Sarasvathy**

The book explores the notion of "made" through 25 foundational readings - classics from the history of ideas. Organized into five sections, each classic is individually introduced by the editors in one of five chapters written to explain its relevance and significance for a "made" view of entrepreneurship. Readers will benefit from exposure to these classic ideas and ongoing research in a variety of areas that fall somewhat outside the line-of-sight of traditional entrepreneurship research.

Routledge

Market: Business & Management

December 2019: 234x156: 672pp

Hb: 978-1-138-06198-9: **£150.00**

Pb: 978-1-138-06199-6: **£49.99**

eBook: 978-1-315-16192-1

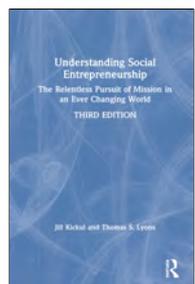
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Understanding Social Entrepreneurship

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Jill Kickul, New York University, USA and **Thomas S. Lyons**, Baruch College, USA

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Routledge

Market: Entrepreneurship

April 2020: 254 x 178: 328pp

Hb: 978-0-367-22031-0: **£215.00**

Pb: 978-0-367-22032-7: **£66.99**

eBook: 978-0-429-27040-6

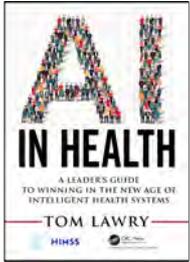
Prev. Ed Hb: 978-1-138-90383-8

* For full contents and more information, visit: www.routledge.com/9780367220310



AI in Health

A Leader's Guide to Winning in the New Age of Intelligent Health Systems



Tom Lawry

Series: HIMSS Book Series

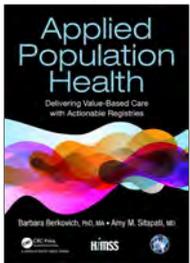
Written for clinical and business leaders in health, this book defines Artificial Intelligence and its role in driving digital transformation to improve clinical, operational and financial outcomes of provider, payer and public health organizations worldwide. It provides readers with an in-depth (but non-technical) look at the technology "building blocks" of AI (e.g. machine learning, cognitive services, bots) with real-world use cases cited along the way to illustrate the power of AI in healthcare settings.

HIMSS Publishing
February 2020: 254 x 178: 216pp
Hb: 978-0-367-33684-4: **£110.00**
Pb: 978-0-367-33371-3: **£38.99**
eBook: 978-0-429-32121-4

* For full contents and more information, visit: www.routledge.com/9780367336844

Applied Population Health

Delivering Value-Based Care with Actionable Registries



Barbara Berkovich, PhD, MA and Amy Sitapati, MD

Series: HIMSS Book Series

This book provides a clear framework for design, implementation, and monitoring of innovative population health tools to accelerate measurable improvements in care delivery. Key benefits for readers include conceptual framework, team approach, and technical insights that result in improved patient care, improved performance on quality measures and increased revenue from quality performance incentives and risk-based contracts. This is also a practice guide to the healthcare professionals many roles who are eager to build or improve population health programs with the goal of delivering high

quality value-based care.

Productivity Press
Market: Business & Management
December 2019: 254 x 178: 286pp
Hb: 978-0-367-40456-7: **£110.00**
Pb: 978-0-367-19667-7: **£53.99**
eBook: 978-0-367-19671-4

* For full contents and more information, visit: www.crcpress.com/9780367404567

Blockchain for Medical Research

Accelerating Trust in Healthcare

Sean T. Manion and Yaël Bizouati-Kennedy

This book is about science, its value to our health, and how we can use blockchain to improve its quality and impact. The book will look at science and medicine from an insider's perspective, and describe the processes, successes, shortcomings and opportunities for advancement for the lay audience. It will give the reader a non-technical look at the emerging world of blockchain technology; what it is, where it is useful, and how it can improve science and health. It will lay out a roadmap for this application to transform how we develop knowledge about disease and accelerate cures to improve our lives.

Productivity Press
April 2020: 254 x 178: 176pp
Hb: 978-0-367-34759-8: **£110.00**
Pb: 978-0-367-34746-8: **£38.99**
eBook: 978-0-429-32773-5

* For full contents and more information, visit: www.crcpress.com/9780367347598

Building Connected Communities of Care

The Playbook For Streamlining Effective Coordination Between Medical And Community-Based Organizations

Edited by **Keith Kosel and Steve Miff**

Series: HIMSS Book Series

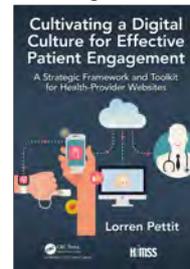
This book proposes a novel approach to the coordination of medicine and social services through the use of people, process and technology, with the goal being to streamline coordination between medical and Community-based Organizations and to promote true cross-sector patient and client advocacy. The book is based on the experience of Dallas, TX, which was one of the first metropolitan regions to develop a comprehensive foundation for partnership between a community's clinical and social sectors using web-based information exchange.

Productivity Press
Market: Business & Management - Healthcare Management
March 2020: 254 x 178: 248pp
Hb: 978-0-367-81923-1: **£120.00**
Pb: 978-0-367-80006-2: **£38.99**
eBook: 978-1-003-01083-8

* For full contents and more information, visit: www.crcpress.com/9780367819231

Cultivating a Digital Culture for Effective Patient Engagement

A Strategic Framework and Toolkit for Health-Provider Websites



Lorren Pettit

Series: HIMSS Book Series

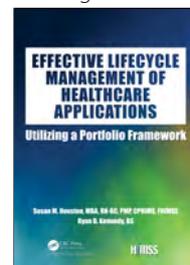
This book offers a strategic framework for healthcare provider websites in order to support patient engagement and connected health initiatives, to include detailed guidance on website form and functionalities.

Productivity Press
Market: Business & Management
January 2020: 254 x 178: 144pp
Hb: 978-0-367-02435-2: **£46.99**
eBook: 978-0-429-39965-7

* For full contents and more information, visit: www.crcpress.com/9780367024352

Effective Lifecycle Management of Healthcare Applications

Utilizing a Portfolio Framework



Susan M. Houston and Ryan D. Kennedy

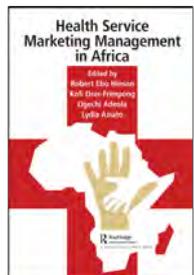
Series: HIMSS Book Series

This book will review the management of applications throughout their lifecycle, from initial request through disposition.

Productivity Press
Market: Business & Management: Healthcare IT Management
February 2020: 254 x 178: 144pp
Hb: 978-0-367-37445-7: **£110.00**
Pb: 978-0-367-37389-4: **£46.99**
eBook: 978-0-429-35457-1

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Health Service Marketing Management in Africa



Edited by Robert Hinson, Kofi Osei-Frimpong, Ogechi Adeola and Lydia Aziato

This book responds to calls for quality healthcare service management practices or processes from developing economy perspectives. Focusing primarily on African and other developing economy contexts, this book covers seven thematic areas: strategy in healthcare; marketing imperatives in healthcare management; product and pricing management in healthcare; distribution and marketing communications in healthcare; managing people in healthcare; physical evidence and service quality management in healthcare; and process management in healthcare.

Productivity Press

Market: Business & Management: Healthcare Management

December 2019: 254 x 178: 292pp

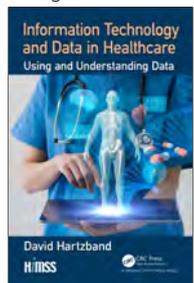
Hb: 978-0-367-00193-3: **£61.99**

eBook: 978-0-429-40085-8

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Information Technology and Data in Healthcare

Using and Understanding Data



David Hartzband

Series: *HIMSS Book Series*

This book addresses several topics important to the understanding and use of data in healthcare. First it provides a formal explanation, based on epistemology (theory of knowledge) of what data actually is, what we can know about it and how we can reason about it. The culture of data is also covered and where 'data' fits into culture. Then data quality is addressed with a historical appreciation and new concepts and insights derived from the authors 35 years' experience in technology.

Productivity Press

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eBook: 978-0-429-06121-9

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Innovating Healthcare

The Role of Political, Managerial and Clinical Leadership



John Storey, Open University, UK and Richard Holti, Open University, UK

Series: *Routledge Studies in Health Management*

Why is there a need to 'innovate healthcare'? The basic reason stems from the sheer scale of the challenges now facing healthcare provision in the UK and across many other countries. The aim of this book is to interrogate past and current attempts to innovate in this arena and to draw-out the key lessons. This book will be of interest to students and researchers, clinicians and managers in the health and care sectors as well as policy-makers. While the focus is on healthcare, the book has wider relevance for students of management, leadership, innovation and organizational studies.

Routledge

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November 2019: 229 x 152: 192pp

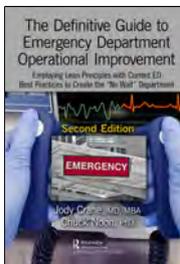
Hb: 978-1-138-60384-4: **£115.00**

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Jody Crane, MD, MBA, Emergency Physician, Mary Washington Hospital, Adjunct Professor, University of Tennessee and Chuck Noon, PhD, Professor of Management Science, College of Business, University of Tennessee

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Productivity Press

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What it takes to get on top!

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The successful MSP will require a formal professional development plan, comprised of skills and knowledge for both personal and career choices as the industry moves into the future. This book is presented in an easy to read format and contains a series of building blocks, "points" to navigate career progression logically. Each point highlights solutions for MSPs to test and apply with real-life stories interspersed to illustrate points. This book contains a helpful glossary, sample job descriptions, and terms specific to the MSP.

Productivity Press

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February 2020: 235 x 156: 160pp

Hb: 978-1-138-31460-3: **£110.00**

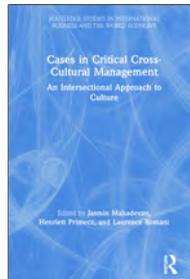
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Cases in Critical Cross-Cultural Management

An Intersectional Approach to Culture



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Routledge

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ordering of chapters, with globalization issues appearing earlier.

Routledge

Market: Business & Management

February 2020: 246x174: 640pp

Hb: 978-1-138-68301-3: **£120.00**

Pb: 978-1-138-68302-0: **£32.99**

eBook: 978-1-315-54479-3

Prev. Ed Hb: 978-0-415-68662-4

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Design for Wellbeing

An Applied Approach



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Series: *Design for Social Responsibility*

Design for Wellbeing charts the development and application of design research to improve personal and societal wellbeing and happiness. It draws together contributions from internationally leading academics and designers to demonstrate the latest thinking and research on the design of products, technologies, environments, services and experiences for wellbeing. The book provides students, researchers and practitioners a detailed assessment of design for wellbeing, taking a distinctive global approach to design practice and theory in context. *Design for Wellbeing* concerns designers and organizations but also defines

its broader contribution to society, culture and economy.

Routledge

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November 2019: 246x174: 234pp

Hb: 978-1-138-56292-9: **£75.00**

eBook: 978-1-315-12138-3

* For full contents and more information, visit: www.routledge.com/9781138562929

Green Human Resource Management in Chinese Enterprises



Edited by **Jie Shen**, Shenzhen University, China, **Jenny Dumont**, University of South Australia, Australia and **Xin Deng**, University of South Australia, Australia

Series: *Routledge Advances in Management and Business Studies*

This book looks at green human resource management (HRM) and how it may enable effective implementation of organizational green initiatives. The book provides insight into green HRM practices adopted by firms, why firms adopt them and how green HRM influences workplace green and non-green behaviours. It does so through a combination of research methods, both qualitative and quantitative techniques. The book also uses supplies-value fit theory to analyse and suggest the

two indirect mediation relationships are moderated by individual green value and perceived organizational support (POS).

Routledge

Market: Human Resource Management

December 2019: 234x156: 210pp

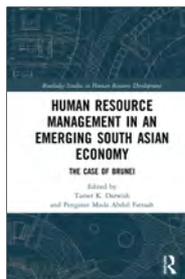
Hb: 978-0-367-25284-7: **£115.00**

eBook: 978-0-429-28697-1

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Human Resource Management in an Emerging South Asian Economy

The Case of Brunei



Edited by **Tamer K. Darwish**, University of Gloucestershire, UK and **Pengiran Muda Abdul Fattaah**, Baiduri Bank, Brunei

Series: *Routledge Studies in Human Resource Development*

This book focuses on HRM in the country context of Brunei Darussalam, analysing, comparing and contrasting domestic enterprises with multinational enterprises, and draws out the comparative lessons for understanding the potential and performance consequences of HR interventions in resource-centred national economies.

Routledge

Market: Business / Human Resources

February 2020: 229 x 152: 152pp

Hb: 978-0-367-14263-6: **£120.00**

eBook: 978-0-429-03096-3

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International Workplace Sexual Harassment Laws and Developments for the Multinational Employer



Ellen Pinkos Cobb

This book provides a comprehensive compilation of global sexual harassment laws, clearly necessary in this climate but not currently existing until now. It presents legislation addressing workplace sexual harassment in over 50 countries, as well as some cultural context and recent developments to indicate present and future trends in workplace sexual harassment regulation. Written in clear, plain English for anyone without a legal background to understand, this book is essential reading and a key resource for employment and business attorneys, global employers, managers, human resources professionals, and occupational health and safety professionals.

Routledge

Market: Business & Management

December 2019: 234x156: 264pp

Hb: 978-0-367-19276-1: **£29.99**

eBook: 978-0-429-20153-0

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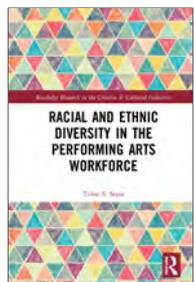


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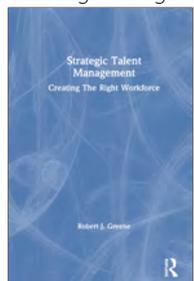
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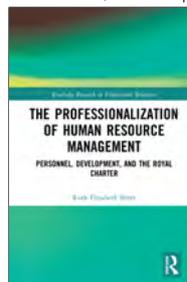
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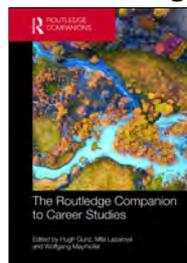
This book provides an overview of different types of technologies and discusses their use to support coaching processes. It is based on an exploratory study which analyzed the online discussions on a 1,000-member strong online community of coaches and several interviews with coaches to understand coaches' perceptions and practical experiences of working with technology. The book is dedicated to the coaching practitioner who uses digital media or who is considering doing so, and is relevant for coaching supervisors, buyers of coaching services, human resource professionals, and software designers.

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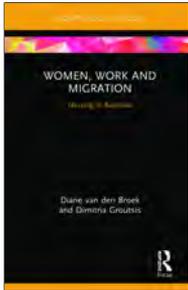
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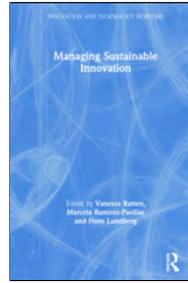
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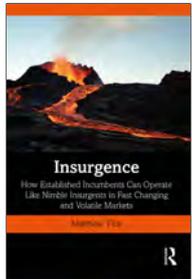
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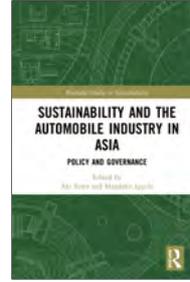
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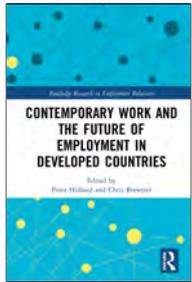
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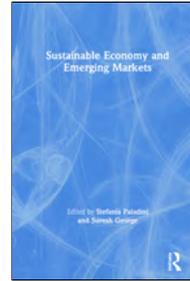
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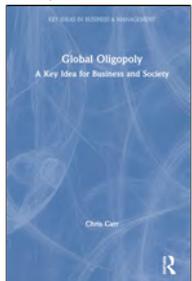
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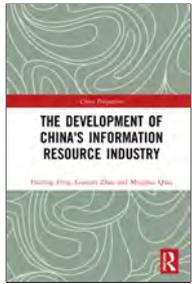
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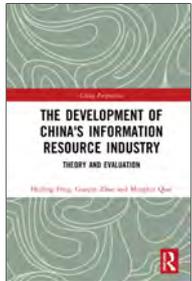
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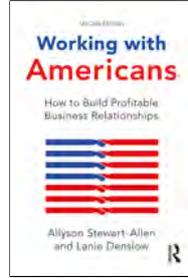
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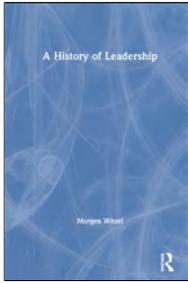
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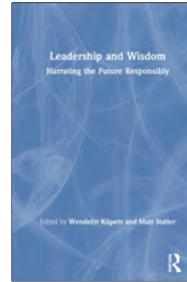
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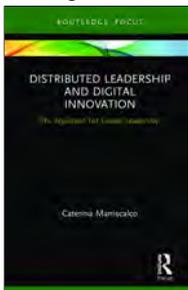
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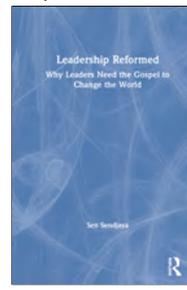
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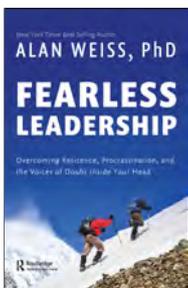
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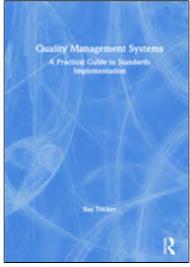
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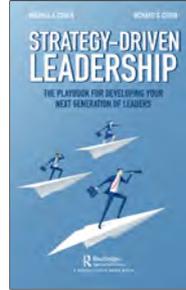
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Evolving Your Executive Team to Meet Today's Challenges



Terry White

There is a fundamental mismatch between the way we organise our senior management teams and the way modern commerce has evolved. Wrapping finesse, technology, rules, bureaucracy, and "science" around our C-suite conventions is not nearly enough to meet the challenges of modern business environments and practices. Executives and aspiring executives will find new challenges for organizations and ways to deal with them. Forward-thinking business students will find startling ideas and practical tools for viewing business and its activities. What is the next evolution of the executive function in organizations? This book explores how we can predict it, shape it, and succeed in it.

Routledge

February 2020: 234x156: 236pp

Hb: 978-0-367-34422-1: **£29.99**

eBook: 978-0-429-32692-9

* For full contents and more information, visit: www.routledge.com/9780367344221



Successful Supervision and Leadership

Ensuring High-Performance Outcomes Using the PASE Model

Tracey Harris

The book provides supervisors with a comprehensive practical guide about how to provide effective supervision and evaluate the quality of their supervisor practice. It ensures that experienced supervisors understand the industrial contexts in which supervision takes place and outlines the key knowledge and skills that supervisors need to have brain friendly conversations in supervision. This book is instrumental for experienced supervisors to better understand how to provide quality supervision at a higher level.

Productivity Press

Market: Business & Management

April 2020: 254 x 178: 216pp

Hb: 978-0-367-17846-8: **£115.00**

Pb: 978-0-367-17845-1: **£30.99**

eBook: 978-0-429-05802-8

* For full contents and more information, visit: www.crcpress.com/9780367178468

Relational Feedback

Why Feedback Fails and How to Make It Meaningful

Lise Lewis, Bluesky International, UK

This book offers a new and refreshing way of engaging in authentic feedback that is willingly given and well received. It focuses on relationships to improve the reputation of feedback and provides many examples of existing good practice. At the core of this book is a framework that encourages effective relationships and works through perfecting a 'way of being' that is generative and productive in interactions with others: especially in feedback conversations whether we are the giver or receiver. It will appeal to those seeking an innovative approach to performance management and who welcome a reprieve from the relentless pursuit of a universal feedback tool.

Routledge

Market: Coaching and Mentoring

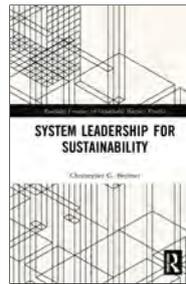
February 2020: 234x156: 256pp

Hb: 978-1-138-06391-4: **£45.00**

eBook: 978-1-315-16072-6

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System Leadership for Sustainability



Christopher G. Beehner

Series: *Routledge Frontiers in Sustainable Business Practice*

This book is the first to explore the application of system leadership to promote sustainable solutions for contemporary and future environmental and social problems. The combination of synthesized research summaries and case studies of individuals and organizations contribute considerably to the field by expanding system leadership concepts from theory to practical application. The book is particularly relevant to researchers and students internationally in the fields of social development and sustainability. It is also relevant to public, private, and non-profit/NGO management practitioners who are curious about the leadership styles and skills necessary to

develop a sustainable future.

Routledge

Market: Business and Management

December 2019: 234x156: 196pp

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eBook: 978-0-429-32451-2

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The Resilient Healthcare Organization

How to Reduce Physician and Healthcare worker Burnout
George Mayzell, MD, MBA

The Resilient Healthcare Organization engages readers with personal anecdotes from physicians and healthcare professionals and their experiences and how they overcame a loss of enthusiasm for work, feelings of cynicism and a low sense of personal accomplishment. The feelings of emotional exhaustion characterized by depersonalization and perceived ineffectiveness. These are the cardinal features that define "burnout" and affect almost 50% of physicians and 30%-70% of nurses.

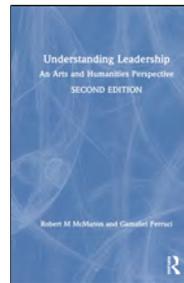
Productivity Press

Market: Business & Management
March 2020: 235 x 156: 176pp
Hb: 978-0-367-24993-9: **£38.99**
eBook: 978-0-429-28602-5

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2nd Edition

Understanding Leadership



Robert M. McManus, Marietta College, USA and Gamaliel Perruci, Marietta College, USA

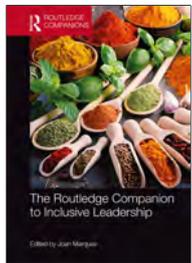
Studying leadership through the liberal arts helps to meet two needs of the contemporary student of leadership. One, it provides for the development of the type of multidimensional thinking that is necessary for understanding and problem solving in a complex world. Two, it helps the student of leadership to find meaning and purpose for their own lives as they learn to lead themselves as well as others.

Routledge

Market: Business & Management
December 2019: 246x174: 262pp
Hb: 978-0-367-15179-9: **£110.00**
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Prev. Ed Hb: 978-0-415-72872-0

* For full contents and more information, visit: www.routledge.com/9780367151799

The Routledge Companion to Inclusive Leadership



Edited by Joan Marques, Woodbury University, USA
Series: Routledge Companions in Business, Management and Accounting

Postgraduate students, instructors, and coaches will appreciate this comprehensive look at inclusive leadership, which has become an urgent concept to be internalized and practiced by all, regardless of positions, possessions, locations, or generations.

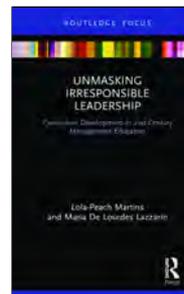
Routledge

March 2020: 254 x 178: 432pp
Hb: 978-0-367-26567-0: **£190.00**
eBook: 978-0-429-29439-6

* For full contents and more information, visit: www.routledge.com/9780367265670

Unmasking Irresponsible Leadership

Curriculum Development in 21st-Century Management Education



Lola-Peach Martins and Maria De Lourdes Lazzarin

Series: The Principles for Responsible Management Education Series

Through this short and easy-to-digest format, the book looks specifically at [Ir]responsible Leadership (IL) curriculum development. It provides a response to the criticisms of business schools regarding the management curricula, and specifically the responsible management curriculum. An IL definitional framework is presented, followed by a full discussion of IL pedagogy-andragogy, and the teaching Irresponsible Leadership as a threshold concept of Responsible Leadership. The book is important reading for researchers and postgraduate students interested in the responsible management higher education

curriculum and its development.

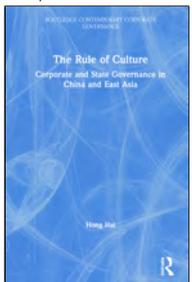
Routledge

November 2019: 216x138: 138pp
Hb: 978-0-367-36757-2: **£45.00**
eBook: 978-0-429-35122-8

* For full contents and more information, visit: www.routledge.com/9780367367572

The Rule of Culture

Corporate and State Governance in China and East Asia



Hong Hai, National Technological University, Singapore

Series: Routledge Contemporary Corporate Governance

To succeed in more than one market in Asia, there is no 'one size fits all' approach. This book puts forth a convincing argument that the key to succeed in Asia is understanding the cultural subtleties. It explains how cultural influences shape nation states and corporate governance in Asia. The book concludes with a critique of the modern literature on liberalism and authoritarianism in East Asia and discusses the longevity of 'East Asian values' in corporate and state management. It is a must-read for all interested in shaping corporate governance in Asia.

Routledge

Market: Business
November 2019: 234x156: 146pp
Hb: 978-0-367-13293-4: **£120.00**
Pb: 978-0-367-13294-1: **£34.99**
eBook: 978-0-429-02573-0

* For full contents and more information, visit: www.routledge.com/9780367132934

Beauty of Crowdfunding

Blooming Creativity and Innovation in the Digital Era



Sunghan Ryu, Shanghai Jiao Tong University, China
Series: *Routledge Frontiers of Business Management*

This book provides insight into crowdfunding and how crowdfunding contributes to our communities and society. The book includes an overview of existing discussions across different disciplines i.e. entrepreneurship, information systems, marketing, and correlates the theories to the best crowdfunding practices. The book begins with origins and antecedents of crowdfunding. It provides five distinguished facets of crowdfunding i.e. creativity, diversity, balance, connection, and change, and explains how crowdfunding has been contributing to our society and influencing industries.

Routledge

Market: Business

January 2020: 234x156: 152pp

Hb: 978-0-367-19853-4: £120.00

eBook: 978-0-429-24371-4

* For full contents and more information, visit: www.routledge.com/9780367198534

The Future of Work in Asia and Beyond

A Technological Revolution or Evolution?



Edited by Alan R. Nankervis, RMIT University, Australia, Julia Connell, UTS, Sydney, Australia and John Burgess, Curtin University of Technology, Australia

Series: *Routledge Studies in Innovation, Organizations and Technology*

The Future of Work in Asia and Beyond presents the findings and associated implications arising from a collaborative research study conducted on the potential impact of the Fourth Industrial Revolution (4IR – or Industry 4.0) on the labour markets, occupations and associated future workforce competencies and skills across ten Asia Pacific countries. This book is recommended reading for anyone looking to gain an understanding of a range of challenges and issues related to the 4IR, as well as suggested strategies for governments, education and industry that are necessary to address them.

Routledge

Market: Business

March 2020: 234x156: 240pp

Hb: 978-1-138-39001-0: £115.00

eBook: 978-0-429-42356-7

* For full contents and more information, visit: www.routledge.com/9781138390010

Responsible Innovation in Large Technological Systems



Edited by Roland J. Ortt, David van Putten, Linda M. Kamp and Ibo van de Poel

This book defines responsible innovation and describes how both the innovation process and the resulting innovation outcome can be designed, created and implemented in a way that respects the various stakeholder groups involved and affected by the system. Taking a case-based approach, a number of large technological systems are profiled, including hydraulic engineering, nuclear energy, smart metering, and wind power. The book will be of particular interest to undergraduate and postgraduate students and researchers in technology and innovation management, and corporate governance, CSR and business ethics.

Routledge

Market: Business and Management

March 2020: 234x156: 208pp

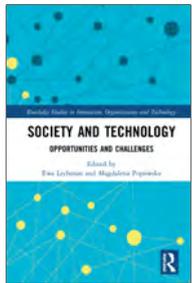
Hb: 978-0-367-89581-5: £115.00

eBook: 978-1-003-01993-0

* For full contents and more information, visit: www.routledge.com/9780367895815

Society and Technology

Opportunities and Challenges



Edited by Ewa Lechman, Gdansk University of Technology, Poland and Magdalena Popowska

Series: *Routledge Studies in Innovation, Organizations and Technology*

This book offers broad evidence on how new information and communication technologies (ICT) impact social development and contribute to social welfare. Its aim is to show how new technological solutions may contribute to society's welfare by encouraging new 'socially responsible' initiatives and practices as the broad adoption of new technologies becomes an integral component of organizations, and of the overall economy.

Routledge

Market: Business and Management

April 2020: 234x156: 256pp

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Exploring Public-Private Partnerships in Singapore

The Success-Failure Continuum



Soojin Kim, Nanyang Technological University, Singapore and Kai Xiang Kwa, Nanyang Technological University, Singapore

Series: *Routledge Focus on Public Governance in Asia*

This book looks at what drives effective management of public-private partnerships (PPP) by examining widely cited Singapore success and failure PPP cases. The book covers diverse areas of public service including water, educational, trade and logistical data, residential, research and development, and sport services, as well as infrastructure and acquisition and maintenance of military systems. The case studies offer grounds for discussion of the lessons learnt and more feasible strategies and conditions that can contribute towards successful

collaborative governance between public agencies and private counterparts for the new century.

Routledge

Market: Public Policy
December 2019: 216x138: 98pp
Hb: 978-0-367-25945-7: £45.00
eBook: 978-0-429-29070-1

* For full contents and more information, visit: www.routledge.com/9780367259457

Museum Marketization

Cultural Institutions in the Neoliberal Era



Edited by Karin M. Ekström, University of Borås, Sweden

Series: *Mastering Management in the Creative and Cultural Industries*

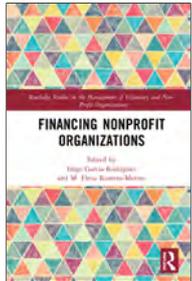
Culture and business have become increasingly intertwined and cultural institutions need to be aware of their place in the market. Commercial awareness which was previously disparaged is now seen as a legitimate and necessary response to increased competition, enhancing experience, increasing accessibility, broadening inclusivity and sustainable futures with diminishing funding. The contributions to this book highlight that marketing, public relations, sponsorship and fund raising have become integral to the survival of many museums and galleries, festivals and events.

Routledge

Market: Business & Management
December 2019: 234x156: 228pp
Hb: 978-1-138-39385-1: £120.00
Pb: 978-1-138-39386-8: £34.99
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* For full contents and more information, visit: www.routledge.com/9781138393851

Financing Nonprofit Organizations



Edited by Inigo Garcia-Rodriguez and M. Elena Romero-Merino

Series: *Routledge Studies in the Management of Voluntary and Non-Profit Organizations*

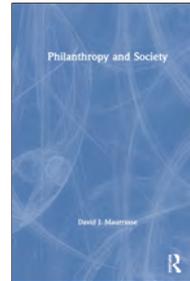
Financing Nonprofit Organizations analyses the state of art of all these financial topics and the consequences of the last economic crisis

Routledge

Market: Business / NonProfit Management
February 2020: 229 x 152: 168pp
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eBook: 978-0-429-26541-9

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Philanthropy and Society



David J. Maurrasse

A comprehensive introduction to the field of philanthropy, *Philanthropy and Society* challenges the reader to think deeply about the role of philanthropic institutions in shaping and bettering the communities they serve and civil society as a whole.

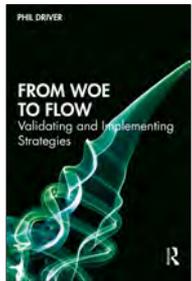
Routledge

Market: Philanthropy
March 2020: 229 x 152: 168pp
Hb: 978-1-138-73140-0: £120.00
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From Woe to Flow

Validating and Implementing Strategies



Phil Driver, updated address SF 903484 19.8.16 DB

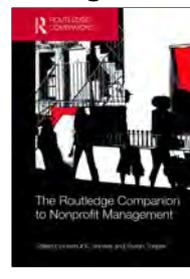
Large scale, complex systems like the health sector or transport are a challenge to manage; traditional strategic approaches often fail due to the diversity of different stakeholders and the lack of a cohesive strategy language that all within it can understand. This book covers all nine stages of strategy, from end-user engagement through to post-implementation review. It will prove game-changing reading for any manager, executive or practitioner that needs a more effective strategic approach, manages a large or complex system in the public sector, or wants to enable and empower talent at all levels of their organisation.

Routledge

December 2019: 234x156: 248pp
Hb: 978-1-138-59862-1: £29.99
eBook: 978-0-429-48625-8

* For full contents and more information, visit: www.routledge.com/9781138598621

The Routledge Companion to Nonprofit Management



Edited by Helmut K. Anheier and Stefan Toepler, George Mason University, USA

Series: *Routledge Companions in Business, Management and Accounting*

With newly commissioned contributions from an international set of scholars at the forefront of nonprofit management research, this volume provides a thorough overview of the most up-to-date management thinking in this field. It contextualizes nonprofit management globally, provides an extensive introduction to key management techniques and functions, and raises a number of emerging topics and issues that will shape nonprofit management in future decades. *The Routledge*

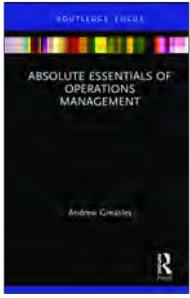
Companion to Nonprofit Management is an essential reference and resource for advanced students, researchers, and practitioners interested in a deeper understanding of the inner workings of the nonprofit sector.

Routledge

Market: Business & Management
March 2020: 246x174: 576pp
Hb: 978-1-138-74446-2: £190.00
eBook: 978-1-315-18101-1

* For full contents and more information, visit: www.routledge.com/9781138744462

Absolute Essentials of Operations Management



Andrew Greasley, Aston University, UK

Series: *Absolute Essentials of Business and Economics*

This shortform textbook consolidates the key aspects of Operations Management into a concise and easily accessible reference tool. Comprising the management of the creation of goods and the delivery of services to customers, operations management plays an essential role in the success of any organization. This book discusses the main areas of operations management, such as the design of the operations system, including product, process and job design, lean operations and supply chain management. This book provides a core introduction for undergraduate students studying Operations Management as part of Business and Management degrees.

Routledge

Market: Business & Management

November 2019: 216x138: 116pp

Hb: 978-0-367-25934-1: £45.00

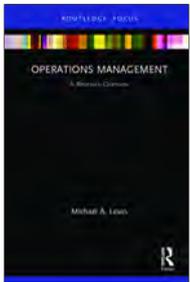
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Operations Management

A Research Overview



Michael A. Lewis, University of Bath, UK

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As production of products and services has transformed the field of operations management has evolved into a multi-faceted amalgam of different academic and practical disciplines. This research overview, written by a leading scholar, draws on the key environmental, technological and research challenges. A concise and coherent summary of diverse concepts, the book guides readers on the practical and conceptual challenges faced by the field.

Routledge

Market: Business & Management

December 2019: 234x156: 120pp

Hb: 978-1-138-49062-8: £45.00

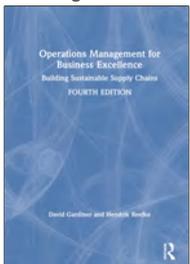
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4th Edition

Operations Management for Business Excellence

Building Sustainable Supply Chains



David Gardiner, Massey University, New Zealand and

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

Market: Business & Management

November 2019: 246x174: 452pp

Hb: 978-0-367-13597-3: £140.00

Pb: 978-0-367-13598-0: £45.99

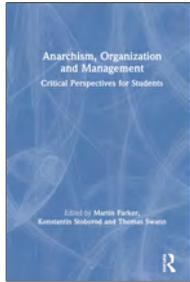
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Anarchism, Organization and Management

Critical Perspectives for Students



Edited by **Martin Parker**, **Konstantin Stoborod**, University of Leicester, UK and **Thomas Swann**, Loughborough University, UK

The reader of this book will learn how anarchist ideas are relevant to today's management problems. In a series of student friendly short chapters on contemporary topics, the authors challenge the common sense that has allowed particular forms of organization and market to become globally dominant. Do we always need leaders? Is technological change always a good thing? Are markets the best way to arrange forms of exchange? This challenging book is essential for anyone who wants to understand what is wrong with business school theory, and what we might do about it.

Routledge

Market: Business & Management

March 2020: 234x156: 280pp

Hb: 978-1-138-04410-4: **£120.00**

Pb: 978-1-138-04411-1: **£34.99**

eBook: 978-1-315-17260-6

* For full contents and more information, visit: www.routledge.com/9781138044104



Gender and Corporate Boards

The Route to A Seat at The Table



Edited by **Scarlett Brown**, King's College London, UK and **Elisabeth K Kelan**, Cranfield School of Management, UK

Series: *Routledge Studies in Gender and Organizations*

Using a social constructionist understanding of gender and a discourse analysis, *Gender and Corporate Boards* explores the board appointment process through the experiences of women and men seeking non-executive board roles.

Routledge

Market: Business & Management

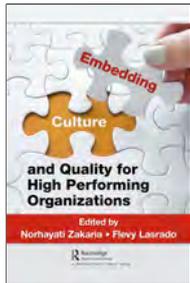
January 2020: 229 x 152: 160pp

Hb: 978-1-138-65244-6: **£120.00**

eBook: 978-1-315-62426-6

* For full contents and more information, visit: www.routledge.com/9781138652446

Embedding Culture and Quality for High Performing Organizations



Edited by **Norhayati Zakaria** and **Flevy Lasrado**

This book provides opportunities for business practitioners and researchers to learn practices that are effective in building sustainable organizational excellence. It offers a practice guide to building a quality management program that emphasizes culturally-diverse work environments, cross-cultural management, and organizational excellence.

Productivity Press

Market: Business & Management

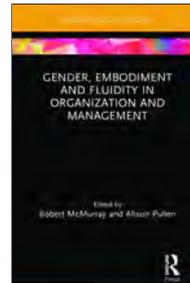
December 2019: 235 x 156: 204pp

Hb: 978-1-138-48338-5: **£46.99**

eBook: 978-1-351-05506-2

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Gender, Embodiment and Fluidity in Organization and Management



Edited by **Robert McMurray**, The York Management School, UK and **Alison Pullen**, Macquarie University, Australia

Series: *Routledge Focus on Women Writers in Organization Studies*

Where classical mainstream writing has often presumed, or pretended, that organizational actors are predominantly men, the authors covered in this book challenge this presumption, as well as its implications for the ways in which we think about and enact organizing, managing, leading and working. This book demonstrates how our understanding of organizing can be transformed when other voices, bodies and genders write about what it is to work, live, lead and relate to ourselves and others. It will be relevant to students and researchers across business and

management, organizational studies, critical management studies, gender studies and sociology.

Routledge

Market: Business & Management

November 2019: 216x138: 112pp

Hb: 978-0-367-23406-5: **£45.00**

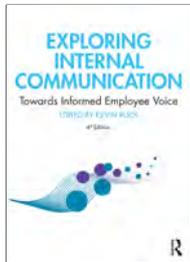
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4th Edition

Exploring Internal Communication

Towards Informed Employee Voice



Edited by **Kevin Ruck**

Exploring Internal Communication has long been the go-to publication for internal communication, public relations and human resources practitioners who want their practice to be grounded in research and guided by evidence-based advice. The new fourth edition has been comprehensively updated throughout to reflect the latest practices in internal communication. Notably, the use of social media within organisations is covered in recognition of the increasing integration of digital platforms such as Workplace by Facebook, Slack and Yammer. Enriched with models, tips and case studies, this book is an indispensable tool for both students and

practitioners alike.

Routledge

Market: Business & Management

December 2019: 246x174: 236pp

Hb: 978-0-367-20011-4: **£34.99**

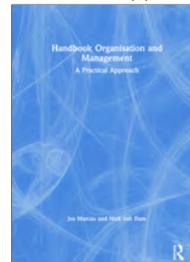
eBook: 978-0-429-24469-8

Prev. Ed Hb: 978-1-472-43067-0

* For full contents and more information, visit: www.routledge.com/9780367200114

Handbook Organisation and Management

A Practical Approach



Edited by **Jos Marcus** and **Nick van Dam**

A hands-on introduction to the fields of business and management, this comprehensive text unveils the theories behind management and organization via a practice-led, international approach. In this fourth edition, the book expands with six new chapters on digital business transformation, internationalization, corporate social responsibility, the future of work, human resource management, and culture. In addition, the book contains new, topical practical examples, and features a fully modernized layout.

Routledge

Market: Business / Management

December 2019: 270 x 190: 678pp

Hb: 978-0-367-81876-0: **£195.00**

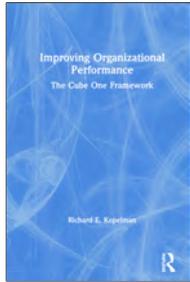
Pb: 978-9-001-89564-8: **£79.99**

eBook: 978-1-003-02243-5

* For full contents and more information, visit: www.routledge.com/9780367818760

Improving Organizational Performance

The Cube One Framework



Richard E. Kopelman

This book presents the Cube One framework, which provides a basis for understanding, diagnosing, and improving organizational performance. It is based on the premise that successful organizations enact practices that satisfy three key constituents: the enterprise itself, customers, and employees. This book offers a uniquely empirical approach by examining enterprise-, customer- and employee-directed practices.

Routledge

Market: Organizational performance

December 2019: 229 x 152: 364pp

Hb: 978-1-138-95174-7: **£120.00**

Pb: 978-1-138-95175-4: **£34.99**

eBook: 978-1-315-66804-8

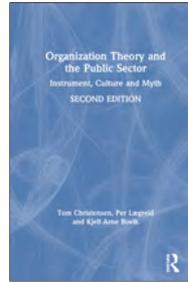
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2nd Edition

Organization Theory and the Public Sector

Instrument, Culture and Myth



Tom Christensen, University of Oslo, Norway, Per Lægred, University of Bergen, Norway and Kjell Arne Rovik, University of Tromsø, Norway

This book, the only textbook that focuses specifically on how organization theory can be adapted to the special characteristics of public organizations, has been fully updated to incorporate recent developments affecting the public sector such as the financial crisis and challenges, the immigration crises, environmental challenges and other wicked issues. Organization theory is a core topic in business schools and used in studies of business organizations. The book covers three main strands of organization theory. It is essential reading for anybody studying or researching the public sector and organization theory and can form a core text for courses in this field.

Routledge

Market: Organizational Behaviour, Public Administration, Public Management, Business and Management, Politics

April 2020: 234x156: 232pp

Hb: 978-0-367-42890-7: **£120.00**

Pb: 978-0-367-42891-4: **£32.99**

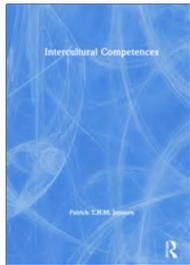
eBook: 978-0-367-85577-2

Prev. Ed Hb: 978-0-415-43380-8

* For full contents and more information, visit: www.routledge.com/9780367428907



Intercultural Competences



Patrick T.H.M. Janssen

In multicultural environments, having intercultural competences is essential. This concise book introduces the topic. Students striving to perform well in intercultural environments will benefit from reading this book which helps to convert models and cultural knowledge into practical skills.

Routledge

Market: Business / Management

December 2019: 240 x 170: 240pp

Hb: 978-0-367-81875-3: **£185.00**

Pb: 978-9-001-89310-1: **£39.99**

eBook: 978-1-003-02241-1

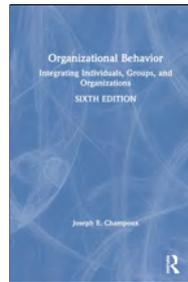
* For full contents and more information, visit: www.routledge.com/9780367818753



6th Edition

Organizational Behavior

Integrating Individuals, Groups, and Organizations



Joseph E. Champoux, University of New Mexico, USA

The new edition of this essential resource in organizational behavior provides a balanced framework to understand the impact of increasing dynamism and complexity, the importance of collaboration, and the implications for organizational strategy.

Routledge

Market: Organizational Behavior

April 2020: 254 x 178: 432pp

Hb: 978-0-367-18746-0: **£175.00**

Pb: 978-0-367-43004-7: **£81.99**

eBook: 978-1-003-00058-7

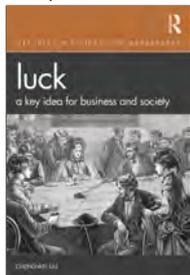
Prev. Ed Hb: 978-1-138-94904-1

* For full contents and more information, visit: www.routledge.com/9780367187460



Luck

A Key Idea for Business and Society



Chengwei Liu, ESMT Berlin, Germany and University of Warwick, UK

Series: Key Ideas in Business and Management

This book highlights luck as a key idea in the business and management field. The author provides insights from across the humanities and social sciences to position luck as a key idea in management, analyzing various facets of fortune such as randomness, serendipity and opportunity. This readable overview of management helps students and scholars understand the subject in a new light.

Routledge

Market: Business / Management

December 2019: 234x156: 112pp

Hb: 978-1-138-09424-6: **£80.00**

Pb: 978-1-138-09426-0: **£24.99**

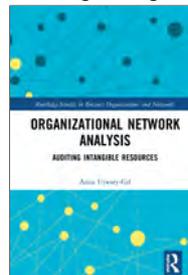
eBook: 978-1-315-10614-4

* For full contents and more information, visit: www.routledge.com/9781138094246



Organizational Network Analysis

Auditing Intangible Resources



Anna Ujwary-Gil

Series: Routledge Studies in Business Organizations and Networks

This book makes a significant contribution to the development of management sciences, in terms of strategic management and more strictly resource approach to the company through structural definition of knowledge.

Routledge

Market: Business & Management

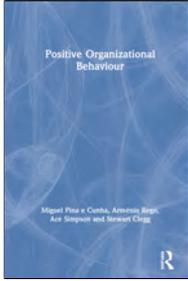
December 2019: 229 x 152: 272pp

Hb: 978-0-367-37007-7: **£115.00**

eBook: 978-0-367-40894-7

* For full contents and more information, visit: www.routledge.com/9780367370077

Positive Organizational Behaviour



Miguel Pina e Cunha, Arménio Rego, Catholic University of Portugal, Portugal, Ace Simpson, University of Technology, Sydney, Australia and Stewart Clegg, University of Technology, Sydney, Australia

Positive Organizational Behaviour: A Reflective Approach introduces the most recent theoretical and empirical insights on positive organizational practices, addressing emerging topics such as resilience, job crafting, responsible leadership and mindfulness. It provides an integrated conceptual framework, evidence-based findings and practical tools to gain an understanding of the potential of positive organizational practices. It is also supported by a companion website for students and lecturers.

Routledge

Market: Business & Management

February 2020: 246x174: 542pp

Hb: 978-1-138-29308-3: £110.00

Pb: 978-1-138-29309-0: £34.99

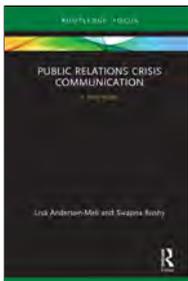
eBook: 978-1-315-23224-9

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Public Relations Crisis Communication

A New Model



Lisa Anderson-Meli and Swapna Koshy

Series: *Routledge Focus on Business and Management*

This book explores the definition, nature and context of public relations crises; it also examines and defines the main elements of public relations crises and positions it in the context of the current communication sphere. *Public Relations Crisis Communication: A New Model* investigates existing group communication theories, including organizational culture, critical theory of organizations, media ecology, public rhetoric, and cross-cultural communication theory to establish the relevance in the context of the new model of public relations crisis.

Routledge

Market: Business and Management

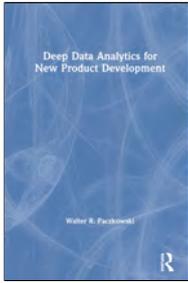
January 2020: 216x138: 88pp

Hb: 978-0-367-25429-2: £45.00

eBook: 978-0-429-28776-3

* For full contents and more information, visit: www.routledge.com/9780367254292

Deep Data Analytics for New Product Development



Walter R. Paczkowski

This book presents and develops the deep data analytics for providing the information needed for successful new product development. *Deep Data Analytics for New Product Development* has a simple theme: information about what customers need and want must be extracted from data to effectively guide new product decisions regarding concept development, design, pricing, and marketing. The stages of new product development and the supporting deep data analytics at each stage are not presented in isolation of each other, but are presented as a synergistic whole.

Routledge

Market: Business

March 2020: 234x156: 280pp

Hb: 978-0-367-07775-4: £115.00

Pb: 978-0-367-07776-1: £34.99

eBook: 978-0-429-02277-7

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Public Service Information Technology

The Definitive Manager's Guide to Harnessing Technology for Cost-Effective Operations and Services



Edward Uechi

Public Service Information Technology explains how all areas of IT management work together. Building a computer-based information system is like constructing a house; different disciplines are employed and need to be coordinated. In addition to the technical aspects like computer networking and systems administration, the functional, business, management, and strategic aspects all are equally important. IT is not as simple as expecting to use a software program in three months. Information Technology is a complex field that has multiple working parts that require proper management.

Productivity Press

Market: Business & Management

November 2019: 254 x 178: 244pp

Hb: 978-0-367-40530-4: £110.00

Pb: 978-0-367-18110-9: £46.99

eBook: 978-0-429-05956-8

* For full contents and more information, visit: www.crcpress.com/9780367405304

Framing and Managing Lean Organizations in the New Economy



Darina Lepadatu and Thomas Janoski

This book examines the dominance and significance of lean organizing in the international economy. Scholars from each discipline see lean production as positive or negative; the book blends theory with practice by sorting out these different academic views and revealing how lean is implemented in different ways. It clearly presents the positive and negative aspects of lean and insights into the culture of lean organizations. With its rich interdisciplinary approach, *Framing and Managing Lean Organizations in the New Economy* will benefit students across a range of classes from management, sociology, and public policy to engineering

Routledge

Market: Lean management

February 2020: 229 x 152: 264pp

Hb: 978-1-138-49903-4: £145.00

Pb: 978-1-138-49910-2: £47.99

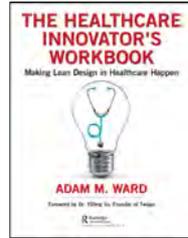
eBook: 978-1-351-01515-8

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The Healthcare Innovator's Workbook

Making Lean Design in Healthcare Happen



Adam Ward

This book gives the reader an inside look at creating a new healthcare service using practical examples and scenarios one would face if doing it themselves. This workbook is a follow-up to the recently published, *Lean Design in Healthcare* and offers a tactical version of the principles provided in the book. It parses the dialogue out into detailed reasons for the *Lean Design in Healthcare's* position and principles. This workbook contains examples and many exercises for the reader to complete to begin their own innovation journey.

Productivity Press

Market: Business & Management

November 2019: 279 x 216: 96pp

Hb: 978-0-367-20144-9: £110.00

Pb: 978-0-367-20140-1: £38.99

eBook: 978-0-429-25974-6

* For full contents and more information, visit: www.crcpress.com/9780367201449

Freedom Within a Framework

Hearing the Voice of the Customer on the Factory Floor

Paul G. Cafaro

This book shows you how to harmonize three business functions to address customer needs by using a novel approach that combines Design for Six Sigma (DFSS) and Continuous Improvement tools. The DFSS tool used is the Quality Function Deployment (QFD) process, which is also known as the House of Quality (HOQ). Although these are techniques reserved for the design of new products, the book illustrates how the HOQ helps translate exactly what customers specifically find important about your products. In addition, if customers are experiencing issues with that product, it helps map those issues and prioritizes the Critical to Quality (CTQ) parameters.

Productivity Press

Market: Business & Management /

April 2020: 235 x 156: 152pp

Hb: 978-0-367-08577-3: £30.99

eBook: 978-0-429-02311-8

* For full contents and more information, visit: www.crcpress.com/9780367085773

Knowledge Management for Project Excellence



Lukasz Rosinski

Knowledge Management for Project Excellence defines a methodology, called Projects with Learning Outcomes (ProwLO), for management of knowledge in projects, including a process model. This guide enables organizations to solve many known knowledge management problems as experienced in practice.

It offers a step-by-step guide to executing successful project management in the context of the key processes. It also provides the reader with a decision-making tool, supported by the capture of Cases, a key experience knowledge type. As such, as it an essential tool for any project manager operating in the knowledge economy.

Routledge

Market: Business and Management

December 2019: 234x156: 172pp

Hb: 978-0-367-35114-4: **£45.00**

eBook: 978-0-429-32997-5

* For full contents and more information, visit: www.routledge.com/9780367351144



Project Management: It's All Bollocks!

The Complete Exposure of the World of, and the Value of, Project Management



Susie Palmer-Trew, The Open University, UK, and Peter Taylor, Head of Global PMO, Aptos Retail, UK

This book examines the sadly inadequate body of knowledge that is project management today, and generally challenge just about everything, eliminating that which you don't need to bother to learn about, or do, leaving you only with the parts that will give you the results you want. It is a shakedown of project management, the profession, the myths it creates and promotes, its great ideas and ambitions. The authors offer up a selection of seven cracking ideas, that when applied to a project environment will ultimately result in you being a good manager of projects in this modern world of business complexity.

Routledge

Market: Business & Management

December 2019: 210x148: 118pp

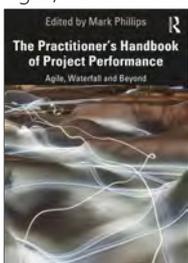
Hb: 978-0-367-14090-8: **£29.99**

eBook: 978-0-429-03014-7

* For full contents and more information, visit: www.routledge.com/9780367140908

The Practitioner's Handbook of Project Performance

Agile, Waterfall and Beyond



Edited by Mark Phillips

The Practitioner's Handbook of Project Performance is a definitive reference of collective knowledge on project performance. It draws on the world's leading experts on project performance: thought leaders, the people that write the methodologies, academics and practitioners, from many different industries. It crosses methodologies including Agile, Waterfall and everything in between. The book brings together voices whose approach is based on metrics and disciplined planning such as Earned Value Management and Velocity Tracking, along with those who focus on people, stakeholders and the sociological aspects of project performance.

Routledge

Market: Project Management

November 2019: 246x174: 448pp

Hb: 978-1-138-28822-5: **£110.00**

eBook: 978-1-315-26804-0

* For full contents and more information, visit: www.routledge.com/9781138288225

“Those That Fix the Lights”

The Practice of Public Sector Management in Developing Asia



Gambhir Bhatta, Asian Development Bank, Philippines
This book looks at the state of governance in countries of Developing Asia and assesses the state of public sector management and their attempts at governance reforms. It further considers the space for these countries to initiate and sustain reforms in a few key areas of public policy. The book's main conclusion is that while countries in Developing Asia have had difficulties in instituting governance and public sector reforms, the scope for doing so has never been better.

Routledge
Market: Business
December 2019: 234x156: 328pp
Hb: 978-0-367-00164-3: **£130.00**
eBook: 978-0-429-40064-3

* For full contents and more information, visit: www.routledge.com/9780367001643

Collaborative Governance for Local Economic Development

Lessons from Countries around the World



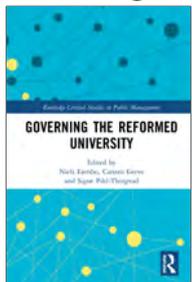
Edited by **Denita Cepiku**, University of Rome Tor Vergata, Italy, **So Hee Jeon** and **David K. Jesuit**, Central Michigan University, USA

Series: Routledge Critical Studies in Public Management
Focusing on a wide range collaborative economic development in diverse cities and regions in USA, Canada, Germany, India, Italy, and South Korea, the chapters explore what forces motivate the emergence of collaborative economic development efforts.

Routledge
Market: Business & Management
November 2019: 234x156: 170pp
Hb: 978-1-138-49096-3: **£115.00**
eBook: 978-1-351-03406-7

* For full contents and more information, visit: www.routledge.com/9781138490963

Governing the Reformed University



Edited by **Niels Ejersbo**, Copenhagen Business School, Denmark and **Signe Pihl-Thingvad**, University of Southern Denmark

Series: Routledge Critical Studies in Public Management
This is a coherent volume based on a unique data set. The aim of the book is to quantitatively and qualitatively understand and explain how reforms and management instruments are implemented and how it influences different levels of the organization from the top management level to the employees within universities.

Routledge
Market: Business & Management
December 2019: 229 x 152: 170pp
Hb: 978-1-138-06842-1: **£115.00**
eBook: 978-1-315-15797-9

* For full contents and more information, visit: www.routledge.com/9781138068421

2nd Edition

Lean Human Resources

Redesigning HR Processes for a Culture of Continuous Improvement, **Cheryl M. Jekiel**, Flying Food Group, USA

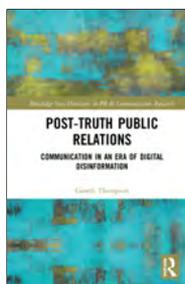
This second edition reflects on the material from presented in the first edition, how it has affected Lean HR environments, and how it has changed to accommodate new challenges and practices. It is not only for experts on Continuous Improvement or Lean Implementations, but for readers who are looking to strengthen their HR department and optimize employees' abilities in the workplace.

Productivity Press
March 2020: 254 x 178: 224pp
Hb: 978-1-138-59541-5: **£115.00**
Pb: 978-1-138-59538-5: **£30.99**
eBook: 978-0-429-32595-3

* For full contents and more information, visit: www.crcpress.com/9781138595415

Post-Truth Public Relations

Communication in an Era of Digital Disinformation



Gareth Thompson
Series: Routledge New Directions in PR & Communication Research

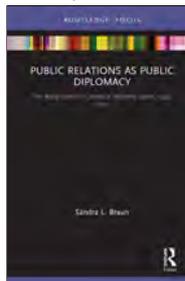
This book explores the purpose, practice and effects of public relations (PR) at a time that has been variously described as an era of populism, post-truth and fake news. It considers how public relations processes have contributed to the current social condition of post-truth and what constitutes public relations work in this environment. This thought provoking book will be of great interest to researchers and advanced students interested in the changing nature of public relations and its practice.

Routledge
Market: Business & Management
February 2020: 234x156: 184pp
Hb: 978-1-138-36860-6: **£120.00**
eBook: 978-0-429-42912-5

* For full contents and more information, visit: www.routledge.com/9781138368606

Public Relations as Public Diplomacy

The Royal Bank of Canada's Monthly Letter, 1943-2003



Sandra L. Braun, Mount Royal University, Canada
Series: Routledge Insights in Public Relations Research

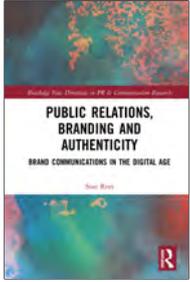
This is a study of the Royal Bank of Canada's *Monthly Letter*, which was initially created in 1920 as a traditional economic newsletter and later evolved quite serendipitously into a publication marvel when, in 1943, it came under the influence of John Heron, journalist and publicist, gaining mass appeal both domestically and abroad. The contents of this work provide a broad overview of the fields of public diplomacy and public relations that could serve as an introduction and discussion point for students and scholars in both fields and offers a specific case study around which lively discussion and additional study can ensue.

Routledge
Market: Public Relations & Communication
February 2020: 216x138: 88pp
Hb: 978-0-367-33974-6: **£50.00**
eBook: 978-0-429-32325-6

* For full contents and more information, visit: www.routledge.com/9780367339746

Public Relations, Branding and Authenticity

Brand Communications in the Digital Age



Sian Rees, University of Swansear

Series: *Routledge New Directions in PR & Communication Research*

Public Relations, Branding and Authenticity: Brand Communications in the Digital Age explores the role of PR and branding in society by considering the notion of authentic communications within the context of an emerging digital media environment. This qualitative analysis explores the challenge of developing authentic brand narratives in the digital age, whilst questioning the problematic nature of authenticity itself. Aimed at both academics and practitioners interested in the theoretical development of PR and its emerging relationship with branding, it will also be of interest to scholars of corporate

communications, corporate reputation and branding.

Routledge

Market: Public Relations & Communication

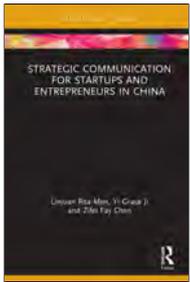
March 2020: 234x156: 184pp

Hb: 978-0-367-07765-5: £120.00

eBook: 978-0-429-02268-5

* For full contents and more information, visit: www.routledge.com/9780367077655

Strategic Communication for Startups and Entrepreneurs in China



Linjuan Rita Men, University of Florida, U.S.A., Yi Grace Ji, Virginia Commonwealth University, U.S.A. and Zifei Fay Chen, University of San Francisco, U.S.A.

Series: *Routledge Insights in Public Relations Research*

This book presents a comprehensive guide for public relations and communication professionals and entrepreneurs to effectively manage the communication aspects of startups in the context of business in China. Drawing on interdisciplinary theories, current issues, and updated research evidence obtained from entrepreneurs and startup leaders in China, this concise volume provides research-based insights on the best practices for public relations and communication management in the unique context of startups. It addresses relationships with

stakeholders, public relations practice, leadership communication, and how to leverage the power of social media in the entrepreneurial context.

Routledge

Market: Business & Management

January 2020: 216x138: 112pp

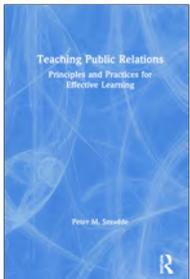
Hb: 978-0-367-22284-0: £45.00

eBook: 978-0-429-27426-8

* For full contents and more information, visit: www.routledge.com/9780367222840

Teaching Public Relations

Principles and Practices for Effective Learning



Peter M. Smudde, Illinois State University, USA

Teaching Public Relations puts in one concise volume salient matters about effective teaching and learning of public relations, including curriculum development and course design plus guides and tools for the work PR educators must do. This book is the first textbook of its kind, and systematically synthesizes current principles and practices for effective teaching and learning and applies them to public relations education in colleges and universities. Firmly situating public relations education (PRE) in context, the book goes on to outline principles and approaches for teaching and learning in PRE.

Routledge

Market: Business & Management

November 2019: 229 x 152: 174pp

Hb: 978-0-367-42141-0: £110.00

Pb: 978-0-367-42142-7: £36.99

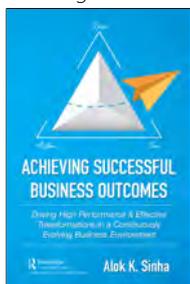
eBook: 978-0-367-82213-2

* For full contents and more information, visit: www.routledge.com/9780367421410



Achieving Successful Business Outcomes

Driving High Performance & Effective Transformations in a Continuously Evolving Business Environment



Alok K. Sinha

This book contains both theoretical and practical applications, the former that can help propel further research and analysis, while the latter can help practicing leaders to drive their firms forward, confidently, in any environmental conditions. It will also help causal readers to understand how the future is evolving and how different organizations are responding to this change. The author includes more than a hundred supporting case studies and tools that help create highly incisive and unique views for calibrating strategy and execution.

Productivity Press

Market: Business & Management - Leadership

March 2020: 235 x 156: 256pp

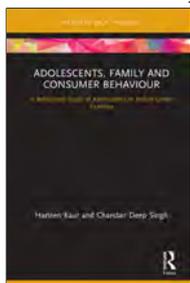
Hb: 978-0-367-44326-9: **£30.99**

eBook: 978-1-003-00939-9

* For full contents and more information, visit: www.crcpress.com/9780367443269

Adolescents, Family and Consumer Behaviour

A Behavioural Study of Adolescents in Indian Urban Families



Harleen Kaur and Chandan Deep Singh, Department of Mechanical Engineering, Punjabi University, Patiala, INDIA
Series: Routledge Focus on Business and Management

This book investigates the impact of adolescents on consumer behaviour in families, particularly in the light of extensive changes in the socio-cultural environment of India. The composition, behaviour, and values of Indian families are unique, and, thus, so are the influences on adolescents. Young people are considered a primary market of customers, equipped with both their own money and that of their parents. This will have resounding impacts upon the shape of the future market.

This book is valuable reading for students and practitioners

worldwide.

Routledge

Market: Business & Management

January 2020: 216x138: 192pp

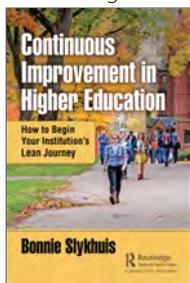
Hb: 978-0-367-40889-3: **£45.00**

eBook: 978-0-367-81027-6

* For full contents and more information, visit: www.routledge.com/9780367408893

Continuous Improvement in Higher Education

How to Begin Your Institution's Lean Journey



Bonnie Slykhuis

This book is about how to create a continuous-improvement program in higher education, written by a higher education Lean practitioner using real examples from higher education. This book walks you through key steps to begin building your first year continuous improvement plan. It provides templates, checklists and best practices to assist in your planning process. Whether you are a Lean novice or a current Lean/Continuous Improvement practitioner this book will add tools to your tool kit and lay the groundwork for successful change initiatives.

Productivity Press

Market: Business & Management

November 2019: 254 x 178: 128pp

Hb: 978-0-367-40551-9: **£110.00**

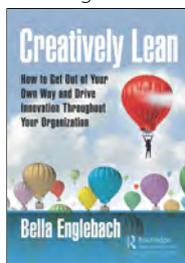
Pb: 978-0-367-07666-5: **£30.99**

eBook: 978-0-367-07668-9

* For full contents and more information, visit: www.crcpress.com/9780367405519

Creatively Lean

How to Get Out of Your Own Way and Drive Innovation Throughout Your Organization



Bella Englebach

Leaders in Lean organizations must encourage and foster new ideas. Yet as humans we are naturally wired to feel discomfort around newness. Fortunately, there is a large body of knowledge on the leadership behaviors needed to create an environment for innovation that has been developed alongside the development of Lean thinking. This book presents critical creativity skills in the context of Lean continuous improvement and Lean product development approaches.

Productivity Press

December 2019: 254 x 178: 172pp

Hb: 978-0-367-27551-8: **£92.00**

Pb: 978-0-367-26210-5: **£30.99**

eBook: 978-0-429-29656-7

* For full contents and more information, visit: www.crcpress.com/9780367275518

2nd Edition

Design for Manufacturability

How to Use Concurrent Engineering to Rapidly Develop Low-Cost, High-Quality Products for Lean Production

David M. Anderson

This book explains how to use concurrent engineering to design products for all aspects of manufacturing for the lowest cost, highest quality, and quickest time to stable production. Extending the concepts of *design for manufacturability* to an advanced product development model, it shows how to simultaneously make major improvements in all these product development goals, while enabling effective implementation of Lean Production and Quality programs. The book proposes numerous improvements to current engineering practices, education, and management.

Productivity Press

Market: Business and Management

February 2020: 235 x 156: 528pp

Hb: 978-0-367-24994-6: **£53.99**

eBook: 978-0-429-28598-1

* For full contents and more information, visit: www.crcpress.com/9780367249946

Flatlined

Why Lean Transformations Fail and What to Do About It

Mark C. DeLuzio

This book draws on the author's experience as the original pioneer of the most successful Lean business system next to Toyota, as well as his progress over the past eighteen years in helping companies replicate what Danaher achieved. Mark knows you need an actionable approach to make rapid shifts, not theory.

Productivity Press

April 2020: 235 x 156: 128pp

Hb: 978-0-367-24779-9: **£71.99**

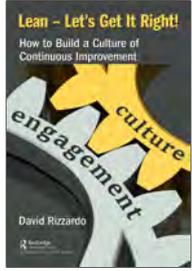
Pb: 978-0-367-24778-2: **£23.99**

eBook: 978-0-429-28434-2

* For full contents and more information, visit: www.crcpress.com/9780367247799

Lean – Let's Get It Right!

How to Build a Culture of Continuous Improvement



David Rizzardo

Though repeated throughout the book that an organization must develop the specifics of their own Lean roadmap, this book concludes with guidance on making it happen. This book with its primary focus on people, leadership, and principles, and less so on the details of tools and techniques, can be thought of as providing the few critical missing puzzle pieces to enable an effective Lean transformation.

Productivity Press

Market: Business & Management: Lean Methodologies
February 2020: 254 x 178: 254pp
Hb: 978-0-367-42991-1: **£110.00**
Pb: 978-0-367-33507-6: **£38.99**
eBook: 978-1-003-00055-6

* For full contents and more information, visit: www.crcpress.com/9780367429911

2nd Edition

Lean Higher Education

Increasing the Value and Performance of University Processes,
William K. Balzer, BGSU Firelands College, Huron, OH, USA

This second edition contains a substantial update with expanded material and reflects the significant growth of Lean Higher Education practices in colleges and universities worldwide. Because of advances in best practices, as well as some modest research-based evidence, this second edition includes many enhancements that provide particular value to LHE practitioners and higher education (HE) leaders.

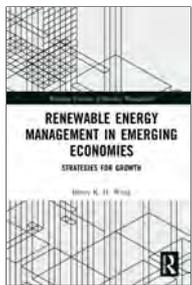
Productivity Press

Market: Business & Management
March 2020: 254 x 178: 376pp
Hb: 978-0-367-90183-7: **£120.00**
Pb: 978-0-815-37909-6: **£34.99**
eBook: 978-1-351-21694-4

* For full contents and more information, visit: www.crcpress.com/9780367901837

Renewable Energy Management in Emerging Economies

Strategies for Growth



Henry K. H. Wang

Series: *Routledge Frontiers of Business Management*

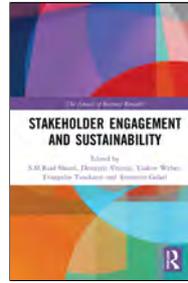
This book provides a holistic overview of the institutional, organisational and management issues that underpin successful renewables energy management and growths in key emerging economies. The book looks at what policies and strategies can be adopted to further growth and illustrates through case studies. It also includes the latest developments in renewable energy management and its challenges and risks.

Routledge

Market: Business
March 2020: 234x156: 240pp
Hb: 978-1-138-48090-2: **£120.00**
eBook: 978-1-351-06158-2

* For full contents and more information, visit: www.routledge.com/9781138480902

Stakeholder Engagement and Sustainability



Edited by S.M.Riad Shams, Ural Federal University, Russia, Demetris Vrontis, University of Nicosia, Cyprus, Yaakov Weber, College of Management Academic Studies, Israel, Evangelos Tsoukatos, University of Applied Sciences Crete, Greece and Antonino Galati

Series: *The Annals of Business Research*

This cross-disciplinary business book develops insight into the management of businesses operating in various economic sectors that take a proactive approach to the triple dimension of sustainability (economic, social and environmental), positioning itself as a key reference for both academics and practitioners in the wide area of business management. This book is recommended reading for those interested in the fields of stakeholder engagement and theory, sustainability, business studies, and sustainable development.

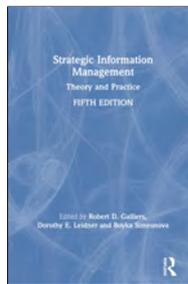
Routledge

Market: Business & Management
November 2019: 229 x 152: 214pp
Hb: 978-0-367-21123-3: **£115.00**
eBook: 978-0-429-26551-8

* For full contents and more information, visit: www.routledge.com/9780367211233

5th Edition

Strategic Information Management



Edited by Robert D. Galliers, Bentley University, USA, Dorothy E. Leidner, Baylor University, USA and Boyka Simeonova, Loughborough University, UK

Today, there are few in senior management positions who can afford to ignore modern information technology, and few individuals who would prefer to be without it. Modern IT is key to organizational performance; yet we often assume the benefits will occur without forethought or effort. As managerial tasks become more complex, so the nature of the required information systems changes – from structured, routine support to ad hoc, unstructured, complex enquiries at the highest levels of management.

Routledge

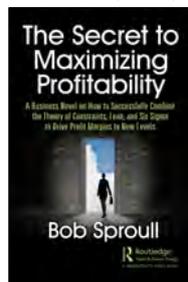
Market: Business & Management
April 2020: 246x174: 520pp
Hb: 978-0-367-25250-2: **£120.00**
Pb: 978-0-367-25251-9: **£44.99**
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The Secret to Maximizing Profitability

A Business Novel on How to Successfully Combine The Theory of Constraints, Lean, and Six Sigma to Drive Profit Margins to New Levels



Bob Sproull, Kennesaw, Georgia, USA

This book fully details, as the title suggests, the real secret to maximizing an organization's profitability. While many companies have implemented improvement initiatives such as Six Sigma and Lean Manufacturing, there is a missing link which, when discovered and implemented, will take these same companies to profit levels not seen before. This missing link is the Theory of Constraints, and when it's combined with Lean and Six Sigma, true transformational improvements are sure to follow.

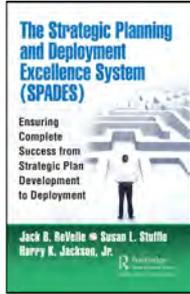
Productivity Press

Market: Business and Management / Process Improvement / Lean Methods / Six Sigma
December 2019: 229 x 152: 288pp
Hb: 978-0-367-41574-7: **£110.00**
Pb: 978-0-367-41052-0: **£26.99**
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The Strategic Planning and Deployment Excellence System (SPADES)

Ensuring Complete Success from Strategic Plan Development to Deployment



Jack B. ReVelle, Susan L. Stuffle and Harry K. Jackson

The Strategic Planning and Deployment Excellence System (SPADES) provides a path to long-term success in the environment of rapidly changing technology and business systems. It combines the best of Hoshin Kanri, Quality Function Deployment (QFD), and other proven management and leadership tools and techniques. This book presents a set of tools and techniques for developing and deploying a long-term plan for achieving sustained success. These concepts ensure graphically tracing the strategic planning process from the foundation of organizational principles to the enterprise vision and to the organization's long-term goals.

Productivity Press

Market: Business and Management / Strategic Planning

December 2019: 235 x 156: 164pp

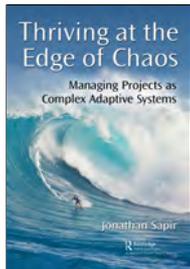
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Thriving at the Edge of Chaos

Managing Projects as Complex Adaptive Systems



Jonathan Sapis

This book exposes the assumptions underlying the accepted paradigm of project management, describes the common practices that are based on those assumptions, analyzes why these practices are unhelpful and even harmful, and proposes an alternative, sometimes seemingly counter intuitive approach to project management based on CAS thinking.

Productivity Press

Market: Business & Management

December 2019: 254 x 178: 238pp

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Truth from the Valley

A Practical Primer on IT Management for the Next Decade

Mark Settle

Truth from the Valley provides insight into ways in which people, process, and technology management challenges have been addressed by IT leaders in Silicon Valley. This book provides a comprehensive portrayal of the trends that will shape IT management practices in the next decade, and it challenges its readers to find ways of converting these challenges into opportunities that will enable their organizations to become more efficient, more impactful, and more business relevant in the future.

Productivity Press

Market: Business and Management / IT Management / Leadership

February 2020: 229 x 152: 208pp

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Cooperation Networks and Economic Development

Cuba's High-Tech Potential

Andrés Cárdenas O'Farrill, University of Bremen, Germany

Series: *Routledge Studies in Development Economics*

For most Western audiences, Cuba is a touristic paradise stuck in time and virtually detached from world technology networks by the US embargo – anything but a hub of industrial innovation and high value-added biotechnology.

However, a closer look reveals more subtle but equally powerful stories that challenge the homogenizing assumptions of conventional economics and open up scope for more sophisticated reflections on Cuban economy and industry. From this kind of enquiry emerges the case of the internationally respected Cuban biotech industry as the most successful case of science and technology policy in the country's economic history.

Routledge

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Defining the Urban and Rural

Valentina Cattivelli, Eupolis Lombardia Research Centre, Italy

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There has been a drive recently to seek new territorial classification methods on the part of research institutes, statistical centres and European researchers in order to define new territorial contexts. This book analyses these various attempts by listing different taxonomies, highlighting some criticisms and pointing out some suggestions to build more effective methods of classification.

Routledge

Market: Geography, Politics, Economics, Business

February 2020: 234x156: 224pp

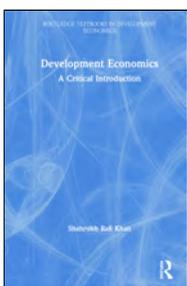
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Following the 2007-2009 financial and economic crises, there has been an unprecedented demand among economics students for an alternative approach, which offers a historical, institutional and multidisciplinary treatment of the discipline.

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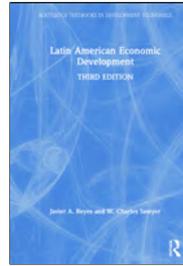
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Javier A. Reyes, Associate Professor of Economics in the Economics Department of the Sam M. Walton College of Business in the University of Arkansas, USA. and W. Charles Sawyer, Texas Christian University, USA.

Series: *Routledge Textbooks in Development Economics*

Latin America is one of the most intriguing parts of the world. The region's illustrious history, culture, and geography are famous internationally, but in terms of economics, Latin America has been generally associated with problems. For many, the combination of a resource-rich region and poor economic conditions has been a puzzle.

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Routledge

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When researching in developing countries, an ability to negotiate a bewildering array of cultural and logistical obstacles is essential. *Overseas Research: A Practical Guide* distills essential lessons from scores of students and scholars who have collected data and done fieldwork abroad, including how to prepare for the field, how and where to find funding for one's fieldwork, issues of personal safety and security, and myriad logistical and relational issues.

Routledge

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March 2020: 234x156: 208pp

Hb: 978-0-367-25663-0: £115.00

Pb: 978-0-367-25702-6: £34.99

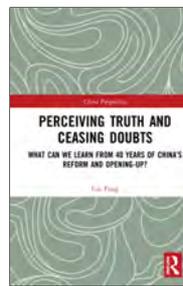
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Perceiving Truth and Ceasing Doubts

What Can We Learn from 40 Years of China's Reform and Opening-Up?



Cai Fang, Chinese Academy of Social Sciences, China and Yanwen Sun

Series: *China Perspectives*

China has experienced tremendous developmental success since its reform and opening up policy in 1978. This book briefly narrates the history of China's successful development and explains why it has boosted high-speed growth of China economy. Recognizing the change in the stage of economic development, the author reveals the emerging challenges facing China when transitioning to high-income country and proposes that the country should transit from the demographic dividend to reform dividend to sustain the long-term development.

This book would attract scholars and students in economics and China studies, as well as readers interested in the development of Chinese economy.

Routledge

Market: economic theory/economic development

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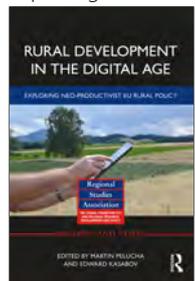
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Rural Development in the Digital Age

Exploring Neo-Productivist EU Rural Policy



Martin Pěluča, University of Economics, Prague, Czech Republic and **Edward Kasabov**, University of Huddersfield, UK

Series: Regions and Cities

Rural Development in the Digital Age explores current theoretical and policy developments in EU rural policy during the 4.0 period. The book offers an analysis of the contradictory and complex drivers and multiple impacts of Period 4.0 policy within the specific territorial context of its implementation.

The importance and novelty of the book lie in defining and critically examining the territorial impacts of neo-productivism as an ideology, a practice and a set of policy imperatives during the EU's 2014-2020 programming period.

Routledge

Market: Economics / Geography

November 2019: 234x156: 242pp

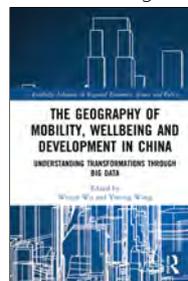
Hb: 978-0-367-35658-3: **£115.00**

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The Geography of Mobility, Wellbeing and Development in China

Understanding Transformations Through Big Data



Edited by **Wenjie Wu**, Heriot-Watt University, UK and **Yiming Wang**, University of Bristol, UK

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Big data is increasingly regarded as a new approach for understanding urban informatics and complex systems. Today, there is unprecedented data availability, with detailed remote-sensed data on the built environment, and rich mineable web-based sources in the form of social media, web mapping, information services and other sources of unstructured "big data".

This book brings together a group of international contributors to consider the geographical implications of mobility, wellbeing and development within and across Chinese cities through location-based big data perspectives.

Routledge

Market: Economics

March 2020: 234x156: 216pp

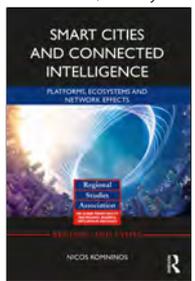
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Smart Cities and Connected Intelligence

Platforms, Ecosystems and Network Effects



Nicos Komninos, Aristotle University of Thessalonki, Greece

Series: Regions and Cities

Internet and world-wide-web platforms, big data analytics, software, social media and civic technologies allow for the creation of smart ecosystems in which connected intelligence emerges and disruptive social and eco-innovation flourishes.

This book focuses on three challenges that matter for any territory: (i) smart growth based on knowledge, innovation and digital technologies; (ii) safety and security in a world of intense social, natural and technological threats; and (iii) sustainability, addressing climate change and global warming in a period of rapid urbanisation that makes established sustainability models

and planning patterns quickly obsolete.

Routledge

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The Economics of Transition

Developing and Reforming Emerging Economies



Edited by **Ichiro Iwasaki**, Hitotsubashi University, Japan

Series: Routledge Advanced Texts in Economics and Finance

This book provides an overview and insight into transition economies in the recent decades and looks at key economics topics from the so-called "transition strategy debate" to the environmental reform. The book also includes an analytical review and meta-analysis of the existing literature. By integrating theoretical discussions and synthesizing empirical findings in a systematic manner, this book may help to enlighten the debate on time speed and policy sequence of economic transition.

Routledge

Market: Transition Economics

April 2020: 246x174: 344pp

Hb: 978-0-367-21033-5: **£120.00**

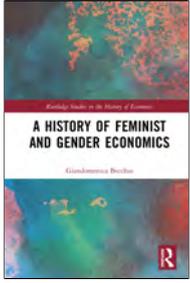
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eBook: 978-0-429-26497-9

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A History of Feminist and Gender Economics



Giandomenica Becchio, University of Turin, Italy
Series: *Routledge Studies in the History of Economics*

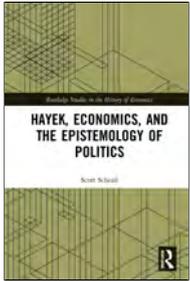
This book offers a historical exploration of the genesis of feminist economics and gender economics, as well as their theoretical and methodological differences. Its narrative also serves to embed both within a broader cultural context. Although both feminist economics and gender neoclassical economics belong to the cultural process related with the central role of political economy in promoting women's emancipation and empowerment, they differ in many aspects.

This volume will be of great interest to researchers and academia in the fields of feminist economics, gender studies and history of economic thought.

Routledge
Market: Economics
November 2019: 234x156: 230pp
Hb: 978-1-138-10375-7: **£115.00**
eBook: 978-1-315-10255-9

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Hayek, Economics, and the Epistemology of Politics



Scott Scheall, Arizona State University Polytechnic Campus, USA

Series: *Routledge Studies in the History of Economics*

F. A. Hayek and the Epistemology of Politics is an exploration of an important problem that has largely been ignored: the problem of policymaker ignorance, and the limits of political epistemology. Scott Scheall explores Hayek's attitude to the philosophy of science and political philosophy, arguing that Hayek's political philosophy established the potential dangers of misapplying scientific methods and results to matters of public policy. The book offers an explanation for why policymaking often fails and why constituents, whatever their political affiliations, are so often disappointed with political leaders.

Routledge
Market: Economics
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Family Firms and Merchant Capitalism in Early Modern Europe

The Business, Bankruptcy and Resilience of the Höchstetters of Augsburg



Thomas Max Safley, University of Pennsylvania, USA

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This fascinating study follows the fortunes of the Höchstetter family, merchant-manufacturers and financiers of Augsburg, Germany in the late-fifteenth and early sixteenth centuries, and sheds light on the economic and social history of failure and resilience in early modern Europe. The result is a microhistory that offers macro-conclusions about the lived experience of early capitalism and capitalistic practices.

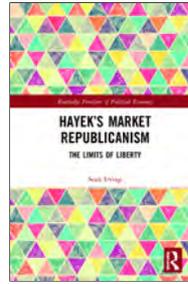
This book will be valuable reading for advanced students and researchers of economic, financial and business history, legal history and early modern European history.

Routledge
November 2019: 234x156: 288pp
Hb: 978-0-367-13710-6: **£115.00**
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Hayek's Market Republicanism

The Limits of Liberty



Sean Irving, University of Manchester, UK

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At the core of this book is a new interpretation of Hayek, painting him as an exponent of a neo-Roman conception of liberty and his work as a form of 'market republicanism'. It examines the contemporary context in which Hayek wrote, and places his work in a longer Western intellectual tradition.

Over the course of his long career Hayek maintained a sustained critique of the danger that state power poses to individual liberty. In rejecting much of the liberal tradition's concern for social justice and democratic participation, Hayek would help clear away many of the moral and intellectual obstacles to the emergence of neoliberalism in the last quarter of the 20th

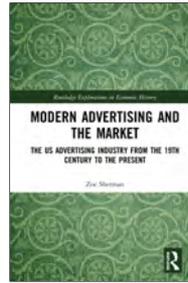
century.

Routledge
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December 2019: 234x156: 170pp
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Modern Advertising and the Market for Audience Attention

The US Advertising Industry's Turn-of-the-Twentieth-Century Transition



Zoe Sherman, Merrimack College, USA

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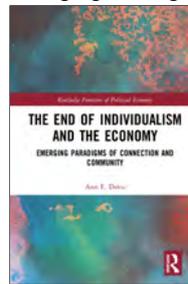
Modern advertising was created in the US between 1870 and 1920 when advertisers and the increasingly specialized advertising industry that served them crafted means of reliable access to and knowledge of audiences. This book applies economic theory with historical narrative to explain market participants' ongoing quests to expand the reach of the market and to increase the efficiency of attention harvesting operations. It will be of interest to scholars of contemporary American advertising, the history of advertising more generally, and also of economic history and theory.

Routledge
Market: Economics
December 2019: 234x156: 172pp
Hb: 978-1-138-20154-5: **£120.00**
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* For full contents and more information, visit: www.routledge.com/9781138201545

The End of Individualism and the Economy

Emerging Paradigms of Connection and Community



Ann E. Davis, Marist College, USA

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Individualism has been one of the driving forces in the rise of modern capitalism, and methodological individualism has been dominant in social science for many years. *The End of Individualism and the Economy* traces the origins of "the individual" in history, philosophy, economics and social science. The text looks forward and embraces the new paradigms and alternative forms of governance, economics, and science which can be developed based on collectives and communities, with new values, frameworks, and world views. This book is suitable for academics, students, scholars, and researchers with an interest in economic and social collectives and methodological

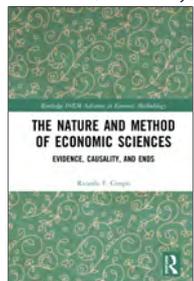
individualism.

Routledge
Market: Economics/Social Science
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Hb: 978-1-138-32126-7: **£120.00**
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* For full contents and more information, visit: www.routledge.com/9781138321267

The Nature and Method of Economic Sciences

Evidence, Causality, and Ends



Ricardo F. Crespo, Universidad Austral, Argentina

Series: *Routledge INEM Advances in Economic Methodology*

The Nature and Method of Economic Sciences: Evidence, Causality, and Ends argues that economic phenomena can be examined from five analytical levels: a statistical descriptive approach, a causal explanatory approach, a teleological explicative approach, a normative approach, and the level of application. These viewpoints are undertaken by different economic sciences, including statistics and economic history, positive economics, normative economics, and the 'art of political economy'. This book attempts to discern the nature of economic phenomena, providing a valuable resource for students and scholars of the social sciences, philosophy, and the philosophy of economics.

Routledge

Market: Economics

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The Routledge Handbook of Economic Theology

Edited by Stefan Schwarzkopf

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Despite widespread assumptions about an increasing trend towards secularization in Western societies, recent years have seen the development of a loosely structured 'theological turn' within the social sciences, social philosophy and the humanities.

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A History

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Routledge

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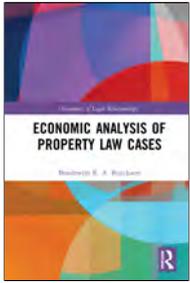
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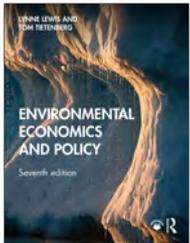
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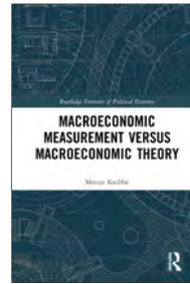
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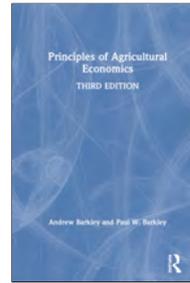
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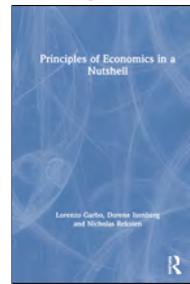
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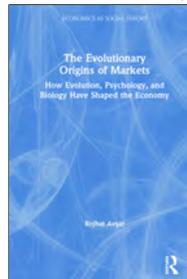
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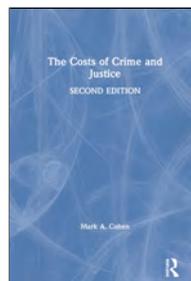
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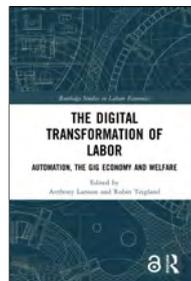
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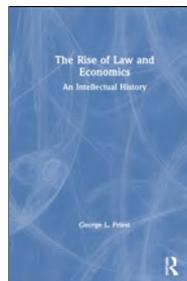
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An Intellectual History

George L. Priest



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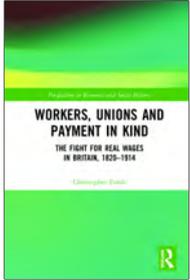
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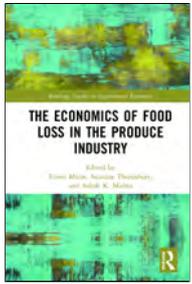
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This book serves as an essential reference guide for academics, researchers, students, legislative liaisons, non-profit associations, and think tank groups in agriculture and agricultural economics.

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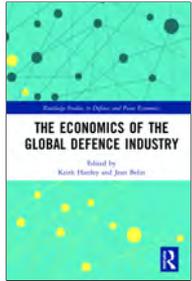
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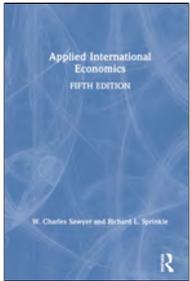
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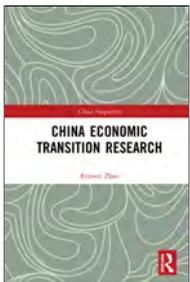
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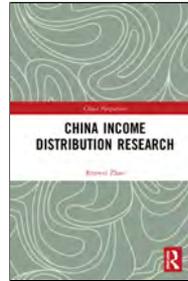
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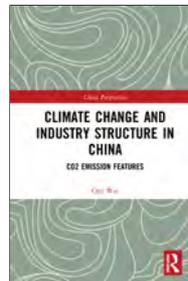
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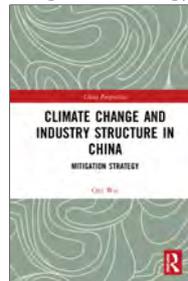
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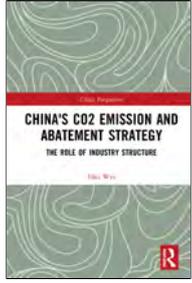
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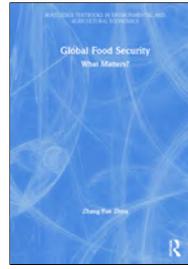
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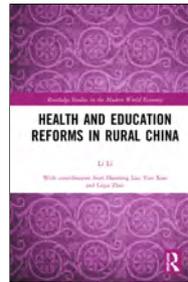
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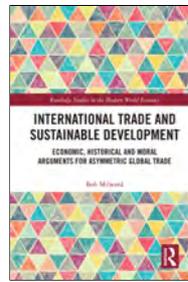
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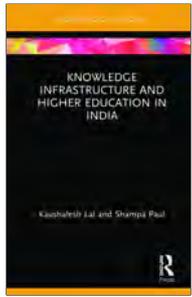
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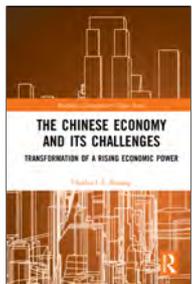
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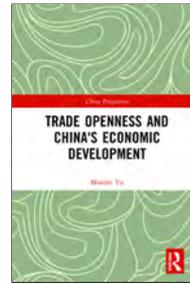
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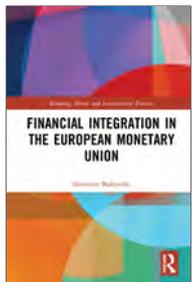
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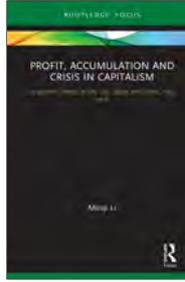
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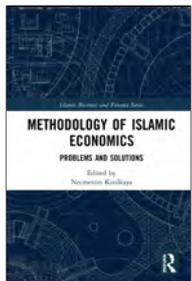
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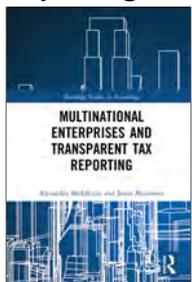
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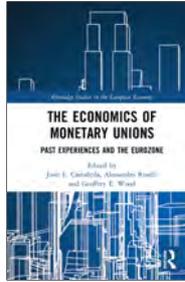
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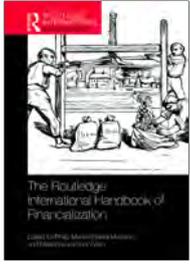
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International Perspectives



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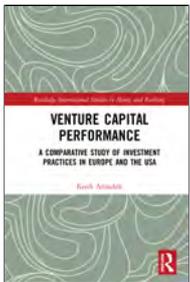
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A

Absolute Essentials of Operations Management	28
Achieving Successful Business Outcomes	36
Adolescents, Family and Consumer Behaviour	36
Ageing, Long-term Care Insurance and Healthcare Finance in Asia	47
AI in Health	15
Airline Management Finance	5
Alleviating Poverty Through Profitable Partnerships	9
Anarchism, Organization and Management	29
Applied International Economics	47
Applied Population Health	15
Arab Business Code, The	21
Art of Successful Brand Collaborations, The	3

B

Banking and Finance	5
Base of the Pyramid Markets in Asia	9
Beauty of Crowdfunding	26
Becoming a Social Entrepreneur	9
Blockchain for Medical Research	15
Brand Beauty Unleashed	2
Brand Positioning	2
Building Connected Communities of Care	15
Business and Environmental Sustainability	9
Business Ethics and Care in Organizations	9

C

Cases in Critical Cross-Cultural Management	17
Changing Change Management	5
China Economic Transition Research	47
China Income Distribution Research	47
Chinese Economy and its Challenges, The	49
Climate Change and Clean Energy Management	5
Climate Change and Industry Structure in China	48
Climate Change and Industry Structure in China	48
Climate Change and Industry Structure in China	48
Collaborative Governance for Local Economic Development	34
Collaborative Research in the United States	21
Comparative Employment Relations in the Global Economy	17
Contemporary Issues in Branding	2
Contemporary Work and the Future of Employment in Developed Countries	21
Contextualizing Entrepreneurship Theory	13
Continuous Improvement in Higher Education	36
Cooperation Networks and Economic Development	39
Corporate State, The	11
Costs of Crime and Justice, The	44
Creatively Lean	36
Crowdfunding for Entrepreneurs	13
Cultivating a Digital Culture for Effective Patient Engagement	15

D

Deep Data Analytics for New Product Development	32
Defining the Urban and Rural	39
Definitive Guide to Emergency Department Operational Improvement, The	16
Delivering Fantastic Customer Experience	5
Design for Manufacturability	36
Design for Wellbeing	17
Development Economics	39
Development of China's Information Resource Industry, The	22
Development of China's Information Resource Industry, The	22
Development of China's Information Resource Industry, The	22
Digital and Social Media Marketing	2
Digital Coach, The	18
Digital Transformation of Labor (Open Access), The	44
Distributed Leadership and Digital Innovation	23

E

Earnings Management, Fintech-Driven Incentives and Sustainable Growth	6
Economic Analysis of Property Law Cases	43
Economic Consequences of the Euro, The	50
Economic Development and Mental Illness	6
Economic History of a Divided Europe	48
Economic Policy, Crisis and Innovation	48
Economics of Food Loss in the Produce Industry, The	46
Economics of Monetary Unions, The	50
Economics of the Global Defence Industry, The	46
Economics of Transition, The	40
Effective Lifecycle Management of Healthcare Applications	15
Embedding Culture and Quality for High Performing Organizations	29
End of Individualism and the Economy, The	41
Engaging the Next Generation of Aviation Professionals	6
Enterprise Risk Management	6
Entrepreneurship for the Creative and Cultural Industries	13
Entrepreneurship Marketing	2
Entrepreneurship Skills for New Ventures	13
Entrepreneurship, Innovation and Sustainable Growth	9
Environmental Economics and Policy	43
Ethical Leadership and Global Capitalism	10
Ethics, Meaningfulness, and Mutuality	10
Evolutionary Origins of Markets, The	44
Executive Medical Services Professional, The	16
Exploring Internal Communication	29
Exploring Public-Private Partnerships in Singapore	27

F

Family Firms and Merchant Capitalism in Early Modern Europe	41
Fashion Marketing and Communication	2
Fearless Leadership	23
Female Entrepreneurs	13
Financial Integration in the European Monetary Union	50

Financing Nonprofit Organizations	27
Flatlined	36
Food Advertising and Childhood Obesity	3
Framing and Managing Lean Organizations in the New Economy	32
Freedom Within a Framework	32
From Woe to Flow	27
Frugal Innovation	20
Future of Work in Asia and Beyond, The	26

G

Gender and Corporate Boards	29
Gender and Corporate Governance	6
Gender, Embodiment and Fluidity in Organization and Management	29
Geography of Mobility, Wellbeing and Development in China, The	40
Global Champions of Sustainable Development	10
Global Food Security	48
Global Oligopoly	21
Gold Standard Sustainability	10
Governing the Reformed University	34
Green Human Resource Management in Chinese Enterprises	17

H

Handbook Organisation and Management	29
Hayek, Economics, and the Epistemology of Politics	41
Hayek's Market Republicanism	41
Health and Education Reforms in Rural China	48
Health Economics	43
Health Service Marketing Management in Africa	16
Healthcare Innovator's Workbook, The	32
Hero Trap, The	11
Hidden Power of Systems Thinking, The	8
History of Enterprise Policy, A	13
History of Feminist and Gender Economics, A	41
History of Leadership, A	23
How to Find Fraud and Corruption	10
HR (R)Evolution, The	18
Human Resource Management in an Emerging South Asian Economy	17

I

Impact of the Sharing Economy on Business and Society, The	44
Improving Organizational Performance	30
Indigenous Wellbeing and Enterprise	10
Industry 4.0 and Regional Transformation (Open Access)	46
Industry in the USA	6
Information Technology and Data in Healthcare	16
Innovating Healthcare	16
Innovation Renaissance	20
Insurgence	20
Intercultural Competences	30
International Corporate Reporting	7
International Trade and Sustainable Development	48
International Workplace Sexual Harassment Laws and Developments for the Multinational Employer	17

K

Knowledge Infrastructure and Higher Education in India	49
Knowledge Management for Project Excellence	33

L

Latin American Economic Development	39
Leadership and Wisdom	23
Leadership Reformed	23
Leading Continuous Improvement Projects	23
Leading Sustainably	11
Lean Higher Education	37
Lean Human Resources	34
Lean – Let's Get It Right!	37
Luck	30

M

Macroeconomic Measurement Versus Macroeconomic Theory	43
Magnificent Journey to Excellence, A	5
Management and Industry	7
Managing Sustainable Innovation	20
Methodology of Islamic Economics	50
Modern Advertising and the Market for Audience Attention	41
Multinational Enterprises and Transparent Tax Reporting	50
Museum Marketization	27

N

Nature and Method of Economic Sciences, The	42
New Frontiers in the Internationalization of Businesses	14

O

Operations Management	28
Operations Management for Business Excellence	28
Organization Theory and the Public Sector	30
Organizational Behavior	30
Organizational Heartbeats	11
Organizational Network Analysis	30
Overseas Research	39

P

Perceiving Truth and Ceasing Doubts	39
Philanthropy and Society	27
Place Branding	3
Pocket Guide for Hospitality Managers	7
Positive Organizational Behaviour	31
Post-Truth Public Relations	34
Practical Business Negotiation	7
Practitioner's Handbook of Project Performance, The	33
Principles of Agricultural Economics	43
Principles of Economics in a Nutshell	43
Professionalisation of Human Resource Management, The	18
Profit, Accumulation and Crisis in Capitalism	50
Project Management: It's All Bollocks!	33
Public Relations as Public Diplomacy	34
Public Relations Crisis Communication	31
Public Relations, Branding and Authenticity	35
Public Service Information Technology	32

Q

<i>Qualitative Research in Marketing and Management</i>	3
<i>Quality Management</i>	7
<i>Quality Management Systems</i>	24

R

<i>Racial and Ethnic Diversity in the Performing Arts Workforce</i>	18
<i>Reinventing the C-Suite</i>	24
<i>Relational Feedback</i>	24
<i>Renewable Energy Management in Emerging Economies</i>	37
<i>Resilient Healthcare Organization, The</i>	25
<i>Responsible Innovation in Large Technological Systems</i>	26
<i>Rise of Business Ethics, The</i>	11
<i>Rise of Law and Economics, The</i>	44
<i>Routledge Companion to Career Studies, The</i>	18
<i>Routledge Companion to Inclusive Leadership, The</i>	25
<i>Routledge Companion to Nonprofit Management, The</i>	27
<i>Routledge Handbook of Economic Theology, The</i>	42
<i>Routledge Handbook of Service Research Insights and Ideas, The</i>	4
<i>Routledge International Handbook of Financialization, The</i>	51
<i>Rule of Culture, The</i>	25
<i>Rural Development in the Digital Age</i>	40

S

<i>Secret to Maximizing Profitability, The</i>	37
<i>Shaping Entrepreneurship Research</i>	14
<i>Smart Cities and Connected Intelligence</i>	40
<i>Social Entrepreneurship in Sport</i>	11
<i>Society and Technology</i>	26
<i>Spatial Microeconometrics</i>	44
<i>Stakeholder Engagement and Sustainability</i>	37
<i>Storytelling for Sustainability in Higher Education</i>	7
<i>Strategic Communication for Startups and Entrepreneurs in China</i>	35
<i>Strategic Digital Transformation</i>	8
<i>Strategic Information Management</i>	37
<i>Strategic Marketing of Higher Education in Africa</i>	3
<i>Strategic Planning and Deployment Excellence System (SPADES), The</i>	38
<i>Strategic Talent Management</i>	18
<i>Strategy-Driven Leadership</i>	24
<i>Successful Supervision and Leadership</i>	24
<i>Sustainability and the Automobile Industry in Asia</i>	21
<i>Sustainable Development Goals, The</i>	12
<i>Sustainable Economy and Emerging Markets</i>	21
<i>Sustainable Marketing Planning</i>	3
<i>System Leadership for Sustainability</i>	24
<i>Systems Thinking for a Turbulent World</i>	8

T

<i>Tax Law and Investment Arbitration</i>	49
<i>Teaching Public Relations</i>	35
<i>Theory of Transaction in Institutional Economics, The</i>	42

<i>Thriving at the Edge of Chaos</i>	38
<i>Trade Openness and China's Economic Development</i>	49
<i>Truth from the Valley</i>	38

U

<i>Understanding Leadership</i>	25
<i>Understanding Social Entrepreneurship</i>	14
<i>Unmasking Irresponsible Leadership</i>	25
<i>Using Fiscal Policy and Public Financial Management to Promote Gender Equality</i>	51

V

<i>Value in Marketing</i>	4
<i>Venture Capital Performance</i>	51
<i>Visualising Business Transformation</i>	8

W

<i>What Drives China's Economy</i>	49
<i>What Made Korea's Rapid Growth Possible?</i>	49
<i>Women, Sustainable Entrepreneurship and the Economy</i>	14
<i>Women, Work and Migration</i>	19
<i>Workers, Unions and Payment in Kind</i>	45
<i>Working with Americans</i>	22
<i>"Those That Fix the Lights"</i>	34

- A**
- Aleu, Fernando Gonzalez 23
 Anderson, David M. 36
 Anderson-Meli, Lisa 31
 Angulo-Ruiz, Fernando 14
 Anheier, Helmut 27
 Arbia, Giuseppe 44
 Arnold, Marlen Gabriele 9
 Arundale, Keith 51
 Asgary, Nader H. 9
 Aven, Terje 6
 Avşar, Rojhat 44
- B**
- Baber, William W. 7
 Baker, Ted 13
 Balzer, William K. 37
 Barkley, Andrew 43
 Barrett, Christopher B. 39
 Becchio, Giandomenica 41
 Beehner, Christopher G. 24
 Beerel, Annabel 10
 Berend, Ivan T. 48
 Berkovich, PhD, MA, Barbara 15
 Bhatta, Gambhir 34
 Bouckaert, Boudewijn R. A. 43
 Braun, Sandra L. 34
 Bravo-Urquiza, Francisco 6
 Bridges, Eileen 4
 Bridges, Trista 11
 Brown, Scarlett 29
 Bukowski, Sławomir Ireneusz 50
- C**
- Cafaro, Paul 32
 Carr, Chris 21
 Castañeda, Juan E. 50
 Cattivelli, Valentina 39
 Cepiku, Denita 34
 Champoux, Joseph E. 30
 Christensen, Tom 30
 Cohen, Mark A. 44
 Colbourne, Rick 10
 Couch, Michael 24
 Crane, MD, MBA, Jody 16
 Crespo, Ricardo F. 42
 Cunha, Miguel Pina e 31
 Cárdenas O'Farrill, Andrés 39
- D**
- Darwish, Tamer K. 17
 Davis, Ann E. 41
 De Propriis, Lisa 46
 DeLuzio, Mark 36
 Di Pietro, Francesca 13
 Driver, Phil 27
- E**
- Ejersbo, Niels 34
 Ekström, Karin M. 27
 Englebach, Bella 36
 Esmaeilpour, Fariba 3
 Ettlie, John E. 20
- F**
- Fang, Cai 39
 Feng, Huiling 22
 Feng, Huiling 22
 Feng, Huiling 22
 Feng, Huiling 22
 Fenton, Alex 8
 Flynn, Patricia 10
 Foroudi, Pantea 2
 Foroudi, Pantea 3
 Fotaki, Marianna 9
 Frank, Christopher 45
 Frege, Carola 17
- G**
- Galliers, Robert D. 37
- Garbo, Lorenzo 43
 Garcia-Rodriguez, Inigo 27
 Gardiner, David 28
 Gbangbola, Kye 10
 Goestenkers, Donna 16
 Gordon, Michael 9
 Greasley, Andrew 28
 Greene, Robert J. 18
 Gunz, Hugh 18
- H**
- Hackley, Chris 3
 Hai, Hong 25
 Harris, Tracey 24
 Hartley, Keith 46
 Hartzband, David 16
 Heinze, Aleksej 2
 Hinson, Robert 16
 Hodgson, Anthony 8
 Holland, Peter 21
 Hornok, Judith 21
 Houston, Susan 15
 Hughes, Victor 5
- I**
- Ingason, Helgi Thor 7
 Irving, Sean 41
 Ison, Ray 8
 Iwasaki, Ichiro 40
 Iyer, Nigel 10
- J**
- Janssen, Patrick T.H.M. 30
 Jekiel, Cheryl M. 34
- K**
- Kanatouri, Stella 18
 Kaur, Harleen 36
 Kawalec, Stefan 50
 Kearns, Suzanne K. 6
 Khan, Shahrukh Rafi 39
 Kickul, Jill 14
 Kim, Soojin 27
 Kimball, David C. 13
 Kizilkaya, Necmettin 50
 Knibbe, Merijn 43
 Kolb, Bonita 13
 Kolster, Thomas 11
 Kominos, Nicos 40
 Kopelman, Richard E. 30
 Kosel, Keith 15
 Kosteljik, Erik 2
 Kwong, Charles C.L. 49
 Küpers, Wendelin 23
- L**
- Lafrenière, Daniel 5
 Lal, Kaushalesh 49
 Larsson, Anthony 44
 Lashley, Conrad 7
 Lawry, Tom 15
 Lechman, Ewa 26
 Lepadatu, Darina 32
 Lewis, Lise 24
 Lewis, Lynne 43
 Lewis, Michael A. 28
 Li, Li 48
 Li, Minqi 50
 Link, Albert N. 21
 Liu, Chengwei 30
 Luk, Sabrina Ching Yuen 47
- M**
- Ma, Qing-Ping 49
 Mader, Philip 51
 Mahadevan, Jasmin 17
 Mallett, Oliver 13
 Manion, Sean 15
 Maniscalco, Caterina 23
 Marcus, Jos 29
 Marcuzzo, Maria Cristina 48
- Marinov, Marin A. 4
 Marques, Joan 25
 Martins, Lola-Peach 25
 Maurrasse, David J. 27
 Mayzell, MD, MBA, George 25
 McCabe, Darren 5
 McManus, Robert M. 25
 McMurray, Adela J. 20
 McMurray, Robert 29
 McPake, Barbara 43
 Mees, Bernard 11
 Men, Linjuan Rita 35
 Michel, Géraldine 3
 Middleton, Alexandra 50
 Millward, Bob 48
 Minor, Travis 46
 Mitterfellner, Olga 2
 Mogaji, Emmanuel 3
 Molthan-Hill, Petra 7
 Moran, M. Brooke 11
- N**
- Nankervis, Alan R. 26
 Nwankwo, Sonny 2
 Nwogugu, Michael I. C. 6
- O**
- Orrange, Robert 11
 Ort, Roland 26
- P**
- Paczkowski, Walter R. 32
 Paladini, Stefania 21
 Palmer-Trew, Susie 33
 Parker, Martin 29
 Petermans, Ann 17
 Pettit, Lorren 15
 Phillips, Mark 33
 Pinkos Cobb, Ellen 17
 Priest, George L. 44
 Pélucha, Martin 40
- R**
- Ratten, Vanessa 11
 Ratten, Vanessa 20
 Rees, Sian 35
 ReVelle, Jack B. 38
 Reyes, Javier A. 39
 Richardson, Neil 3
 Rizzardo, David 37
 Rosinski, Lukasz 33
 Ruck, Kevin 29
 Ryu, Sunghan 26
- S**
- Safley, Thomas Max 41
 Sapir, Jonathan 38
 Sawyer, W. Charles 47
 Scheall, Scott 41
 Schwarzkopf, Stefan 42
 Sendjaya, Sen 23
 Settle, Mark 38
 Shams, S.M.Riad 37
 Shen, Jie 17
 Sherman, Zoe 41
 Sinha, Alok 36
 Slater, Ruth Elizabeth 18
 Slykhuis, Bonnie 36
 Smudde, Peter M. 35
 Smythe, John 13
 Sproull, Bob 37
 Stein, Tobie S. 18
 Stewart-Allen, Allyson 22
 Storey, John 16
 Stotsky, Janet G. 51
 Strodtbeck III, George K. 5
 Strømmen-Bakhtiar, Abbas 44
 Suwa, Aki 21
- T**
- Thompson, Gareth 34
- Tice, Matthew 20
 Tricker, Ray 24
- U**
- Uechi, Edward 32
 Ujwary-Gil, Anna 30
 Umirdinov, Alisher 49
- V**
- van den Broek, Diane 19
 Vatiéro, Massimiliano 42
 Venkataraman, Sankaran 14
- W**
- Wagner, Sigrun 9
 Walle, Alf H. 6
 Wang, Henry 5
 Wang, Henry K. H. 37
 Ward, Adam 32
 Watkins, Alan 18
 Weetman, Pauline 7
 Wei, Chu 47
 Wei, Chu 47
 Wei, Chu 48
 Weiss, Alan 23
 Werhane, Patricia H. 9
 Whelan, Jonathan 8
 White, Terry 24
 Wilson, John F. 5
 Wilson, John F. 6
 Wilson, John F. 7
 Witzel, Morgen 23
 Wu, Wenjie 40
 Wynn, Martin 12
- Y**
- Yeoman, Ruth 10
 Yoo, Junggho 49
 Yu, Miaojie 49
- Z**
- Zakaria, Norhayati 29
 Zhao, Renwei 47
 Zhao, Renwei 47
 Zhou, Zhang-Yue 48
 Álvarez del Blanco, Roberto M. 2
 Çalyiurt, Kymet Tunca 14



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