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Business, Management and Economics Catalogue 2019

January - June

New and Forthcoming Titles



Welcome

Welcome to the January to June 2019 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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Accounting, Technology and Society

A Social Science Perspective on Accounting Information Systems

George Mickhail, University of Wollongong, Australia

This book enables students to understand, measure and evaluate the role of technology in accounting and how that affects the wider world. With coverage of key technologies such as mobile and wireless, cloud computing, robotics and nanotechnology, the author demonstrates how organizations leverage disruptive technologies in order to create value.

Benefitting from an admirably broad scope, this text will provide advanced students of accounting a thorough understanding of the role of technology in their field whilst students in other disciplines will see the importance of accounting in understanding contemporary society.

Routledge

Market: Business & Management

April 2019: 234x156: 240pp

Hb: 978-1-138-95890-6: **£95.00**

eBook: 978-1-315-66097-4

* For full contents and more information, visit: www.routledge.com/9781138958906

Advanced Financial Accounting and Reporting

Theory, Practice and Evidence

Joanne Horton, University of Exeter, UK, Richard Macve, London School of Economics, UK and Kevin McMeeking, University of Exeter, UK

The main emphasis of this textbook is on financial accounting and reporting in the context of its relationship to stock market prices. With an authoritative voice, the book goes beyond standard texts on 'how to do IFRS accounting' to critically examine the rationales underlying accounting policy choice and its regulation and provide insight into the drivers of accounting change.

Routledge

Market: Accounting & Finance

June 2019: 246x189: 512pp

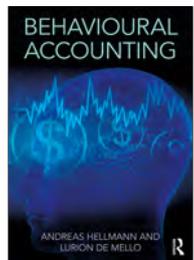
Hb: 978-0-415-66917-7: **£115.00**

Pb: 978-0-415-66918-4: **£44.99**

eBook: 978-1-315-73250-3

* For full contents and more information, visit: www.routledge.com/9780415669177

Behavioural Accounting



Andreas Hellmann, Macquarie University, Australia and Lurion De Mello, Macquarie University, Australia

Many existing textbooks in behavioural finance take only the perspective of users of financial information, but ignore the implications of judgments during the preparation of financial information. This book uses a holistic approach in examining behavioural accounting and bridges this gap.

The book begins by introducing the current knowledge in the emerging area of behavioural accounting and also covers the entire spectrum from the preparation of financial information, auditing, and ultimately, to the interpretation and application of financial information of external users. The comprehensive overview of human elements in accounting makes this book an invaluable resource.

Routledge

Market: Business

June 2019: 246x174: 256pp

Hb: 978-1-138-23702-5: **£95.00**

Pb: 978-1-138-23703-2: **£39.99**

* For full contents and more information, visit: www.routledge.com/9781138237025

Financial Accounting

The Basics

Ilias Basioudis, Aston University, UK

Series: *The Basics*

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

Routledge

Market: Accounting

February 2019: 198x129: 344pp

Hb: 978-1-138-60550-3: **£80.00**

Pb: 978-1-138-60551-0: **£29.99**

eBook: 978-0-429-46806-3

* For full contents and more information, visit: www.routledge.com/9781138605503

How Accounting Forgot Society

The Marketization of Financial Reporting

Colin Haslam, Queen Mary University of London, UK, Nicholas Tsitsianis, Queen Mary, University of London, UK and Tord Andersson, University of Hertfordshire, UK

If neoliberalism is the capture of politics by economics, then how has its rise affected accounting? This book explores how accounting has become marketized to the detriment of society.

In highlighting the role of accounting in the marginalization of societal interests, this book provides an important contribution to the academic debate in critical accounting studies as well as vital reading for related areas such as economics, politics and public management.

Routledge

Market: Accounting

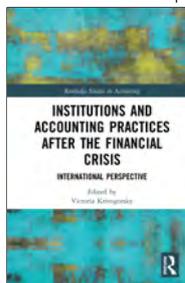
April 2019: 216x138: 208pp

Hb: 978-1-138-09420-8: **£75.00**

* For full contents and more information, visit: www.routledge.com/9781138094208

Institutions and Accounting Practices after the Financial Crisis

International Perspective



Edited by Victoria Krivogorsky

Series: *Routledge Studies in Accounting*

Institutions and Accounting Practices after the Financial Crisis sets out a framework for the analysis of institutional environments and accounting practices in selected countries around the world during the pre-crisis period, followed by an examination of the impact of the crisis. It scrutinizes the changing roles of debt and equity markets; the shift in accounting practices and capital financing choices due to the economic downturn; and the lessons that can be obtained from the financial crisis, while considering the institutional architecture of international business environments.

Routledge

Market: Business & Management

January 2019: 229 x 152: 216pp

Hb: 978-1-138-20480-5: **£115.00**

eBook: 978-1-315-46865-5

* For full contents and more information, visit: www.routledge.com/9781138204805

Islamic Corporate Finance

Edited by **M. Kabir Hassan**, University of New Orleans, USA, **Mamunur Rashid**, University of Nottingham, Malaysia and **Sirajo Aliyu**, Universiti Utara Malaysia, Malaysia

This book offers a full range of topics of corporate finance for Islamic organizations. It also provides a global comparison of Shari'ah screening, dividend policy and capital structure of Islamic firms, details on global Islamic equity markets, trends and performance of Islamic debt (Sukuk) market, and a brief on hybrid securities that can be used in Islamic finance. This is a useful reference for anyone who wishes to learn more about corporate Islamic finance.

Routledge

Market: Business

May 2019: 234x156: 256pp

Hb: 978-1-138-48091-9: **£110.00**

* For full contents and more information, visit: www.routledge.com/9781138480919

Perspectives on Impact

Leading Voices On Making Systemic Change in the Twenty-First Century
Edited by **Nina Montgomery**

This book offers a snapshot of how the 'impact' industry is tackling the complex, multi-dimensional challenges facing our world. The book's chapters apply a systems thinking lens to (1) dimensionalize various approaches to social change, and (2) call for greater cross-sectoral and interdisciplinary collaboration to create sustainable solutions to today's biggest problems.

Routledge

Market: Business and Management

February 2019: 234x156: 240pp

Hb: 978-1-138-32119-9: **£110.00**

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eBook: 978-0-429-45279-6

* For full contents and more information, visit: www.routledge.com/9781138321199

Perspectives on Purpose

Building Brands and Businesses for the Twenty-First Century

Edited by **Nina Montgomery**

This book collects stories, best practices, case studies, and thought leadership from a diverse group of leaders on practicing 'purpose'. We'll hear from C-suite executives and agency leaders, from academic powerhouses and young entrepreneurs, from 'corporate clients' and their 'purpose partners'. We'll hear about how purpose is being practiced inside the walls of Airbnb, Sephora, Hyatt, Thorn, VF Corporation, Diageo, Ben & Jerry's, amongst others. This diversity helps us learn from each other and grow together.

Routledge

Market: Business and Management

February 2019: 234x156: 144pp

Hb: 978-0-815-38724-4: **£110.00**

Pb: 978-0-367-11237-0: **£29.99**

eBook: 978-1-351-17356-8

* For full contents and more information, visit: www.routledge.com/9780815387244

Strategic Brand Management in Higher Education

Edited by **Bang Nguyen**, East China University of Science and Technology, China, **T.C Melewar**, Middlesex University London, Business School, UK and **Jane Hemsley-Brown**, University of Surrey, UK

Series: Routledge Studies in Marketing

As higher education continues to expand, increased global competition places more pressure on institutions to market their programs effectively and focus on developing their university brand. This book provides an overview of brand strategy, planning and measurement informed by ground-breaking research and the experiences of academics. Expert contributors from research and practice provide relevant and varying perspectives allowing readers to access information on international trends, theory and practices about branding in higher education. Advanced students, and researchers will find this book a unique guide to branding in education and public sector markets.

Routledge

Market: Business & Management

March 2019: 234x156: 312pp

Hb: 978-0-367-13942-1: **£115.00**

eBook: 978-0-429-02930-1

* For full contents and more information, visit: www.routledge.com/9780367139421

The Art of Co-Branding

From Artists to Celebrities, to NGO's, Museums, Territories and More
Geraldine 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

May 2019: 234x156: 250pp

Hb: 978-1-138-49960-7: **£110.00**

Pb: 978-1-138-49961-4: **£29.99**

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Air Transport and the Environment

Ben Daley

Air Transport and the Environment provides an overview of the main issues relating to aviation environmental impacts. It explains the challenge facing policymakers in terms of sustainable development, focusing on the importance of balancing the industry's economic, social and environmental costs and benefits, both for people living now and for future generations. Individual chapters review the current scientific understanding of the main aviation environmental impacts: climate change, local air pollution and aircraft noise. This new edition covers developments in the literature, in the policy context and in the level of public concern about this issue since the book was first published.

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Market: Aviation

January 2019: 234x156: 300pp

Hb: 978-1-472-41238-6: **£60.00*** For full contents and more information, visit: www.routledge.com/9781472412386

Aviation Communication

Strategy and Messages for Ensuring Success and Preventing Failures

Linda J. Tavlin, Transaviacom Inc.

Aviation Communication: Strategy and Messages for Ensuring Success and Preventing Failures can answer this question and teach everyone in the aviation field how to stop a tragic event from becoming an unstoppable PR nightmare. These can die down, but the economic, political, regulatory and legal effects linger much longer and that is what these strategies and messages are aimed at preventing. It shows how to prevent catastrophic communication mistakes with strategic templates for a wide array of scenarios, as well as twenty-five specific techniques to deliver the book's messages.

Routledge

Market: Aviation

April 2019: 234x156: 224pp

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Beyond Airline Disruptions



Jasenka Rapajic

Beyond Airline Disruptions explains how airlines can utilise unexplored potential for gradual, consistent, and measurable improvements, centred around cost and quality of operational performance. This second edition features additional content which introduces a game-changing approach to airline management and decision making. It bridges the gaps between strategy and operations and inspires collaboration between airlines, airports, ATC, service providers, and regulators to bring longer-lasting benefits not only for industry participants and passengers, but also for the economy, society, and the environment

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Market: Aviation

December 2018: 234x156: 154pp

Hb: 978-1-138-10394-8: **£95.00**Pb: 978-1-138-10395-5: **£34.99**

eBook: 978-1-315-10244-3

Prev. Ed Hb: 978-0-754-67440-5

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Corporate Governance and Effectiveness

Why Companies Win or Lose



Dipak R. Basu and Victoria Miroshnik, American University at Dubai, United Arab Emirates

Series: Routledge Studies in Corporate Governance

The book looks at corporate governance and how it affects company performance. The book is unique in its quantitative perspective and analysis. The book examines whether a corporate governance system can be regarded as a source of a firm's competitive advantage by creating sustainable competitive advantage and firm performance. The book examines how, in the context of Japanese multinational corporations (MNCs), corporate governance can be part of an MNC's strategy in enhancing its capabilities.

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Market: Business

November 2018: 234x156: 218pp

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eBook: 978-0-429-45190-4

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Economics of Maritime Business

Shuo Ma, World Maritime University, Sweden

Series: Routledge Maritime Masters

This book provides a comprehensive introduction to the economics of the business of maritime transport. It includes economic analysis of maritime demand, supply, market and strategy taking into consideration the latest economic and technological developments in the shipping industry and related areas. There is a particular focus on exploring the economics behind the key decisions which affect the current and future health of shipping companies but it assumes no prior knowledge of economics on the part of the reader. The book is ideal for university students enrolled in maritime transport related programmes.

Routledge

Market: Economics/Maritime Studies

December 2018

Hb: 978-1-138-99964-0: **£95.00**Pb: 978-1-138-99965-7: **£49.99**

eBook: 978-1-315-65812-4

* For full contents and more information, visit: www.routledge.com/9781138999640

Elements of Diagramming

Design Theories, Analyses and Methods

Clive J. Richards

This book brings together some of the growing number of research studies and inquiries into practice that have focused on the visual communication design aspects of diagrams used principally to inform the non-expert. This places it firmly in the domain of that viewer/user-centred field of endeavour called information design. Diagramming is a universal graphic 'language' used in almost all fields of human activity - thus there are many subject-specific 'dialects'. However a central thesis in this work is that there is a limited set of visual codes, which, through a virtually infinite range of potential combinations, provides a great variety of diagrammatic possibilities.

Routledge

Market: Business and Management

May 2019: 246x174: 250pp

Hb: 978-1-472-47232-8: **£45.00*** For full contents and more information, visit: www.routledge.com/9781472472328

Indian Business

Understanding a rapidly emerging economy

Edited by **Pawan S. Budhwar**, Aston University, **Rajesh Kumar**, Menlo College, USA and **Arup Varma**

The Indian economy is projected to become the world's fourth largest by 2020 and it is central to global economic performance. In a period of rapid change, understanding the business environment becomes challenging. This book brings together a wide range of experts to present a comprehensive insight into doing business in India.

With expert coverage of the emerging political, legal and social frameworks, the book provides a rounded picture of business in the region. It includes a range of case studies alongside robust scholarly research that delivers an understanding of successful operations and strategies in India.

Routledge

Market: Business & Management

March 2019: 234x156: 240pp

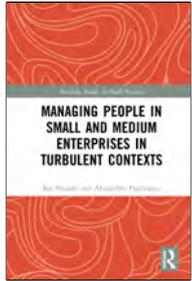
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eBook: 978-1-315-26842-2

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Managing People in Small and Medium Enterprises in Turbulent Contexts



Rea Prouska and Alexandros Psychogios, at Hull University Business School,

Series: Routledge Studies in Small Business

Managing People in Small and Medium Enterprises in Turbulent Contexts explores a range of human resource management (HRM) issues specific to small and medium-sized enterprises (SMEs). It is a useful resource for organisations, practitioners, academics and scholars in the fields of HRM, employee engagement, small and medium business management and other related disciplines.

Routledge

Market: Business & Management

January 2019: 229 x 152: 138pp

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eBook: 978-1-315-10261-0

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Re-platforming the Airline Business

To Meet Travelers' Total Mobility Needs



Nawal K. Taneja, Faculty Emeritus, Aviation, Ohio State University

Airline business models continue to be shaped by powerful forces relating to customers, complexities and regulators. There are emerging technologies that can help airlines cater to the needs of their changing customer bases and manage the complexities of the business. This book proposes that different sectors of the aviation industry, particularly airlines and airports, should consider using a wide array of technologies, including specifically-designed customer-centric platforms to make informed decisions and to develop and implement transformative strategies to meet travelers' total mobility needs.

Routledge

Market: Aviation

January 2019: 234x156: 222pp

Hb: 978-1-138-36867-5: **£44.99**

eBook: 978-0-429-42910-1

* For full contents and more information, visit: www.routledge.com/9781138368675

The Pornography Business

Frederick S. Lane

This tells the story of how the online adult industry has plummeted from its lofty heights of the late 1990s, when a savvy Web entrepreneur could charge premium prices to thousands of eager subscribers. It is also the story of how the law has completely failed to keep up with the technological innovations that boosted and then savaged the online adult industry. It concludes by analysing the social impact of virtually unlimited pornography, available to all ages, at the click of a button. Useful reading for the general reader and for students and researchers involved with business strategy, the history of technology, cultural studies, sexuality, and media studies.

Routledge

Market: Business & Management

June 2019: 216x138: 274pp

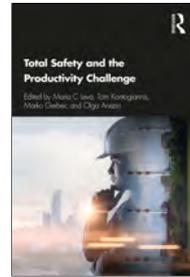
Hb: 978-0-415-71908-7: **£95.00**

Pb: 978-0-415-71909-4: **£34.99**

eBook: 978-1-315-86762-5

* For full contents and more information, visit: www.routledge.com/9780415719087

Total Safety and the Productivity Challenge



Edited by **Maria Chiara Leva**, Tom Kontogiannis, Technical University of Crete, Chania, Crete, Greece, **Marko Gerbec** and **Olga Aneziri**

This book describes approaches that can be used alone or jointly to improve safety management in any organisation. The methods are based on academic best practice and have been developed by leading experts, but are presented here in a practical way for application in industry by non-experts. The book outlines a professional approach to risk and safety management, which requires goal setting, planning and the measurement of performance, and encourages a safety management system that is woven holistically into the fabric of an organization becomes part of the culture, the way people do their jobs, and helps ensure that issues are correctly prioritized and managed as they emerge.

Routledge

Market: Health & Safety

March 2019: 234x156: 280pp

Hb: 978-1-138-09130-6: **£65.00**

eBook: 978-1-315-10810-0

* For full contents and more information, visit: www.routledge.com/9781138091306

Understanding China's Trade Policymaking on International Air Transport

Chrystal B. Zhang

What are the considerations of the government in determining regulatory reform with respect to China's international air transport sector? What are the driving forces that facilitate to shape its international air transport policy? Is it the international environment or domestic considerations that influence China's international air transport policymaking? By reviewing China's international air-transport policymaking process to identify the factors that affect the decision-making process, Zhang and O'Connell establish to what degree the factors stem from the international environment, domestic considerations, or result from institutional and individual behaviour. They discuss, examine and analyse these factors to determine how they interact with each other and have had an impact on the policymakers, leading to China's policy output.

Routledge

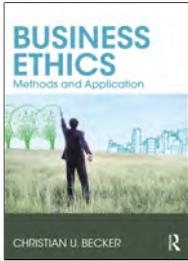
March 2019: 234x156: 250pp

Hb: 978-1-409-45144-0: **£95.00**

* For full contents and more information, visit: www.routledge.com/9781409451440

Business Ethics

Methods and Application



Christian U Becker

Business Ethics: Methods and Application provides a new systematic approach to normative business ethics that covers the complex and various ethical challenges of modern business. It aims to train analytical thinking skills in the field of business ethics and to approach ethical issues in business in a rational and systematic way and develops a number of specific methods for business ethics analysis that are tailored for ethical decision making in business and for analyzing complex ethical topics in business.

Routledge

Market: Business & Management

May 2019: 246x174: 200pp

Hb: 978-1-138-49368-1: £110.00

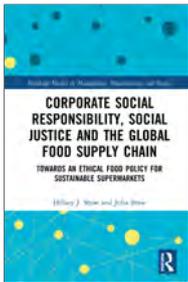
Pb: 978-0-367-02787-2: £32.99

eBook: 978-0-429-39770-7

* For full contents and more information, visit: www.routledge.com/9781138493681

Corporate Social Responsibility, Social Justice and the Global Food Supply Chain

Towards an Ethical Food Policy for Sustainable Supermarkets



Hillary J. Shaw, London School of Commerce, UK and Julia J.A. Shaw, De Montfort University, UK

Series: *Routledge Studies in Management, Organizations and Society*

Corporate Social Responsibility, Social Justice and the Global Food Supply Chain provides a comprehensive and interdisciplinary response to current calls for reform in relation to social and environmental justice, and proposes an alternative approach to current CSR initiatives. This comprises an innovative multi-agency proposal, with the aim of achieving a truly responsible and sustainable food retail system.

Routledge

Market: Business & Management

December 2018: 229 x 152: 198pp

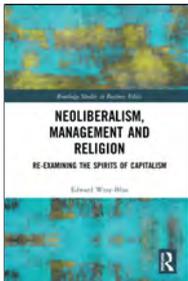
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Neoliberalism, Management and Religion

Re-examining the Spirits of Capitalism



Edward Wray-Bliss, Faculty of Business and Economics at Macquarie University, Australia

Series: *Routledge Studies in Business Ethics*

Organised around the concepts of Gods, Devils, Soul, and the Individual this book will show how these concepts are being employed in current managerial, leadership and organisation discourses, critically examine the religio-historical and philosophical roots of such, and demonstrate how the religio-historical and religio-philosophical can be brought into the lexicon of critical organisational scholarship to provide a language to engage with the non-secular legitimization of capitalism and its institutions.

Routledge

Market: Business & Management

December 2018: 229 x 152: 124pp

Hb: 978-1-138-04837-9: £115.00

eBook: 978-1-315-11460-6

* For full contents and more information, visit: www.routledge.com/9781138048379

An Introduction to Managing International Sales Associates

Thomas A. Cook

Series: *The Global Warrior Series*

This book focuses on the importance of companies and executives recognizing that their organization is sales driven, and that there is a definite pronounced connection between sales and all other aspects of how a company operates. It details the sales manager's role in developing sales personnel, delivering new business to the organization, and otherwise becoming a driving force for the overall prosperity of the company. The book differentiates itself by providing the essence of international sales management.

CRC Press

Market: Business & Management

April 2019: 235 x 156: 248pp

Hb: 978-1-482-22623-2: £57.99

eBook: 978-1-482-22624-9

* For full contents and more information, visit: www.crcpress.com/9781482226232

Cognitive Readiness in Project Teams

Reducing Project Complexity and Increasing Success in Project Management



Carl Belack, Daniele Di Filippo and Ivano Di Filippo

Cognitive Readiness in Project Teams looks to the concept of cognitive readiness (CR), first developed by the United States Department of Defense to better prepare and manage teams of individuals in complex battlefield situations. Its intent is to make project managers and teams more focused, responsive, resilient and adaptive through self-mastery and the mastering of interpersonal relationships. The book is a compendium of chapters written by renowned authors in the fields of project management, neuroscience, mindfulness, and emotional and social intelligence.

Productivity Press

Market: Business & Management

February 2019: 254 x 178: 226pp

Hb: 978-1-138-59231-5: £46.99

eBook: 978-0-429-49005-7

* For full contents and more information, visit: www.crcpress.com/9781138592315

Applying Lean in Health and Social Care Services

Improving Quality and the Patient Experience at NHS Highland



Cameron Stark and Gavin Hookway

Organizations around the world are using Lean to redesign care and improve processes in a way that achieves and sustains meaningful results for patients, staff, physicians, and health systems. This book systematically describes how NHS Highland uses Lean principles and mindsets to improve safety, quality, access, and morale while reducing costs, and increasing capacity.

Productivity Press

Market: Business & Management

February 2019: 254 x 178: 262pp

Hb: 978-0-367-00189-6: £38.99

eBook: 978-0-429-40086-5

* For full contents and more information, visit: www.crcpress.com/9780367001896

Complex Management Systems and the Shingo Model

Foundations of Operational Excellence and Supporting Tools

Rick Edgeman

Series: *The Shingo Model Series*

The Shingo Enterprise Excellence Prize Model has exerted global influence over the ways that exceptional organizations formulate/deploy strategy with its focus on processes, Lean thinking, continuous improvement, innovation, workforce development, and supplier strategies. This book details the SEEM, which lies at the heart of the Shingo Prize. It will link the theoretical underpinnings of the SEEM and their implications for practice. Case studies illustrate important points. Selected tools that support practical implementation of the model are discussed and their use illustrated. This book will deepen understanding of why the model works and how implementation can be accomplished.

Productivity Press

Market: Business & Management

March 2019: 235 x 156: 272pp

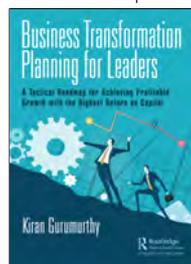
Hb: 978-1-138-62622-5: £31.99

eBook: 978-1-315-22963-8

* For full contents and more information, visit: www.crcpress.com/9781138626225

Business Transformation Planning for Leaders

A Tactical Roadmap for Achieving Profitable Growth with the Highest Return on Capital



Kiran Gurumurthy

This book provides an analytical and a systematic roadmap to achieve profitable growth with the highest return on capital. The book lays out a simple roadmap that aligns all functions and departments. Most business leaders have "experience bias," which refers to focusing on actions around their own respective strengths and background. The problem with this approach is that a business is a labyrinth of cross-functional activities and sometimes forces all the efforts in an area of comfort for the business leader. This hides the real challenges of the business and the problem only continues to escalate. This book provides a holistic approach to transform your business.

Productivity Press

Market: Business & Management

January 2019: 235 x 156: 92pp

Hb: 978-1-138-37066-1: £30.99

eBook: 978-0-429-42790-9

* For full contents and more information, visit: www.crcpress.com/9781138370661

The Highly Effective Office

Creating a Successful Lean Culture in Any Workplace

Timothy Schipper, Internal Lean Consultant, Steelcase, Inc.

This book describes the wastes in the office and administrative areas of organizations, and it outlines why lean works just as well in the office as it does in manufacturing. Wastes typically reach 50% of the process effort, and these processes are ripe for improvement. Waste removal and working to restore flow in office processes are illustrated with descriptions of applying lean tools to achieve flow. Case studies from the corporate world, non-profits, and higher education institutions demonstrate how various types of organizations have demonstrated success by applying lean principles to their processes.

Productivity Press

Market: Business & Management

February 2019: 235 x 156: 240pp

Hb: 978-1-138-34453-2: £36.99

eBook: 978-0-429-43847-9

* For full contents and more information, visit: www.crcpress.com/9781138344532

Creating an Effective Management System

Integrating Policy Deployment, TWI, and Kata

Patrick Graupp, Skip Steward, Brad Parsons and Gregory Duckett

Despite the vast library of knowledge on Lean tools and models, the majority of Lean implementations fail to sustain themselves over time for lack of what David Mann in *Creating a Lean Culture* calls "the missing link in Lean" – the Management System. In turn, however, when organizations try to apply a prescribed, one-size-fits-all, management system they inevitably find that what works for others may not work quite as well in their unique situation. Putting the right pieces in the right places, for the right reasons, is a unique challenge for every organization and no two successful management systems will, or should, be the same.

Productivity Press

Market: Business & Management

April 2019

Hb: 978-1-138-59498-2: £115.00

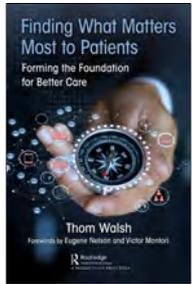
Pb: 978-1-138-59495-1: £30.99

eBook: 978-0-429-48849-8

* For full contents and more information, visit: www.crcpress.com/9781138594982

Finding What Matters Most to Patients

Forming the Foundation for Better Care



Thom Walsh

This book helps leaders and healthcare providers better understand how to use patient-reported data to their advantage at the point of service. The book provides the background for developing shared knowledge and shared language, along with extensive examples of dialogue between providers and patients. In addition, the book contains personal interviews of subject matter experts who have significant experience using these measures. The result is a comprehensive understanding of this modern healthcare management opportunity.

Productivity Press

Market: Business & Management

February 2019: 235 x 156: 134pp

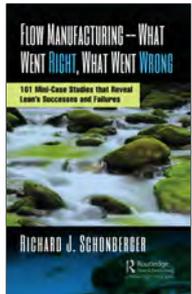
Hb: 978-1-138-33987-3: £38.99

eBook: 978-0-429-44086-1

* For full contents and more information, visit: www.crcpress.com/9781138339873

Flow Manufacturing -- What Went Right, What Went Wrong

101 Mini-Case Studies that Reveal Lean's Successes and Failures



Richard J. Schonberger

This book tells 101 stories of company efforts to implement the many aspects of flow manufacturing -- including such topics as just-in-time production, total quality control, reorganization of factories into product-focused or customer-focused cells, plants-in-a-plant, material flows by the simplicity of visual kanban, supplier partnerships, quick setup of equipment, cross-training and job rotation of the work force, and many more. The 101 caselets include 26 non-U.S. companies from 12 countries and cover a wide swath of industrial sectors, and include many well-known corporations such as Apple, Campbell Soup, Honeywell, and Boeing.

Productivity Press

Market: Business & Management

November 2018: 235 x 156: 552pp

Hb: 978-1-138-36229-1: £38.99

eBook: 978-0-429-43217-0

* For full contents and more information, visit: www.crcpress.com/9781138362291

Healthcare Workforce Transitioning

Competency Conversations through World Café

Dr. Anne Drabczyk

This book draws on the World Café methodology, guidelines, and vignettes in developing performance assessment, coaching, training and performance reviews. The author provides lessons learned throughout the text to illustrate the points made in the chapters. It also provides a proven participatory methodology applied to competency exploration, application, and authentication.

Productivity Press

Market: Business & Management

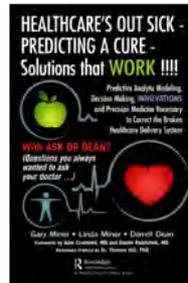
March 2019: 235 x 156: 160pp

Hb: 978-0-367-02403-1: £38.99

* For full contents and more information, visit: www.crcpress.com/9780367024031

HEALTHCARE's OUT SICK - PREDICTING A CURE - Solutions that WORK !!!!

Predictive Analytic Modeling, Decision Making, INNOVATIONS and Precision Medicine Necessary to Correct the Broken Healthcare Delivery System



Gary D. Miner, Linda Miner and Darrell L. Dean

This book delves into digitized medicine, payor and provider reimbursement models and value-based healthcare delivery. It also includes a philosophy or mode of thinking and operation for the solutions that are needed for diagnosis-effective, cost-effective, and time-efficient in healthcare delivery, of which digitized medicine, value-based care, and payor reimbursement modes are just some of the factors.

Productivity Press

Market: Business & Management

January 2019: 235 x 156: 280pp

Hb: 978-1-138-58109-8: £19.99

eBook: 978-0-429-50693-2

* For full contents and more information, visit: www.crcpress.com/9781138581098

5th Edition

HIMSS Dictionary of Health Information and Technology Terms, Acronyms and Organizations



Healthcare Information & Management Systems Society (HIMSS)

Series: HIMSS Book Series

This valuable resource includes more than 3000 definitions, 30 new organizations and 76 new references. Definitions of terms for the information technology and clinical, medical and nursing informatics fields are updated and included. This fifth edition also includes an acronyms list with cross references to current definitions, new word-search capability, and a list of health IT-related associations and organizations, including contact information, mission statements and web addresses. Academic and certification credentials are also included.

Productivity Press

Market: Business & Management

January 2019: 235 x 156: 412pp

Hb: 978-1-138-47750-6: £110.00

Pb: 978-0-367-14864-5: £38.99

eBook: 978-1-351-10452-4

* For full contents and more information, visit: www.crcpress.com/9781138477506

How to Coach for Creativity and Service Excellence

A Lean Coaching Workbook



Karyn Ross

How to Coach for Creativity and Service Excellence: A Workbook for Lean Coaches is a self-contained workbook, enabling the reader to complete twenty-one days of practical exercises and activities focused on creativity, lean and coaching (one set per day). This will enable the reader to develop their capability and confidence to be creative, adapt lean principles, practices and tools to their unique service organization and coach others to do the same. The workbook will guide the reader through a structured, systematic, easy-to-understand, habit-building approach, and function as the reader's 'coach'.

Productivity Press

Market: Business & Management

February 2019: 279 x 216: 180pp

Hb: 978-0-367-13656-7: **£77.00**

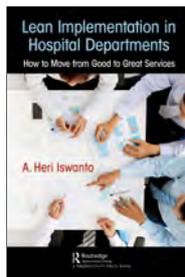
Pb: 978-1-138-48063-6: **£21.99**

eBook: 978-0-429-43693-2

* For full contents and more information, visit: www.crcpress.com/9780367136567

Lean Implementation in Hospital Departments

How to Move from Good to Great Services



A. Heri Iswanto

The book also demonstrates how Lean is the cultural commitment of organizations to implement the scientific method in designing, conducting, and improving work sustainably through teamwork, bringing in better value and satisfaction to the patient. It shortens the time between ordering and service delivery by eliminating waste from the service flow value. The author uses numerous examples of Lean thinking in various hospital departments with the overall goal of taking that department from good to great.

Productivity Press

Market: Business & Management

February 2019: 235 x 156: 152pp

Hb: 978-0-367-14552-1: **£110.00**

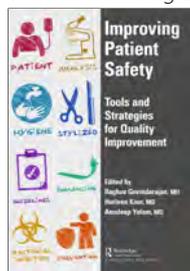
Pb: 978-0-367-14550-7: **£30.99**

eBook: 978-0-429-03228-8

* For full contents and more information, visit: www.crcpress.com/9780367145521

Improving Patient Safety

Tools and Strategies for Quality Improvement



Raghav Govindarajan, University of Missouri, Columbia, USA, Harleen Kaur and Anudeep Yelam

Based on the IOM's estimate of 44,000 deaths annually, medical errors rank as the eighth leading cause of death in the U.S. Clearly medical errors are an epidemic that needs to be contained. Despite these numbers, patient safety and medical errors remain an issue for physicians and other clinicians. This book bridges the issues related to patient safety by providing clinically relevant, vignette-based description of the areas where most problems occur. Each vignette highlights a particular issue such as communication, human factors, E.H.R., etc. and provides tools and strategies for improving quality in these areas and creating

a safer environment for patients.

Productivity Press

Market: Healthcare

February 2019: 254 x 178: 284pp

Hb: 978-1-498-78502-0: **£38.99**

eBook: 978-1-498-78503-7

* For full contents and more information, visit: www.crcpress.com/9781498785020

Mastering International Negotiation Skill Sets

Thomas A. Cook

Series: The Global Warrior Series

Never has the ability to negotiate globally been more important. The companies and individuals with better than average negotiation skill sets are the ones that have prospered recently. This book supplies a comprehensive overview of practical negotiation tips, strategies, and action steps. It is different from other books on the subject as it provides an outline of various corporate disciplines, including sales, purchasing, contract management, customer service, and supply chain, with specific analysis of the issues relevant to these areas.

CRC Press

Market: Business & Management

April 2019: 235 x 156: 248pp

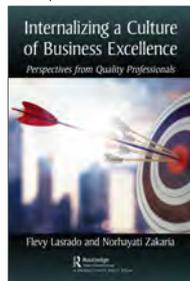
Hb: 978-1-482-22615-7: **£57.99**

eBook: 978-1-482-22617-1

* For full contents and more information, visit: www.crcpress.com/9781482226157

Internalizing a Culture of Business Excellence

Perspectives from Quality Professionals



Flevy Lasrado and Norhayati Zakaria, Universiti Utara Malaysia, Sintok, Kedah

This edited book compiles best practice cases of leaders who have initiated and facilitated quality practices in their organizations. The cases highlight how these best practices manifested in their work cultures, values, and beliefs. Not only do they address organizational efforts towards implementation of quality practices but they also discuss the challenges the leaders faced to instill a sense of quality in practices across the hierarchical structures of their organizations. At the end of each case, the authors provide questions to facilitate interesting and thought-provoking discussions, to teach key quality concepts, and to apply relevant theoretical frameworks.

Productivity Press

Market: Business & Management

December 2018: 235 x 156: 120pp

Hb: 978-0-815-38117-4: **£46.99**

eBook: 978-1-351-21072-0

* For full contents and more information, visit: www.crcpress.com/9780815381174

Mobile Marketing Management

Case Studies from Successful Practices

Hongbing Hua

Mobile Marketing Management lays the foundation for the new era with four pillars: service, substance, superuser, space, known as 4S theory for short. In view of the concept of customer-first, it is all about service, and products become productized service concepts. In view of the failure of mass communication, the competition among all services becomes the competition of substance differentiation. Regarding the popularity of self-organization, it becomes a trend to cooperate with people rather than the company to develop the market. In view of the principle of fuzzy market boundary, the enterprises shall optimize their living space and evolve their development space.

Productivity Press

Market: Business & Management

March 2019: 279 x 216: 444pp

Hb: 978-0-367-14246-9: **£110.00**

Pb: 978-0-367-14105-9: **£46.99**

eBook: 978-0-429-03087-1

* For full contents and more information, visit: www.crcpress.com/9780367142469

3rd Edition

Not What the Doctor Ordered

How to End the Medical Monopoly in Pursuit of Managed Care

Jeffrey C. Bauer, Independent Health Futurist and Medical Economist, Chicago, Illinois, USA

This 25th Anniversary edition of *Not What the Doctor Ordered*, takes a look back at the predictions and recommendations made by Dr. Bauer when the first book published. He updates each of his points and gives us a status report of the impact of each recommendation. He goes even further to make his future predictions and recommendations on the state of healthcare today and going into the future.

Productivity Press

Market: Business & Management

June 2019: 235 x 156: 256pp

Hb: 978-1-138-05080-8: **£30.99*** For full contents and more information, visit: www.crcpress.com/9781138050808

Optimizing Student Learning

A Lean Systems Approach to Improving K-12 Education, Second Edition

Betty Ziskovsky and Joe Ziskovsky

This book is a fictionalized account of how a licensed school teacher developed, implemented, and refined the application of Lean principles and applied them to her classroom instructional practice to complete the delivery of her assigned curriculum while at the same time ensuring her students achieved mastery learning of the material presented. While the first edition focused on instructional process improvement, this second edition expands on that foundation to include application of the Lean principles and strategies to enable students to improve their individual learning processes and thus become more successful learners.

Productivity Press

Market: Business & Management

February 2019: 235 x 156: 182pp

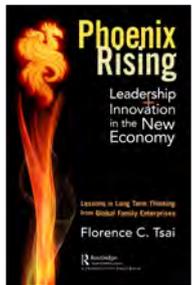
Hb: 978-1-138-33023-8: **£27.99**

eBook: 978-0-429-44797-6

* For full contents and more information, visit: www.crcpress.com/9781138330238

Phoenix Rising – Leadership + Innovation in the New Economy

Lessons in Long Term Thinking from Global Family Enterprises



Florence C. Tsai

Over the years, the authors have been contacted by the founders of numerous Chinese businesses who want to know how to develop the next generation, what types of career paths they should have to be successful, and what roles they should assume in the family enterprise. This book specifically addresses the challenges of China's business families because they face a distinct set of challenges including having only one child, a socialist government with capitalist characteristics, and a hypercompetitive market that changes faster than any other globally. Since Chinese entrepreneurs have not local role models or precedents to follow, they must look beyond its borders for ideas.

Productivity Press

Market: Business & Management

April 2019: 229 x 152: 240pp

Hb: 978-1-138-34668-0: **£30.99**

eBook: 978-0-429-43719-9

* For full contents and more information, visit: www.crcpress.com/9781138346680

Reality, Perception, and Your Company's Workplace Culture

Creating a New Normal for Problem Solving and Change Management

Daniel Bloom, Daniel Bloom & Associates, Inc., Largo, Florida, USA

The book presents the view of a fictional 100-year old company called Acme Gyroscope, which is a family owned and run business, and the reader sees how the operation was ruled with an iron hand by the outgoing CEO. When the son of this current CEO assumes the role, he finds that the processes and culture within the organization are not quite as rosy as he thought they were. The new CEO finds that there is a wide divide between what is believed and what is real.

Productivity Press

Market: Business & Management

February 2019: 254 x 178: 98pp

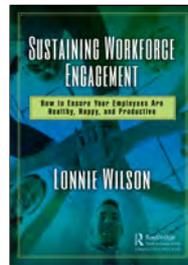
Hb: 978-1-138-36866-8: **£92.00**Pb: 978-1-138-36865-1: **£26.99**

eBook: 978-0-429-42911-8

* For full contents and more information, visit: www.crcpress.com/9781138368668

Sustaining Workforce Engagement

How to Ensure Your Employees Are Healthy, Happy, and Productive



Lonnie Wilson

This is a book explains the importance on employee engagement – It defines what it is, what it will do for your business, and how you can achieve it as well as sustain it. It covers the history of employee engagement along with why employees were formerly much more engaged with their work and company than they are currently.

Productivity Press

Market: Business & Management

February 2019: 254 x 178: 464pp

Hb: 978-1-138-31603-4: **£38.99*** For full contents and more information, visit: www.crcpress.com/9781138316034

The Art of Compassionate Business

Main Principles for the Human-Oriented Enterprise

Bruno Roque Cignacco

The readers of this book are prone to change the way they perform in business situations, become more focused on the human aspects of business activities. The users of this knowledge and those affected by them will undergo a profound internal transformation, which will change the way they perform business situations. They'll benefit from gradually testing and implementing the guidelines conveyed in this book, both in the business environment and the workplace. When readers put these principles in practice, positive ripple effects are bound to affect other stakeholders of the organization they work for.

Productivity Press

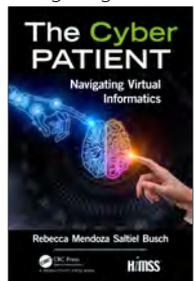
Market: Business & Management

March 2019: 229 x 152: 304pp

Hb: 978-0-367-13925-4: **£30.99*** For full contents and more information, visit: www.crcpress.com/9780367139254

The Cyber Patient

Navigating Virtual Informatics



Rebecca Mendoza Saltiel Busch, Medical Business Associates, Inc., Westmont, IL, USA
Series: HIMSS Book Series

Providing an application readers can adopt as a model, this important book also examines the infrastructure of electronic health records and how government criteria have impacted and will continue to impact both private and public marketplaces. This valuable resource also addresses how auditors, controllers, and healthcare providers can keep up with the market's continued move towards an interoperable e-health world, without neglecting clinical and financial accountability in the delivery of healthcare.

Productivity Press

Market: Business & Management

March 2019: 235 x 156: 304pp

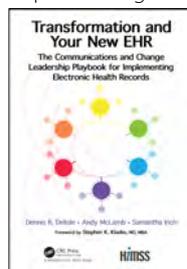
Hb: 978-1-138-59240-7: £38.99

eBook: 978-0-429-49004-0

* For full contents and more information, visit: www.crcpress.com/9781138592407

Transformation and Your New EHR

The Communications and Change Leadership Playbook for Implementing Electronic Health Records



Dennis R. Delisle, Andy McLamb and Samantha Inch
Series: HIMSS Book Series

This book focuses on a robust communication and change leadership approach that supports the E.H.R. implementation and transformation journey. Along with the model, the book provides comprehensive examples, tools, and templates as a guide for healthcare professionals. The core goal is to create an accessible and useable reference for beginner through more advanced practitioners.

Productivity Press

Market: Business & Management

January 2019: 254 x 178: 156pp

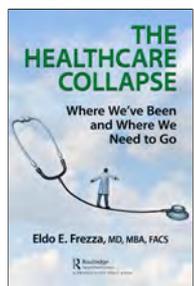
Hb: 978-1-138-33126-6: £38.99

eBook: 978-0-429-44740-2

* For full contents and more information, visit: www.crcpress.com/9781138331266

The Healthcare Collapse

Where We've Been and Where We Need to Go



Eldo Frezza

This book looks at where healthcare has been, what has worked and what hasn't and recommends solutions to create a system that focuses on the patient and providing quality care in this age of reimbursement cuts, demands for better technology and providing a safer environment for both the patient and clinicians who work in hospitals. The author also advocates for a shift in management and recommends hospitals leaders engage physicians and other clinicians in process improvement and other initiatives which can result in a more efficient system – one where quality patient care dominant.

Productivity Press

Market: Business & Management

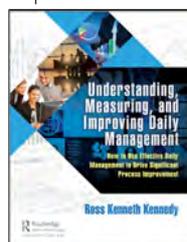
November 2018: 235 x 156: 214pp

Hb: 978-1-138-58110-4: £38.99

* For full contents and more information, visit: www.crcpress.com/9781138581104

Understanding, Measuring, and Improving Daily Management

How to Use Effective Daily Management to Drive Significant Process Improvement



Ross Kenneth Kennedy

This book explains the critical parts of a continuous improvement strategy and where reactive improvement through effective daily management fits in. In addition, it shows the consequences if daily management is not performed well.

The book then introduces the seven elements of reactive improvement that must work in concert for effective daily management and allows the reader to rate their site or department to determine their starting point compared to best practices.

Productivity Press

Market: Business & Management

December 2018: 279 x 216: 148pp

Hb: 978-1-138-58941-4: £115.00

Pb: 978-1-138-58928-5: £30.99

eBook: 978-0-429-49167-2

* For full contents and more information, visit: www.crcpress.com/9781138589414

The Lean IT Expert

Leading the Transformation to High Performance IT



Niels Loader

The Lean IT Expert describes how Lean is applied within the IT domain. This book is intended to be a 'one-stop-shop' for anyone who is or will be involved with an IT organization that is based on Lean principles. It describes the transformation of an IT organization from non-Lean to Lean IT. It focuses on the individual's role and speaks to the individual IT engineer or leader. The book is aimed to help individuals understand what is expected of them in the context of the Lean transformation.

Productivity Press

Market: Business & Management

November 2018: 235 x 156: 418pp

Hb: 978-1-138-54952-4: £40.99

eBook: 978-0-429-50636-9

* For full contents and more information, visit: www.crcpress.com/9781138549524

Value Dominant Logic

Helping Individuals and Their Companies to Succeed



Gautam Mahajan

This book provides and paints a much-needed broad and rich canvas in relation to a vital issue for the 21st century – value creation. The book provides executives and practitioners with considerable food for thought. It uses a variety of useful layouts and diagrams in order to make its insightful points and provides many valuable ideas to put into practice.

Productivity Press

Market: Business & Management

December 2018: 235 x 156: 208pp

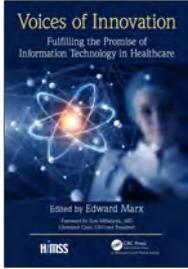
Hb: 978-0-367-03057-5: £30.99

eBook: 978-0-367-03058-2

* For full contents and more information, visit: www.crcpress.com/9780367030575

Voices of Innovation

Fulfilling the Promise of Information Technology in Healthcare



Edward W. Marx, Advisory Board Company, Colleyville, Texas, USA

Series: *HIMSS Book Series*

We can all point to random examples of innovation inside of healthcare information technology, but few repeatable processes that make innovation more routine than random. How do you create and sustain a culture of innovation? What are the best practices you can refine and embed as part of your organization's DNA? What are the potential outcomes for robust healthcare transformation when we get this innovation mystery solved? Loaded with numerous case studies and stories of successful innovation projects, this book helps the reader understand how

to leverage innovation to help fulfill the promise of healthcare information technology in enabling superior business and clinical outcomes.

CRC Press

Market: Healthcare

January 2019: 254 x 178: 262pp

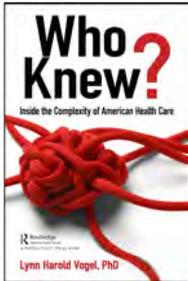
Hb: 978-1-498-76968-6: **£38.99**

eBook: 978-1-315-15421-3

* For full contents and more information, visit: www.crcpress.com/9781498769686

Who Knew?

Inside the Complexity of American Health Care



Lynn H. Vogel

This book written by a well know industry 'insider' with 35+ years working at senior levels in hospital operations and information technology, discusses nine major factors that in combination contribute to health care's complexity. The author concludes that until we understand why health is so complex, we will continue to see books complaining about the poor state of health care in the U.S., and proposals for change that are generally unsuccessful, and innovative technology products that fail to deliver expected results.

Productivity Press

Market: Business & Management

November 2018: 235 x 156: 221pp

Hb: 978-1-138-35302-2: **£19.99**

eBook: 978-0-429-43442-6

* For full contents and more information, visit: www.crcpress.com/9781138353022

2nd Edition

Workplace Clinics and Employer Managed Healthcare

A Catalyst for Cost Savings and Improved Productivity

A. Michael LaPenna

Workplace Clinics and Employer Managed Healthcare: A Catalyst for Cost Savings and Improved Productivity, 2nd Edition is not another diatribe on the national healthcare problem. Instead, it is a book about what is possible. Mike LaPenna shares with readers the actual experiences of those self-funded employers who are moving healthcare access on-site and directly managing all aspects of their own healthcare delivery system.

Productivity Press

Market: Business & Management

September 2019: 254 x 178: 300pp

Pb: 978-1-138-74343-4: **£46.99**

Prev. Ed Pb: 978-1-420-09244-8

* For full contents and more information, visit: www.crcpress.com/9781138743434

Africapitalism

Sustainable Business and Development in Africa

Edited by **Uwafiokun Idemudia**, York University, Canada and **Kenneth Amaeshi**, University of Edinburgh, UK

Using theory, empirical research and case studies, this book explores the changing nature of business in Africa and how businesses can actively contribute to the development of Africa. It uses (and critically analyses) the concept of *Africapitalism* – a management idea and movement which seeks to blend the best of African values and Western management theories as a basis for sustainable development in Africa – to understand the subtle factors that underpin business decisions in Africa.

Routledge

Market: Business & Management

April 2019: 234x156: 192pp

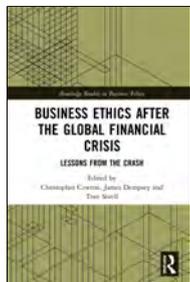
Hb: 978-1-138-67775-3: **£95.00**

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Business Ethics After the Global Financial Crisis



Edited by **Christopher J Cowton**, James Dempsey, University of Warwick, UK and **Tom Sorell**, University of Warwick, UK

Series: Routledge Studies in Business Ethics

This book focuses on business ethics after the GFC; not on the crisis itself, but how we should respond to it. The GFC has focused minds on the proper role of ethics in the understanding and conduct of business activity, but it is essential to look beyond the crisis to address the deeper challenges that it highlights.

Routledge

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Market Transformation Strategies for Sustainable Agriculture

Lucas Simons

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Hb: 978-1-783-53326-8: **£90.00**

Pb: 978-1-783-53383-1: **£24.99**

Prev. Ed Hb: 978-1-783-53231-5

* For full contents and more information, visit: www.routledge.com/9781783533268

Corporate Sustainability in the 21st Century

Increasing the Resilience of Social-Ecological Systems



Edited by **Rafael Sardá**, ESADE Business School, Spain and **Stefano Pogutz**

Corporate Sustainability in the 21st Century is an innovative new textbook which provides a fresh conceptual framework for understanding and engaging with sustainability, now and in the future – 'Business in Nature'. This book critically discusses key concepts and topics related to corporate sustainability, with a focus on corporate sustainability strategies and corporate value chains. Setting itself apart from existing books, it introduces ideas from global ecology and the natural sciences to provide readers with a new language for discussing business and sustainability.

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Building a Sustainable World through Mass Collaboration

Lorinda R. Rowledge

"CrowdRising" profiles initiatives of companies, NGOs and technology providers using crowdsourcing to develop solutions to global problems. It highlights the experiences of leaders, identifies implementation guidelines, critical success factors and lessons learned, and finally projects where the field is going.

Routledge

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September 2019: 234x156: 250pp

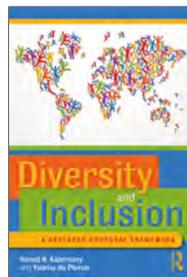
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Pb: 978-1-783-53377-0: **£24.99**

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Diversity and Inclusion

A Research Proposal Framework



Edited by **Hamid H. Kazeroony**, Walden University, USA and **Yvonne du Plessis**

Aimed at assisting doctoral candidates and early-career researchers and their supervisors globally, this book is the first of its type to address the challenges faced by students when proposing new programmes of research in the disciplines of gender, race, identity, indigeneity, and diversity within management and business. Essential reading for students and faculty engaged in these fields of study, the book provides a practical guide on how to navigate through these challenges and to arrive at a workable proposal that meets the requirements of the academy.

Routledge

Market: Business & Management

April 2019: 234x156: 104pp

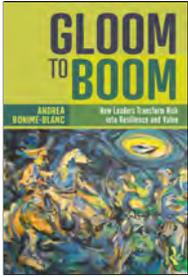
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Andrea Bonime-Blanc

This book constructs a model for how to successfully alleviate and manage strategic risk so that it actually becomes an asset in establishing a sustainable and profitable business. It draws from over two decades of experience in the world of risk assessment, global governance, and consultancy.

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Management and the Sustainability Paradox examines the issue that there appears to be an inherent paradox between what some businesses view as "a need for progress" and "a concern for sustainability".

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Market: Business & Management

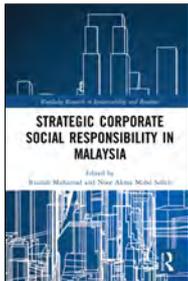
April 2019: 229 x 152: 216pp

Hb: 978-1-138-20478-2: **£105.00**

eBook: 978-1-315-46877-8

* For full contents and more information, visit: www.routledge.com/9781138204782

Strategic Corporate Social Responsibility in Malaysia



Edited by Rusnah Muhamad, University of Malaya, Malaysia and Noor Akma Mohd Salleh, University of Malaya, Malaysia

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To fully comprehend corporate social responsibility (CSR), corporations must understand the many-sided nature of CSR. This book provides insight into the theoretical foundation, beliefs, and expectations of the multiple stakeholders; the governance of CSR commitment; and corporations' strategies associated with the design, development, implementation and communication strategies for CSR through the case study on Malaysia. The book also explains why corporations should pursue a dual economic and social function and why it being critical to an organisation's success. It also describes the CSR trends and influences such as sustainability and globalisation on the future of CSR.

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The Green Leap to an Inclusive Economy

Edited by Stuart L. Hart and Fernando Casado Caneque

In this book, two leading thinkers, Stuart L. Hart and Fernando Casado, challenge head on these two biggest issues facing humanity and the planet today: Inequality and Environmental Degradation. They present the new design thinking required for a more inclusive and sustainable economy which respects both people and planet.

Far from simply presenting the problems, this book offers insightful case studies that showcase the challenges and opportunities of base of the pyramid venturing in different geographical and cultural contexts, as well as providing a detailed description of the tools that have been proven to enhance the innovation of business models to address the issues.

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Market: Business & Management

January 2019: 234x156: 160pp

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The Quiet Revolution

Towards a Sustainable Economy

Mike Townsend

The Quiet Revolution maps out the new sustainable economy using examples, insights and case studies. Allowing the reader to view the scene through a wider lens of sustainable economics; it becomes possible to see pieces come together, bringing into focus an attractive picture of a new, vibrant and sustainable economic system.

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September 2019: 234x156: 310pp

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Value Shifts

How Investors are Advancing Sustainability in Capital Markets

Alison L. Dempsey

Socially responsible investment is fast becoming established practice. This book anticipates and responds to the need to take stock of the current state of investor engagement on sustainability, offering a comprehensive assessment of investor-led sustainability and responsible investment movements.

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Comparative Employment Relations in Europe

Work and Democracy under International Pressure



Guglielmo Meardi, University of Warwick, UK

The current economic crisis, with diverging employment outcomes in different countries, has revealed the ongoing relevance of comparative industrial relations, and the need for its renewal. Dominating approaches, based on institutions and national 'models', do not focus enough on change or international factors. This book traces the changes in industrial relations in the six largest EU countries over the last twenty years, under the pressure of three crucial international forces: multinational companies, labour migration, and EU policies. Written in accessible language and enriched by case studies, it is aimed at undergraduate and postgraduate students,

researchers and practitioners.

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March 2019: 246x174: 400pp

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Critical Perspectives on Diversity in Organisations

Tom Calvard, University of Edinburgh Business School, UK

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@text Critical Perspectives on Diversity and Organizations therefore seeks to review, integrate and build upon these emerging critical perspectives on workplace diversity to help give a fuller understanding of how employee differences affect workplace interactions, relationships, employment, inequality, culture, and society.

Routledge

Market: Business & Management

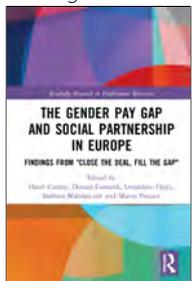
June 2019: 229 x 152: 232pp

Hb: 978-1-138-63378-0: £95.00

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The Gender Pay Gap and Social Partnership in Europe

Findings from "Close the Deal, Fill the Gap"



Edited by Hazel Conley, Donata Gottardi, University of Verona, Italy., Geraldine Healy, Queen Mary, University of London, UK, Barbara Mikołajczyk, University of Silesia in Katowice, Poland. and Marco Peruzzi, University of Verona, Italy

Series: *Routledge Research in Employment Relations*

The gender pay gap exists in every European country, but it varies even in EU states covered by the same legal principles on pay equality. Based on the EC funded research project "Close the Deal, Fill the Gap", this book uses an comparative interdisciplinary analysis to review the impact of social partnerships on GPG in Italy, Poland and the UK and provides guidelines for the negotiation of GPG-related issues. Essential for researchers and advanced students with an interest in the gender pay gap in collective bargaining processes as well as practitioners and policy makers in trade unions and employers' associations.

Routledge

Market: Business & Management

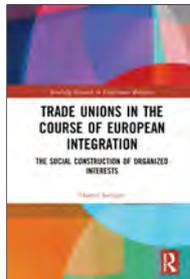
January 2019: 234x156: 190pp

Hb: 978-1-138-73850-8: £105.00

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Trade Unions in the Course of European Integration

The Social Construction of Organized Interests



Martin Seeliger, European University of Flensburg, Germany

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With its focus on a contested political field, this book contributes to practical and theoretical debates within European trade unionism. As an adequate understanding of European trade unionism in general and collective bargaining requires a twofold perspective on European integration and the role of trade unions in European labor relations, two fields of scholarly interest are being addressed. Moreover, with its focus on European trade unionism as an internationalist project of labor politics, the book will appeal to those interested in the field of Global Labor Studies.

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Using advanced analytical techniques to interrogate rich qualitative data, the book draws together established theories of decision-making and new product development, coupled with thinking about business sustainability to improve our understanding of this important area of business practice.

Routledge

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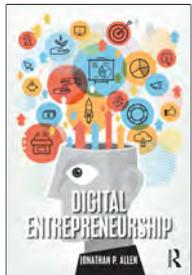
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Digital Entrepreneurship



Jonathan P. Allen, University of San Francisco, USA

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

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The Science of Making and Discovering Opportunity

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

Are entrepreneurial opportunities created or discovered? That question is at the heart of this book which guides researchers through the philosophy of entrepreneurial science.

Taking the reader on a journey through the history of ideas, the authors provide expert insights into how entrepreneurs, entrepreneurship and entrepreneurial behaviour can be researched and understood. This concise book provides analysis on entrepreneurial agency, processes and outcomes to aid the advanced study of the field.

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How Young Indians are Disrupting the World's Largest Democracy



Mark Hannant, Teammagenta, India

While the west has experienced multiple post-war economic, social and political revolutions, India by contrast has had two distinct moments of transformation in the past century: Independence in 1947 and the economic liberalisation that began in 1991. Midnight's grandchildren are the offspring of India's second social and economic revolution. *Midnight's Grandchildren* explains for a business audience the significance of the arrival in the workforce of a generation of millennials as both disruptors of the old order and engine of India's future economic potential. It is of use for professionals and educators wanting to engage this vitally important group of young people.

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March 2019: 229 x 152: 240pp

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The Practitioner's Handbook of Team Coaching

Edited by David Clutterbuck, David Clutterbuck Partnership, UK, Judie Gannon, Oxford Brookes University, UK, Sandra Hayes, C Global Consulting, USA, Ioanna Iordanou, Oxford Brookes University, UK, Krister Lowe, The Team Coaching Zone, USA and Doug MacKie, CSA Consulting, Australia

The Practitioner's Handbook of Team Coaching provides a dedicated and systematic guide to some of the most fundamental issues concerning the practice of team coaching. It seeks to enhance practice through illustrating and exploring an array of contextual issues and complexities entrenched in it. With team coaching assuming an even more prominent place in institutional and organisational contexts, the book is bound to become an indispensable resource for any coaching training course, as well as a continuing professional development tool.

Routledge

Market: Business & Management

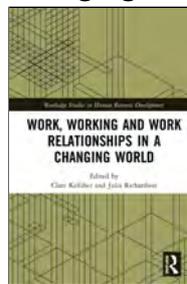
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Routledge

Market: Business & Management

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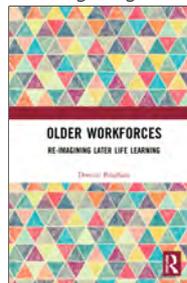
Hb: 978-0-815-37153-3: £115.00

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Older Workforces

Re-imagining Later Life Learning



Domini Bingham

The author argues that workers want to give of their best and employers want the best from their employees through high and consistent performance and that Professional Development is considered the key to high performing workforces. She uncovers what, when and how and types of professional development and learning offers a best fit for an older workforce and reveals older worker's perceptions and insights into later life working. This is a pragmatic guide with the aim of pointing to gaps between observations of older workers and assessments of management towards their mature workforce to identify openings for professional learning to foster an engaged and productive workforce.

Routledge

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A Research Overview

John Storey, Open University, UK, **Dave Ulrich**, University of Michigan, USA and **Patrick M. Wright**, University of South Carolina, USA

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Routledge

Market: Business & Management

April 2019: 216x138: 136pp

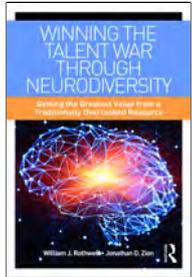
Hb: 978-1-138-59199-8: **£45.00**

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Winning the Talent War through Neurodiversity

Getting the Greatest Value from a Traditionally Overlooked Resource



William J. Rothwell, Rothwell & Associates, Inc. and **Jonathan D. Zion**

Few books examine the human resources processes relating to people with disabilities but this book provides a range of new insights. It addresses the global context, focuses on successful transition from school to workplace and examines the lessons learned from the best practices of top diversity employers worldwide. Legal issues and the role of recruiting firms are dealt with and the authors provide a disability recruiting score-card for rating firms' performance. Lastly, advice is offered about avenues for employment for PWDs who aren't suited to working in companies and other organizations.

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February 2019: 234x156: 114pp

Hb: 978-0-815-38287-4: **£45.00**

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Differentiation by Design

A Process Roadmap for Distinctive Products and Services

Daniel P Brown, Segal Design Institute Northwestern University, USA and **Lisa M Del Terto**, Weinberg College Northwestern University, USA

In today's business world, design has become widely acknowledged as the differentiator for creating competitive advantage. This book explains how to understand and track value by understanding the problem, constraints, psychology of the customer or user and their needs. Combining proven models and business theory with the authors' 35 years experience of design and innovation to emphasize the lessons, practical principles and process behind successful differentiation. Readers will find specific how-tos with examples and exercises to apply the principles of differentiation to their own projects.

Routledge

Market: Business and Management

March 2019: 234x156: 152pp

Hb: 978-1-138-58513-3: **£110.00**

Pb: 978-1-138-58514-0: **£29.99**

* For full contents and more information, visit: www.routledge.com/9781138585133

Frugal Innovation



Vanessa Ratten, La Trobe Business School, La Trobe University

Series: Innovation and Technology Horizons

This book discusses the growing use and importance of frugal innovation in society. Frugal innovation looks at innovating in a cost-efficient manner by taking into account available resources. This book explains how frugal innovation is different to other types of innovation and how frugal innovation offers a creative solution to issues of sustainability and the circular economy. The book approaches innovation by taking into account the stakeholders and how companies can innovate efficiently in an inclusive manner. It presents successful cases of

companies that have innovated frugally, making the book an engaging read for anyone who is interested to learn more.

Routledge

Market: Business

March 2019: 234x156: 144pp

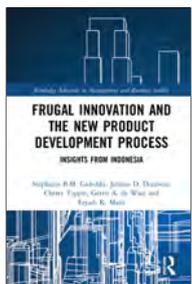
Hb: 978-1-138-31620-1: **£110.00**

Pb: 978-1-138-31621-8: **£29.99**

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Frugal Innovation and the New Product Development Process



Stephanie B.M. Cadeddu, Swinburne University of Technology, Australia, **Jerome D. Donovan**, Swinburne University, Australia, **Cheree Topple**, Swinburne University of Technology, Australia, **Gerrit A. de Waal**, RMIT University, Australia and **Eryadi K. Masli**, Swinburne University of Technology, Australia; Ministry of Planning and Investment, Socialist Republic of Vietnam; Ministry of Planning and Investment, Lao People's Democratic Republic

Series: Routledge Advances in Management and Business Studies

This book looks at frugal innovation from a New Product Development (NPD) approach for the bottom-of-pyramid (BOP) markets in developing economies. It explores how frugal innovators manage the process of developing new products for these markets through a case study in Indonesia. It illustrates how frugal innovation has been critical in the development of a cook stove and water filtration solution for the Indonesian BOP market. The book is a useful reference to those who wish to understand the key management practices in the development of such innovations for BOP markets in developing countries.

Routledge

Market: Business

January 2019: 234x156: 320pp

Hb: 978-0-367-02931-9: **£115.00**

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Harnessing Knowledge Dynamics in German Biotechnology

Harnessing Knowledge Dynamics in German Biotechnology

Felix C Müller, Leibniz Institute for Research on Society and Space (IRS), Germany

Series: Routledge Studies in Innovation, Organizations and Technology

This book explores linkages between geographies of finance and relational geographies of innovation. This aim is operationalized in the research question how investment activities affect the unfolding of innovations and are also affected by it. It focuses on biotechnology, exemplifying a field of science-driven innovation strongly entangled with the financial sector. Conceptually, it takes a relational and post-structural stance. The boundaries of biotechnology and finance and also the interfaces between them are not taken as given, but as subject to continuous making, unmaking and remaking. The latter occur as negotiations between actors in dynamically changing relational constellations.

Routledge

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Advancing Development in the 21st Century



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In this book, the editors unite a diverse array of empirical contributions around a few key themes, including public policies, institutions and innovation ecosystems, and firms and industries, that collectively make the case for a new, forward-looking innovation agenda aimed at addressing persistent challenges and exploiting emerging opportunities in Brazil. Its conclusions

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Betsy Campbell, Krause Innovation Studio, Pennsylvania State University, USA

This comprehensive guide explores intra-team interaction in workplace settings devoted to technological breakthroughs and innovative entrepreneurship. It examines the authentic conversations of teams in action rather than the performance language of pitches. This book is intended to serve as an invaluable sourcebook for scholars and students interested in innovation, entrepreneurship, and organizations as well as those focused on applied conversation analysis. The book's insights are presented in a richly detailed manner while remaining accessible to readers who are new to the methodologies and activity contexts.

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Few ideas about innovation and entrepreneurship have caught on as well as the lean-startup and design-thinking approaches to breakthroughs and new ventures. However, despite incorporating these practices into their work, most innovative entrepreneurial teams still fail. *The Innovator's Discussion* explains why, and shows readers how to develop the unseen skills that differentiate successful teams from the rest. It shows them how high-performance teams verbally accomplish their work, and offers tools and techniques to cultivate these conversational competencies. Through engaging examples and exercises, this book enables readers and their team mates to build a conversational advantage.

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August 2019; 234x156; 160pp

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The Routledge Companion to Innovation Management



Edited by **Jin Chen**, Tsinghua University, China, **Alexander Brem**, University of Southern Denmark, Denmark, **Eric Viardot**, EADA Business School Barcelona, Spain and **Poh Kam Wong**, National University of Singapore, Singapore
Series: Routledge Companions in Business, Management and Accounting

This handbook introduces the basic framework of innovation and innovation management. It also presents innovation management from the perspectives of strategy, organization, resource, as well as institution and culture. The book's comprehensive coverage on all areas of innovation management makes this a very useful reference for anyone interested in the

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Market: Business/Innovation Management

March 2019; 246x174; 640pp

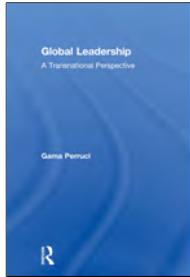
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Global Leadership

A Transnational Perspective



Gama Perruci, Marietta College, USA

Global leaders have to contend with a variety of transnational contexts that call for different leadership styles. This book assesses four of these – transactional, participatory, transformational, and autocratic – but it is not simply a theoretical examination of leadership styles. It also introduces the reader to practical skills that global leaders must master in order to be more effective at the transnational level – a global mindset, embracing diversity, conflict resolution, team building, intercultural communication, and adapting to change.

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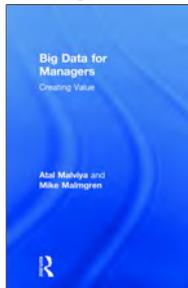
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Big Data for Managers

Creating Value



Atal Malviya and Mike Malmgren

This book develops a simple framework and a non-technical approach to help the reader understand, digest and analyse data, and produce meaningful analytics to take informed decisions. It will support value creation within businesses, from customer care to product innovation, from sales and marketing to operational performance. The authors provide multiple case studies on global industries and business units, chapter summaries, and discussion questions for the reader to consider and explore. *Big Data for Managers* also presents small cases and challenges for the reader to work on – making this a thorough and practical guide for students and managers.

Routledge

Market: Business & Management
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Demystifying Social Finance and Social Investment

Paul Palmer and Peter Grant

Series: Charity and Non-Profit Studies

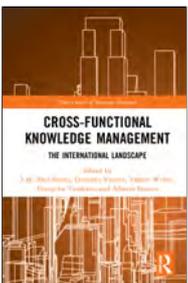
In the past, charity finance focused on two main forms of funding: grants and donations. With the recent reduction in grants, the move towards more service delivery contracts and the greater level of competition for donations, charities are struggling to maintain their impact and scale of work at best. At worst, we are seeing the fall off in the financial sustainability of charities. The question is 'How will the sector evolve to maintain its 'impact' and the scope and scale of its work?' This is where social investment has a role to play. Borrowing and debt finance is part of this mix, and a potential way of funding the sector to maintain future impact. However, it is not appropriate for all charities and relies on income generation and social enterprise to pay back investment finance, but it could be a 'game-changer' for the sector. The Editors of this book look at all facets of social investment and help readers to understand the complexity of different issues.

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February 2019: 246x174: 200pp
Hb: 978-1-472-48174-0: £95.00

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Cross-functional Knowledge Management



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 Alberto Ferraris, University of Turin, Italy

Series: The Annals of Business Research

This book provides a fresh perspective on different knowledge related topics in an international landscape, highlighting the key role of knowledge and its management in business activities.

Overall, the primary aim of this book is to extend our understandings on how KM can be helpful in several cross-functional management areas, such as strategic

management, finance, HRM and innovation as well as in different business circumstances such as M&A, internationalization processes and risk management.

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Michael C. Nwogugu

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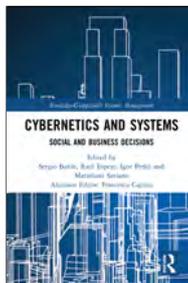
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This book promotes a knowledge creation process highlighting the necessity of sharing frameworks and adopting a multi-disciplinary approach to address the challenges of decision making and problem solving in the 21st Century. Under the common view of the general frameworks offered by systems and cybernetics, it addresses three macro-themes: people, technology and governance for sustainability; democracy, interactions, and organisation; cyber-systemic thinking, modelling and epistemology. Contributions collected in the book are the outcome of a multi-step knowledge sharing process that is convergent regarding the goals and articulated regarding the methodologies and perspectives adopted.

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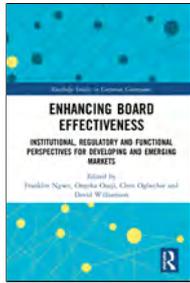
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February 2019: 229 x 152: 336pp

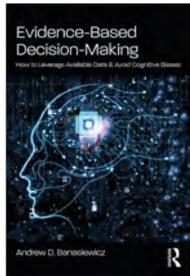
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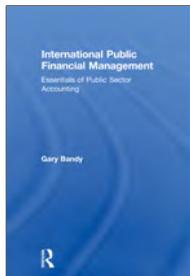
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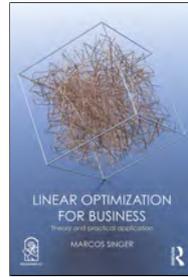
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April 2019: 234x156: 232pp

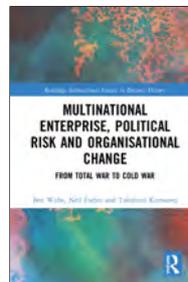
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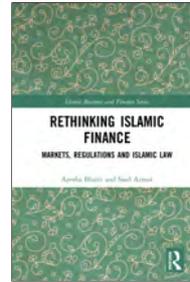
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June 2019: 246x174: 480pp

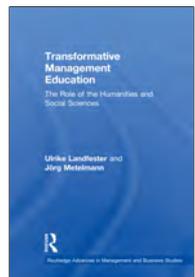
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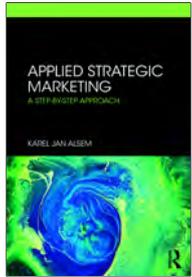
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Routledge

Market: Business & Management

May 2019: 246x189: 448pp

Hb: 978-1-138-49826-6: **£140.00**

Pb: 978-1-138-49825-9: **£49.99**

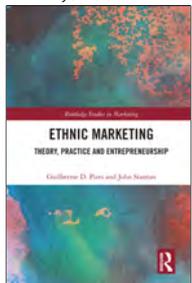
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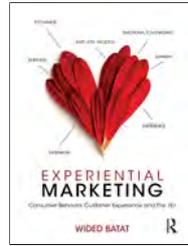
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Consumer Behavior, Customer Experience and The 7Es



Wided Batat, University of Lyon 2, France

Experiential Marketing is a guide to building experiences consumers can't forget. It will be of interest for CEOs, brand managers, marketing and communication professionals, students, and anyone eager to learn more about how to design the ultimate customer experience in a new phygital (physical place and digital space). In this book, Professor Batat combines theory and practice and gives readers an overview of: the origins and the rise of the customer experience logic, the 7Es (Experience, Exchange, Extension, Emphasis, Empathy, Emotional touchpoints, Emic/Etic process) of the new experiential marketing mix, and the challenges for the future.

Routledge

Market: Business & Management

January 2019: 234x156: 276pp

Hb: 978-1-138-29315-1: **£110.00**

Pb: 978-1-138-29316-8: **£39.99**

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GDPR

How To Achieve and Maintain Compliance



Mark Foulsham, **Brian Hitchen** and **Andrew Denley**

From May 2018, the new General Data Protection Regulations came into full force. Written by two industry experts, this book will allow you to navigate the regulations from a real-world business perspective. Uniquely, it demonstrates not only how to comply with GDPR, but to do so *only where necessary*, retaining your working practices as much as possible and saving time and money. Written in plain English and with useful case examples this business guide addresses the common pitfalls organisations would do well to avoid. Whether you are an Information Security expert or a business manager, this book provides a well-structured approach to managing your GDPR alignment.

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January 2019: 234x156: 212pp

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eBook: 978-0-429-44997-0

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Get Fit for Digital Business

A Six-Step Workout Plan to Get Your Organisation in Great Shape to Thrive in a Connected Commercial World.

Rob Laurens

Leaning on two decades of business transformation experience, Rob Laurens describes the difference between just *doing* digital and *being* digital. He provides a practical six-step process that any leader can use to accelerate change, seize the opportunities and counter the threats that digital technology brings. *Get fit for Digital Business* will help you assess where you are now, where you need to go and how you can get there.

Free from digital jargon and corporate gobbledegook, it's a complete framework for leaders who don't have time for an MBA in digital business - but who do want to get their teams in great shape to survive and thrive in a digital world.

Routledge

Market: Business & Management

February 2019: 234x156: 208pp

Hb: 978-1-138-61630-1: **£24.99**

eBook: 978-0-429-46214-6

* For full contents and more information, visit: www.routledge.com/9781138616301

History of Marketing in India

Rohit Varman, Indian School of Management Calcutta, India and Hari Sreekumar, Indian Institute of Management, Tiruchirappalli, India

Series: *Routledge Studies in the History of Marketing*

This book addresses the need to understand marketing practices in the context of the rich and varied history of India. Such an understanding will not only enrich marketing as a discipline, but also provide marketers and academics with valuable insights into the cultures and behaviors of Indian consumers. By analysing historical writings on business in India over 2000 years, and providing a coherent narrative of the marketing practices during these periods, it critically engages with the larger socio-economic structures which influenced, and were influenced by these practices. All scholars of marketing history will find this a fascinating and unique assessment of a highly significant market.

Routledge

Market: Marketing

June 2019: 234x156: 224pp

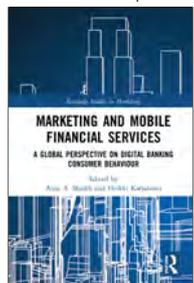
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Marketing and Mobile Financial Services

A Global Perspective on Digital Banking Consumer Behaviour



Edited by Aijaz A. Shaikh, Jyväskylä University School of Business and Economics, Finland and Heikki Karjaluoto, Jyväskylä University School of Business and Economics, Finland

Series: *Routledge Studies in Marketing*

This book provides an overview of mobile financial services (MFS) and discusses their evolution, growth, and future, as well as identifying the frameworks, stakeholders, and technologies used in financial information systems in general and MFS in particular.

Academics and researchers in digital and financial marketing will find it an invaluable resource, as will bank executives, regulators, policy makers, FinTech professionals, and anyone

interested in how mobile technology, social media and financial services will increasingly intersect.

Routledge

Market: Marketing

January 2019: 234x156: 336pp

Hb: 978-0-815-38694-0: **£115.00**

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Place Branding

Connecting Tourist Experiences to Places

Chiara Mauri and TC Melewar

Since the early 2000s, place branding has gained interest from both academics and business practitioners all over the world. The growing mobility of individuals together with the lower cost of travel has created intense competition between geographical areas. This has stimulated the creation of Destination Management Organisations (DMOs), which are extensively adapting principles and tools of brand management to places. However, place branding as a field of research is still in a state of infancy. Place Branding: Connecting Tourist Experiences to Places, edited by Chiara Mauri, TC Melewar and Charles Dennis 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. The originality of this work is the idea of focusing on the individual as a tourist who travels to experiment a memorable experience.

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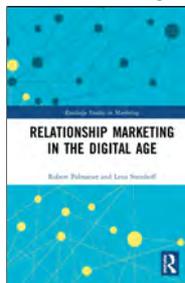
Market: Business and Management

June 2019: 246x174: 277pp

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Relationship Marketing in the Digital Age



Robert Palmatier and Lena Steinhoff

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Routledge

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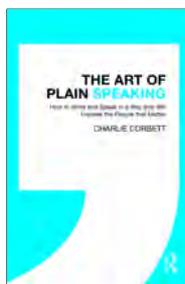
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Charlie Corbett, Bullfinch Media, UK

The author argues that effective communication does not require a degree in English or a lifetime working in the media. You do not need to be an expert in grammar or sentence construction to write and speak well. *The Art of Plain Speaking* teaches the reader to find simple ways to come up with original ideas, and then articulate these ideas in a clear, meaningful way. It is vital reading for busy professionals seeking to build their personal and corporate brand, and for anyone wanting to separate themselves from the buzz of modern jargon.

Routledge

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Donald F. Kuratko, Indiana University - Bloomington, USA,
Michael G. Goldsby and Jeffrey S. Hornsby

Effectiveness is the underlying theme for this introduction to disruptive innovation. Essential reading for students of corporate innovation, corporate ventures, corporate strategy, or human resources, this book also speaks to the specific needs of active managers charged with the expectation of enhancing the innovative prowess of their organization. Instructors' outlines, lecture slides, and a test bank round out the ancillary online resources for this title.

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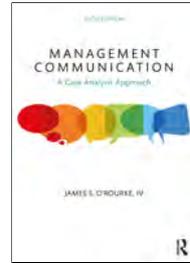
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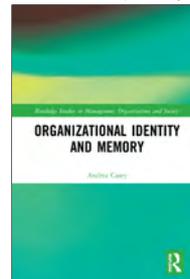
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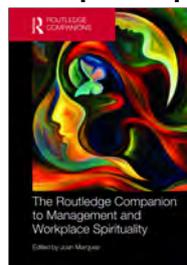
Routledge

Market: Business & Management
July 2019: 246x174: 304pp
Hb: 978-1-138-29308-3: **£100.00**
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The Routledge Companion to Management and Workplace Spirituality



Edited by Joan Marques, Woodbury University, USA

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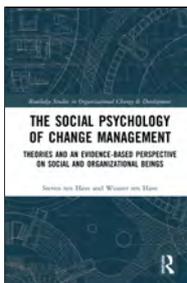
This book provides readers with a broad, cutting-edge overview of the discipline of management spirituality and religion (MSR). Marques has gathered leading scholars from around the world who share their insights and research on important topics such as linking spirituality and religion, cultural influences on workplace spirituality, mindfulness, and managing spiritually averse people.

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Steven ten Have, de Vrije Universiteit Amsterdam, the Netherlands, John Rijssen, Wouter ten Have, de Vrije Universiteit Amsterdam, the Netherlands and Joris Westhof

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The New Design Agenda

Changing the World by Design

Leon Cruickshank and Rachel Cooper, Lancaster University, UK

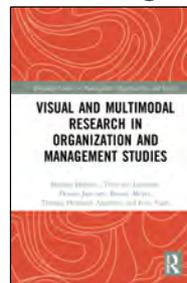
Drawing on interviews with some of the most highly regarded commentators and practitioners from across design practice, industry, policy-making and academia the authors bring together the threads from this, the most cross-disciplinary of activities, into a coherent and convincing tapestry and lay out the vision for the future of design and the design profession. This engaging and important book is a must-read for the design professionals, educators and policy-makers who will be instrumental in imagining and implementing the new techniques, capabilities and resources required to take design forward for the next fifteen years.

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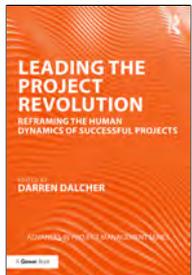
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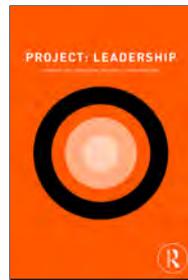
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Market: Business

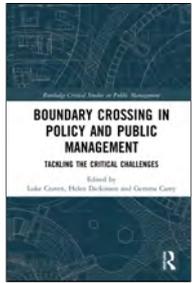
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Boundary Crossing in Policy and Public Management

Tackling the Critical Challenges



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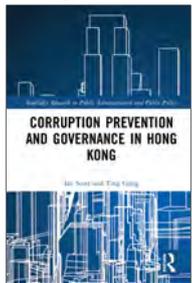
Series: Routledge Critical Studies in Public Management
Boundary Crossing in Policy and Public Management digs into the heart of enduring questions and challenges for cross-boundary working, providing in-depth conceptual contributions on the fundamental challenges of boundary work. It displays the latest state of knowledge on the topic and will be of interest to researchers, academics, practitioners, and students in the fields of public management, public policy, public administration, public-private relationships and coordination and collaboration.

Routledge

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eBook: 978-1-315-20627-1

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Human Resource Management in Public Service Organizations addresses a significant gap in texts that are available to practitioners and scholars of public sector management. The authors combine practical techniques of HRM within the context of the public sector focussing on a number of key areas including: The various components of how HRM may be applied in a public sector environment; the latest debates in the benefits of HRM within the public sector, and the interaction between HRM and voluntary sector values.

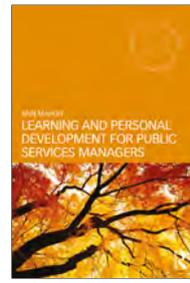
This text seeks to equip public sector managers and students of public management with the necessary skills and knowledge to more effectively manage their human resources.

Routledge

Market: Business & Management
November 2019: 234x156: 270pp
Hb: 978-0-415-41154-7: **£95.00**
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Edited by **Adam Lindgreen**, **Mark H Kitchener**, **John D Brewer**, **Mark Moore**, **Timo Meynhardt**, University of St. Gallen, Switzerland and **Nicole Koenig-Lewis**

Over the last 10 years, the concept of value has emerged in business and public life as part of an important process of measuring, benchmarking and assuring the resources we invest and the outcomes we generate from our activities. In the context of public life, value is an important measure on the contribution to business and social good of activities for which strict financial measures are inappropriate or fundamentally unsound. This ground-breaking research anthology explores public value across a range of contextually and culturally diverse examples including public management (leadership, voluntary activity, knowledge management); cultural heritage; education and research.

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eBook: 978-1-315-16343-7

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Researching Networks and Collaboration in the Public Sector

A Guide to approaches, methodologies and analytics

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Networks and other collaborations are central to the public sector's ability to respond to their diverse responsibilities, from international development and regional governance, to policy development and service provision. This volume showcases the key research methodologies and analytic tools used to examine network practices. It provides a unique guide to compelling methods for researchers and practitioners, and discusses each specifically in the context of collaborative arrangements and network structures and how these are applied in practice.

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The Myth of a Universal Model for Public Management

Contextualization and public management reform in Hong Kong

Wilson Wong, Chinese University of Hong Kong, Hong Kong

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Routledge

Market: Business

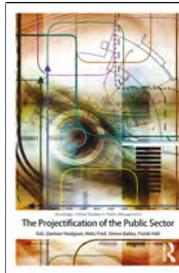
June 2019: 234x156: 256pp

Hb: 978-1-138-88559-2: **£105.00**

eBook: 978-1-351-05118-7

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The Projectification of the Public Sector



Edited by **Damian Hodgson**, Manchester Business School, UK, **Mats Fred**, Malmö University, Sweden, **Simon Bailey**, at Manchester Business School, UK and **Patrik Hall**, Malmö University, Sweden

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Despite its popularity at the national and supra-national levels, there has been little critical attention directed towards projectification in the public sector within social sciences in general. In this book, we draw together research from a range of academic fields, from organisation theory to social policy, from regional studies and political science to innovation research, to develop a critical and theoretically informed analysis of the causes, nature and consequences of the projectification of the public sector.

Routledge

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March 2019: 229 x 152: 300pp

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Workers' Voice and HRM Practice in the Public Sector

Multi-dimensional Well-being at Work

Nicole Renee Cvenkel

Some scholarly research has focused on the reactions of employees to the quality of working life and well-being at work and much of this suggests high levels of dissatisfaction, disaffection and disengagement. In *Workers' Voice and HRM Practice in the Public Sector*, Nicole Baptiste avers that whilst it is known that public sector employees are even less satisfied than those in the private sector, there has been very little research into the effects of working life experiences on employee well-being in public sector organisations.

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Routledge

Market: Business & Management

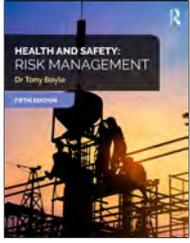
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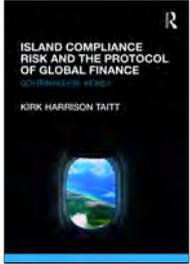
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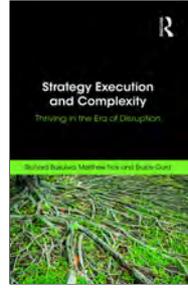
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Thriving in the Era of Disruption



Richard Busulwa, University of South Australia, Matthew Tice, University of South Australia and Bruce Gurd, Insurgency Party Ltd, Australia

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May 2019: 234x156: 216pp

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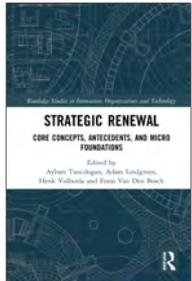
Hb: 978-1-138-93412-2: £165.00

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The Rise of a Global Agro-food Power

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Agriculture in rural Brazil has experienced a seismic transformation in recent years to become a modern, diversified and increasingly global agro-food sector. This has had far-reaching effects on all aspects of society, but the results have been distributed unevenly leading to great inequality. This book explores the recent history of the transition and its corresponding structural changes; from the birth of the country's value chains and emerging technological density to its implications for the labour market; from environmental challenges to the processes of social differentiation that are deepening and will thus transform rural areas into quasi-demographic deserts in the near future.

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An International Operational Guide

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May 2019: 234x156: 256pp

Hb: 978-1-138-22269-4: **£95.00**

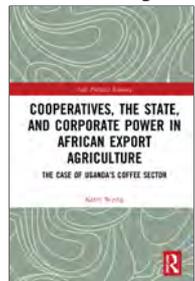
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Cooperatives, the State, and Corporate Power in African Export Agriculture

The Case of Uganda's Coffee Sector



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Agriculture still contributes more to Africa's GDP than any other sector, and small farms are the largest food producer and a major source of employment and export earnings. However, productivity remains low and destitution among small producers is widespread. This book explores the strengths and weaknesses of the recently celebrated revival of Africa's cooperatives.

Supported by wide-ranging interdisciplinary evidence, including new ethnographic survey and interview data, Wedig shows how cooperatives may be co-opted by the state and corporations in a discourse that ignores structural inequalities and emphasizes

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This book brings together contributors to explore and analyze the issue of gendered access to justice, poverty and disempowerment across Sub-Saharan Africa (SSA), and provides policy discussions on the integration of gender in justice programming. Through individual country case studies, the book focuses on the challenges, obstacles and successes of developing and implementing gender focused access to justice policies and programming in the region.

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The book argues that not only has there been an incomplete understanding of the Vietnamese political economy of the last two decades, but also that neoclassical tools do not adequately address many of the issues that are endangering Vietnam's growth.

Underlining the need to re-examine how economic actors and the state collaborate through formal and informal institutions, this study fills a gap in the scholarship of the political economy of rent and rent seeking and on the way in which rents might be used for developmental purposes.

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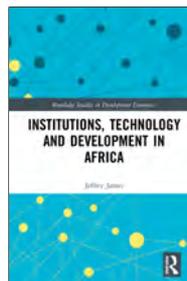
Market: Economics

October 2019: 234x156: 256pp

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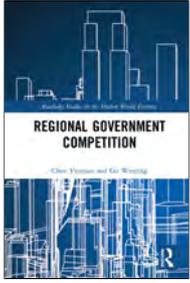
December 2018: 234x156: 130pp

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Regional Government Competition



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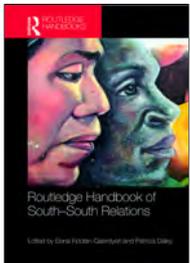
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Edited by **Elena Fiddian-Qasmiyeh**, University College London, UK and **Patricia Daley**, University of Oxford, UK.

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This Handbook critically explores the diverse ways of conceptualising and researching 'South-South relations', and explores broader questions on the nature and implications of conducting research in and about the global South. The complexities of defining 'the South' will be examined throughout the Handbook, which will offer both a state-of-the-art review of key academic and policy debates on South-South relations, and lay out a research agenda for the next 5-10 years. This Handbook will be of great interest to scholars and post-graduate students

in Anthropology, Area Studies, Development Studies, History, Geography, Politics, International Relations, Postcolonial Studies, and Sociology.

Routledge

Market: Development Studies/International Relations

December 2018: 246x174: 448pp

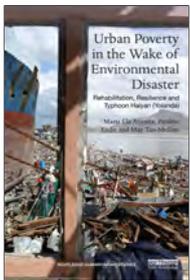
Hb: 978-1-138-65200-2: **£175.00**

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Rehabilitation, Resilience and Typhoon Haiyan (Yolanda)



Maria Ela Atienza, **Pauline Eadie** and **May Tan-Mullins**

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This book investigates the best strategies for poverty alleviation in post-disaster urban environments, and the conditions necessary for the success and scaling up of these strategies. Using the case study of typhoon Yolanda (Haiyan), the strongest typhoon ever to make landfall, the book aims to draw out policy recommendations relevant for other Middle and Lower Income Countries facing similar urban environmental challenges. It has significant implications for disaster risk reduction as it relates to the urban poor and is highly recommended for scholars and practitioners of development studies, environment studies, and disaster relief and risk reduction.

Routledge

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February 2019: 234x156: 192pp

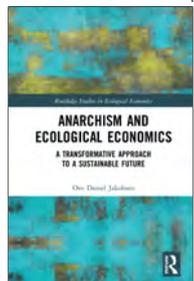
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Anarchism and Ecological Economics

A Transformative Approach to a Sustainable Future



Ove Daniel Jakobsen, University of Nordland, Norway

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This book explores the idea that anarchism – aimed at creating a society where there is as much freedom as possible – may provide an ideal political basis for the goals of ecological economics. It seems clear that it is going to be impossible to solve the problems connected to environmental degradation, climate change, economic crashes and increasing inequality, within the existing paradigm. The anarchist aims of reducing the disparities of rank and income in society and obtaining a high standard of living within an environmentally sound environment chimes well with the ecological economists' goal of living within our environmental limits for the betterment of

the planet and society.

Routledge

Market: Economics

December 2018: 234x156: 202pp

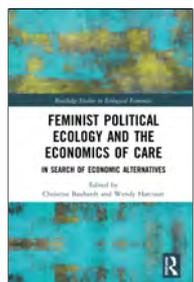
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In Search of Economic Alternatives



Edited by Christine Bauhardt, Humboldt University of Berlin, Germany and Wendy Harcourt, International Institute of Social Studies of Erasmus University, The Netherlands

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This book envisages a different form of our economies where care work and care-full relationships are central to social and cultural life. It sets out a feminist vision of a caring economy and asks what needs to change economically and ecologically in our conceptual approaches and our daily lives as we learn to care for each other and non-human others. Bringing together authors from 12 countries, it sets out the challenges for gender aware economies based on an ethics of care for people and the environment. It aims to break down the assumed inseparability

of economic and natural resource exploitation, while not romanticising social-material relations to nature.

Routledge

Market: Economics

December 2018: 234x156: 298pp

Hb: 978-1-138-12366-3: £105.00

eBook: 978-1-315-64874-3

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Sustainable Economic Alternatives

Emerging Eco-Social Enterprises for Non-Growth Economies

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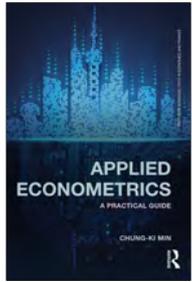
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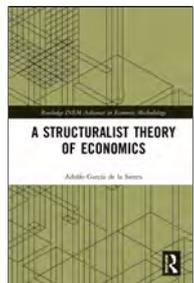
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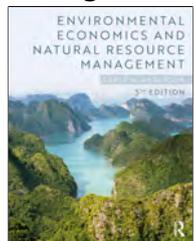
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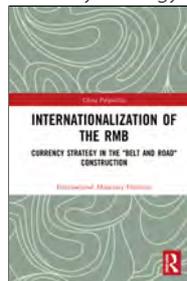
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in the "Belt and Road" countries should be the key to RMB internationalization.

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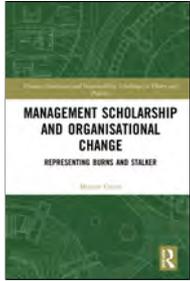
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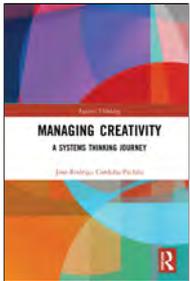
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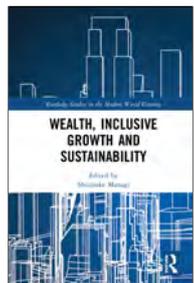
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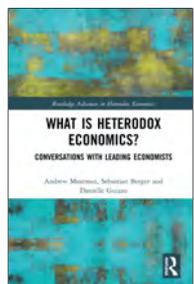
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circles, what the self-image of heterodox economists is, and how this affects the way they develop theories and teach. It will be of great interest to all keen to find out more about the internal discussions in the economics discipline.

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Peter Goldfinch, Goldfinch Advisory, New Zealand
Series: Innovation and Technology Horizons

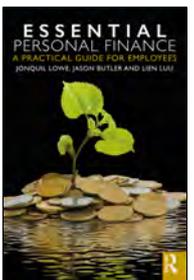
This book is intended to assist the reader in navigating the payments landscape. It provides a comprehensive overview of the evolution of payment and offers projections for the future, encouraging readers to explore their own predictions, using the framework that the book has provided. It is vital reading for technologists, marketers, executives, and investors in the FinTech sector, as well as academics teaching business and technology courses.

Routledge

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Routledge

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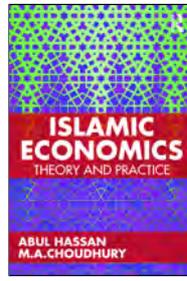
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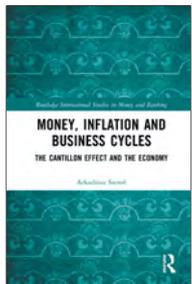
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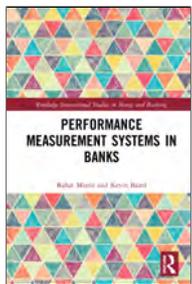
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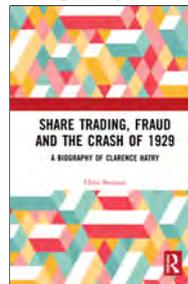
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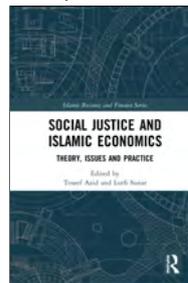
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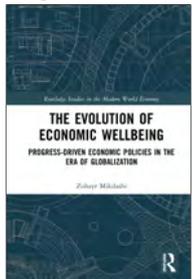
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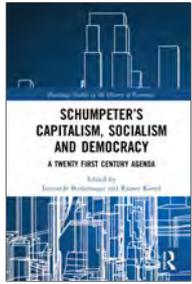
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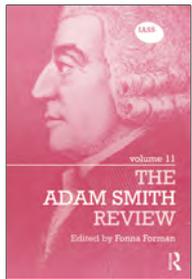
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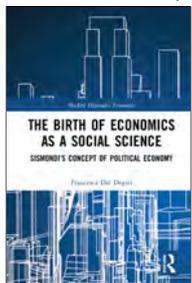
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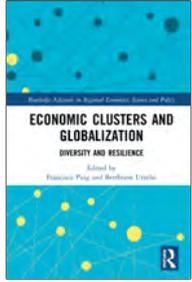
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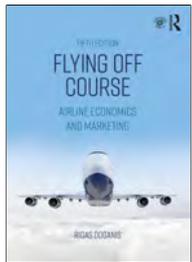
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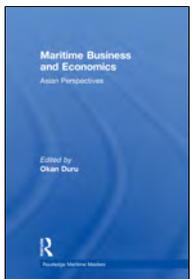
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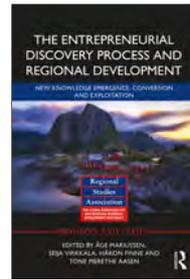
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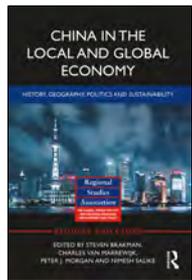
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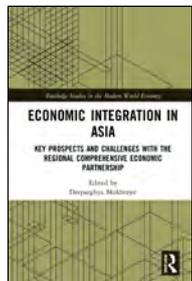
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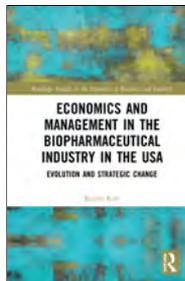
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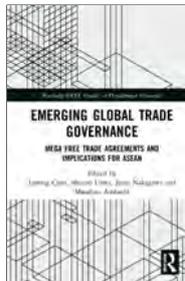
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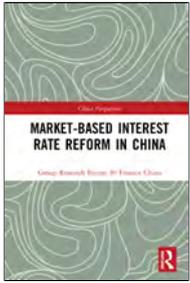
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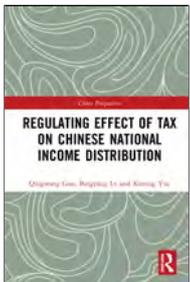
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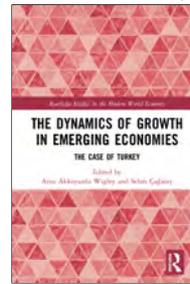
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The Dynamics of Growth in Emerging Economies

The Case of Turkey



Edited by Arzu Akkoyunlu Wigley, Hacettepe University, Turkey and Selim Çağatay, Akdeniz University, Turkey

Series: Routledge Studies in the Modern World Economy

This book closes the gap in the existing literature, as well as analyzing the other significant determinants of long run growth in Turkey such as import dependency and saving-investment decision. It focuses on the "neglected" issues, namely the micro, macro, regional and gender aspects of growth, as well as the microeconomic dynamics of growth. The authors provide a macro overview of all of the precluded subjects in order to evaluate them in relation to one other, as well as to derive lessons from them. This book is a must read for researchers and policy makers not only in Turkey but in developing economies,

which are experiencing the same problems, as well.

Routledge

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Junji Nakagawa, University of Tokyo, Japan

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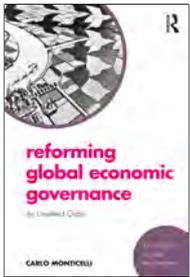
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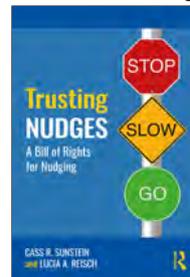
November 2018: 234x156: 222pp

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Toward A Bill of Rights for Nudging



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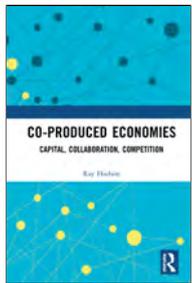
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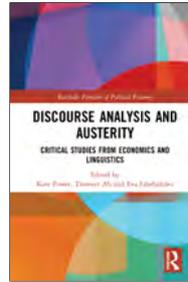
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This unique collaboration between economists and linguists examines manifestations of the discourses of austerity.

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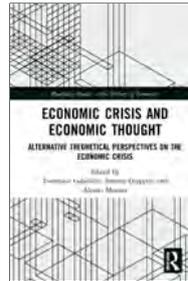
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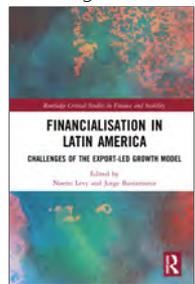
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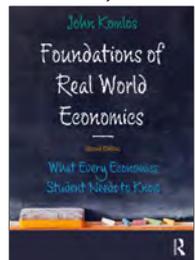
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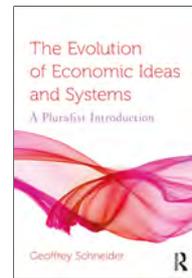
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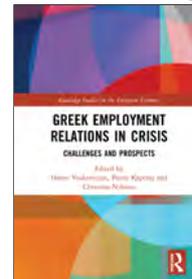
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Problems, Challenges and Prospects



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and owners of mineral rights, demonstrating the importance of the institutional context in the development of fracking.

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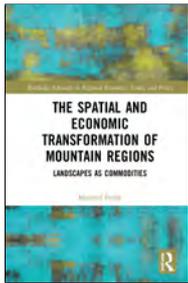
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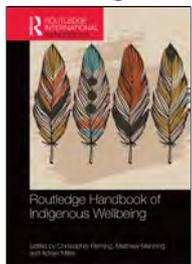
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