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## Contacts

### **Lucy Pink**

*Area Sales Manager and  
College Representative  
Scotland, North England,  
the Midlands and North Wales*  
Mobile: +44 (0) 7860 633 156  
Email: [lucy.pink@tandf.co.uk](mailto:lucy.pink@tandf.co.uk)

### **James Whittle**

*Area Sales Manager  
London, South England,  
South Wales, Northern Ireland and  
Ireland*  
Mobile: +44 (0) 7802 536 233  
Email: [james.whittle@tandf.co.uk](mailto:james.whittle@tandf.co.uk)

# Contents

Business & Management .....	1
Study Skills .....	3
<b>Index</b> .....	<b>4</b>

## Corporate Finance: The Basics



Terence C.M. Tse  
*Series: The Basics*

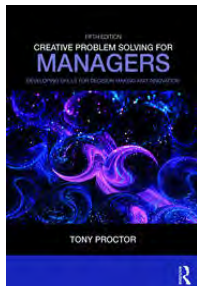
This book is a concise introduction to the inner workings of finance at the company level. It aims to take the fear out of corporate finance and add the fun in, presenting the subject in a way that is simple to grasp and easy to digest. Its aim is to explain the essential ideas of corporate finance, avoiding the heavy use of calculations and formulae. Through the use of a subject map, this book explains how the key components of the subject are connected with each other, strengthening the reader's understanding. This book is the ideal introduction for anyone looking for a short yet scholarly overview of corporate finance.

Routledge  
August 2017:154  
Hb: 978-1-138-69558-0: **£94.99**  
Pb: 978-1-138-69560-3: **£19.99**  
eBook: 978-1-315-52657-7

\* For full contents and more information, visit: [www.routledge.com/9781138695603](http://www.routledge.com/9781138695603)

## Creative Problem Solving for Managers

Developing Skills for Decision Making and Innovation



Tony Proctor

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

Routledge  
October 2018:392  
Hb: 978-1-138-31236-4: **£130.00**  
Pb: 978-1-138-31238-8: **£38.99**  
eBook: 978-0-429-45825-5

\* For full contents and more information, visit: [www.routledge.com/9781138312388](http://www.routledge.com/9781138312388)

## Digital Analytics for Marketing



Gohar F. Khan, Marshall Sponder

*Series: Mastering Business Analytics*

This comprehensive book provides students with a "grand tour" of the tools needed to measure digital activity and implement best practices for using data to inform marketing strategy. It is the first text of its kind to introduce students to analytics platforms from a practical marketing perspective.

Routledge  
October 2017:416  
Hb: 978-1-138-19067-2: **£180.00**  
Pb: 978-1-138-19068-9: **£48.99**  
eBook: 978-1-315-64091-4

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## Digital Entrepreneurship



Jonathan Allen

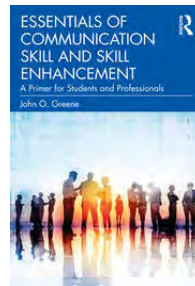
With an award-winning approach, the author guides readers through the process of a lean startup, taking a "digital first" approach to entrepreneurship. Students using the book will emerge with enhanced understanding of different digital business models, analytical skills for digital ventures, and the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

Routledge  
February 2019:260  
Hb: 978-1-138-58367-2: **£130.00**  
Pb: 978-1-138-58369-6: **£42.99**  
eBook: 978-0-429-50656-7

\* For full contents and more information, visit: [www.routledge.com/9781138583696](http://www.routledge.com/9781138583696)

## Essentials of Communication Skill and Skill Enhancement

A Primer for Students and Professionals



John O. Greene

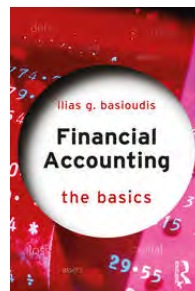
For those who wish to learn or teach the tools of skillful communication, this book provides concrete insight into what makes a person a successful communicator. Predicated on four simple notions—that communication can be done well or poorly, that communication skills matter, that people differ in those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

Routledge  
March 2021:174  
Hb: 978-0-367-53838-5: **£130.00**  
Pb: 978-0-367-53428-8: **£35.99**  
eBook: 978-1-003-08345-0

\* For full contents and more information, visit: [www.routledge.com/9780367534288](http://www.routledge.com/9780367534288)

## Financial Accounting

The Basics



Ilias Basioudis

*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 bite-size chunks. In empowering students to learn at their own pace, the book enhances course learning to maximise chances of overall success.

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eBook: 978-0-429-46806-3

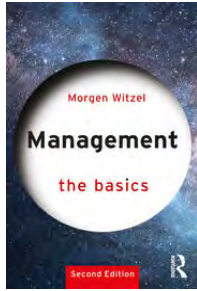
\* For full contents and more information, visit: [www.routledge.com/9781138605510](http://www.routledge.com/9781138605510)





## Management

### The Basics



Morgen Witzel

*Series: The Basics*

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

Routledge  
March 2022:222  
Hb: 978-0-367-77513-1: **£94.99**  
Pb: 978-0-367-77512-4: **£19.99**  
eBook: 978-1-003-17172-0

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## Organization Design

### The Practitioner's Guide



Naomi Stanford

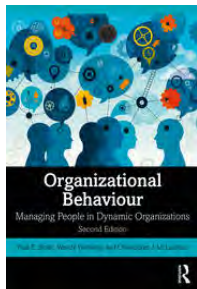
This new and updated third edition of Organization Design looks at how to (re)design an organizational system in order to increase productivity, performance and value. This edition has an enhanced international focus, and includes new material on organization design theories, the role of leaders, public sector organizations, and evaluation. This book is a must-read for students or practitioners involved in organizational design, development and change.

Routledge  
June 2018:338  
Hb: 978-1-138-29319-9: **£170.00**  
Pb: 978-1-138-29324-3: **£52.99**  
eBook: 978-1-315-23210-2

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## Organizational Behaviour

### Managing People in Dynamic Organizations



Paul E. Smith, Wendy Yellowley, Christopher J. McLachlan

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

Routledge  
October 2020:224  
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eBook: 978-0-429-27956-0

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## The Goal

### A Business Graphic Novel



Eliyahu Goldratt, Dwight Zimmerman

Visual and fun to read, The Goal: A Business Graphic Novel offers an accessible introduction to the Theory of Constraints concepts presented in The Goal, the business novel on which it was based. The Goal is widely considered to be one of the most influential business books of all time. A bestseller since it was first published in 1984, the business novel has sold over 7 million copies, been translated into 32 languages and is taught in colleges, universities, and business schools around the world. Named to Time magazine's list of the 25 Most Influential Business Management Books, it is frequently cited by executives as a favorite or must-read title.

Routledge  
December 2017:144  
Hb: 978-0-815-38512-7: **£130.00**  
Pb: 978-0-815-38513-4: **£19.99**

\* For full contents and more information, visit: [www.routledge.com/9780815385134](http://www.routledge.com/9780815385134)

## The Goal

### A Process of Ongoing Improvement



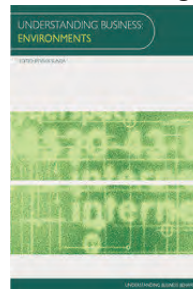
Eliyahu M. Goldratt, Jeff Cox

Written in a fast-paced thriller style, The Goal is the gripping novel which is transforming management thinking throughout the Western world. The author has been described by Fortune as a 'guru to industry' and by Businessweek as a 'genius'. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors. Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done.

Routledge  
November 2004:374  
Pb: 978-0-566-08665-6: **£19.99**

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## Understanding Business Environments



*Edited By Michael Lucas*

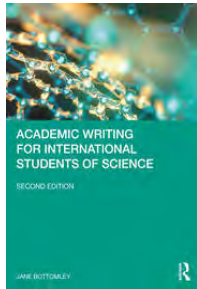
*Series: Understanding Business*

First Published in 2000. Routledge is an imprint of Taylor & Francis, an informa company.

Routledge  
August 2000:296  
Hb: 978-0-415-23859-5: **£175.00**  
Pb: 978-0-415-23860-1: **£52.99**  
eBook: 978-0-203-99226-5

\* For full contents and more information, visit: [www.routledge.com/9780415238601](http://www.routledge.com/9780415238601)

## Academic Writing for International Students of Science



Jane Bottomley

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

Routledge  
October 2021:220  
Hb: 978-0-367-63271-7: **£130.00**  
Pb: 978-0-367-63272-4: **£27.99**  
eBook: 978-1-003-11857-2

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## Academic Writing for International Students of Business and Economics



Stephen Bailey

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



Routledge  
January 2020:346  
Hb: 978-0-367-28030-7: **£130.00**  
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eBook: 978-0-429-29927-8

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## Study Skills for Foundation Degrees



Dorothy Bedford, Elizabeth Wilson

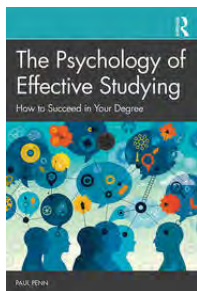
Study Skills for Foundation Degrees offers a step-by-step guide to the skills needed to successfully complete a Foundation Degree. Filled with activities and useful tips, it will help students to move from nervous novice to confident expert and provide them with the necessary tools to accomplish this. This third edition has been fully updated and features new chapters on e-learning, dissertations as well as expanded sections on ethics, feedback and referencing. Each chapter includes practical guidance as well as student perspectives that will help students through their course of study.

Routledge  
December 2019:200  
Hb: 978-0-367-33134-4: **£130.00**  
Pb: 978-0-367-33135-1: **£16.99**  
eBook: 978-0-429-31810-8

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## The Psychology of Effective Studying

How to Succeed in Your Degree



Paul Penn

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

Routledge  
August 2019:244  
Hb: 978-1-138-57090-0: **£115.00**  
Pb: 978-1-138-57092-4: **£19.99**  
eBook: 978-0-203-70311-3

\* For full contents and more information, visit: [www.routledge.com/9781138570924](http://www.routledge.com/9781138570924)



<b>A</b> . . . . .	
Academic Writing for International Students of Business and Economics . . . . .	<u>3</u>
Academic Writing for International Students of Science . . . . .	<u>3</u>
<b>C</b> . . . . .	
Corporate Finance: The Basics . . . . .	<u>1</u>
Creative Problem Solving for Managers . . . . .	<u>1</u>
<b>D</b> . . . . .	
Digital Analytics for Marketing . . . . .	<u>1</u>
Digital Entrepreneurship . . . . .	<u>1</u>
<b>E</b> . . . . .	
Essentials of Communication Skill and Skill Enhancement . . . . .	<u>1</u>
<b>F</b> . . . . .	
Financial Accounting . . . . .	<u>1</u>
<b>M</b> . . . . .	
Management . . . . .	<u>2</u>
<b>O</b> . . . . .	
Organizational Behaviour . . . . .	<u>2</u>
Organization Design . . . . .	<u>2</u>
<b>S</b> . . . . .	
Study Skills for Foundation Degrees . . . . .	<u>3</u>
<b>T</b> . . . . .	
The Goal . . . . .	<u>2</u>
The Goal . . . . .	<u>2</u>
The Psychology of Effective Studying . . . . .	<u>3</u>
<b>U</b> . . . . .	
Understanding Business Environments . . . . .	<u>2</u>

<b>D.</b> .....	
Dorothy Bedford, Elizabeth Wilson . . . . .	<a href="#">3</a>
<b>E.</b> .....	
Eliyahu Goldratt, Dwight Zimmerman . . .	<a href="#">2</a>
Eliyahu M. Goldratt, Jeff Cox . . . . .	<a href="#">2</a>
<b>G.</b> .....	
Gohar F. Khan, Marshall Sponder . . . . .	<a href="#">1</a>
<b>I.</b> .....	
Ilias Basioudis . . . . .	<a href="#">1</a>
<b>J.</b> .....	
Jane Bottomley . . . . .	<a href="#">3</a>
John O. Greene . . . . .	<a href="#">1</a>
Jonathan Allen . . . . .	<a href="#">1</a>
<b>M.</b> .....	
Michael Lucas . . . . .	<a href="#">2</a>
Morgen Witzel . . . . .	<a href="#">2</a>
<b>N.</b> .....	
Naomi Stanford . . . . .	<a href="#">2</a>
<b>P.</b> .....	
Paul E. Smith, Wendy Yellowley, Christopher J. McLachlan . . . . .	<a href="#">2</a>
Paul Penn . . . . .	<a href="#">3</a>
<b>S.</b> .....	
Stephen Bailey . . . . .	<a href="#">3</a>
<b>T.</b> .....	
Terence C.M. Tse . . . . .	<a href="#">1</a>
Tony Proctor . . . . .	<a href="#">1</a>







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