



**Essential Texts for
MBA Students**

2015-2016

sagepub.co.uk

 **SAGE**

Welcome...

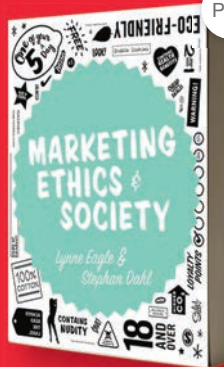
Welcome to the 2015-2016 MBA catalogue. As we reach our 50th anniversary this year, we're looking forward to celebrating with all of you whom we have known and worked with over the years and who have been pivotal in our growth as an independent, international, academic social science publisher of textbooks. As we look back on our success so far, and forward to a dynamic and innovative publishing future, we would like to take this opportunity to thank you for choosing SAGE and for being part of our journey.

This catalogue showcases SAGE's most suitable texts and resources for use on an MBA programme of study. Whether you are looking for texts on key business topics such as leadership, strategy, marketing and organization studies, or texts to support your study skills and research, we are confident you will find something on these pages to meet your and your students' needs.

Our titles are now available in eBook format for individual purchase. Key titles come with access to companion websites which may contain slides, teaching notes, access to SAGE journal articles, MCQ's and podcasts. Please visit www.sagepub.co.uk for our complete backlist of titles or contact your local sales representative for further guidance and to discuss custom publishing solutions.

The SAGE Business & Management Team


New and Bestselling Titles



Contact us

1 Oliver's Yard, 55 City Road,
London, EC1Y 1SP

 +44 (0)20 7324 8500

 +44 (0)20 7324 8600

 www.sagepub.co.uk

Key Contacts

Kirsty Smy – Senior Commissioning Editor
kirsty.smy@sagepub.co.uk

Matthew Waters – Commissioning Editor
matthew.waters@sagepub.co.uk

Alison Borg – Senior Marketing Manager
alison.borg@sagepub.co.uk

Keep up-to-date



Tell us which subject areas you are interested in hearing about and we'll keep you up-to-date with relevant products and special offers.



Prefer to go paperless? You can switch off print communications by updating your settings at:

www.sagepub.co.uk/myaccount

Contents

Corporate Communication & PR.....	4
Corporate Governance & Business Ethics	4-5
Entrepreneurship	5
International Business	5
Human Resource Management and Development.....	6-8
Leadership	9-10
Management.....	11
Marketing	12-15
Organizational Behaviour & Organization Studies	16-18
Research Methods	19-23
Ordering Information	23
Index.....	24



SAGE eBooks

All of our books are now available as eBooks in a wide variety of formats. For full details visit:

www.sagepub.co.uk/ebooks

Inspection Copies



Request and manage your inspection copies quickly and easily

www.sagepub.co.uk/inspectioncopy



the publisher of the
social sciences

CORPORATE COMMUNICATION

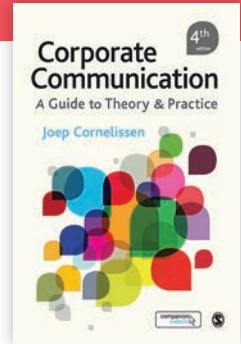
A Guide to Theory and Practice

Fourth Edition

Joep Cornelissen *VU University Amsterdam*

Joep Cornelissen has done that most difficult of balancing acts: combining compelling theory with practical implementation in a comprehensive, yet very readable, exploration of the topic

- *Professor Anne Gregory, Director, Centre for Public Relations Studies, Leeds Business School*



companion
website

2014 • 320 pages
Cloth (9781446274941) • £116.00
Paper (9781446274958) • £37.99

NEW!

ORGANIZATIONAL CRISIS COMMUNICATION

A Multivocal Approach

Finn Frandsen and Winni Johansen both at *Aarhus University*

This book offers a new and original perspective on crisis communication based on the theory of the Rhetorical Arena and the so-called multivocal approach.



companion
website

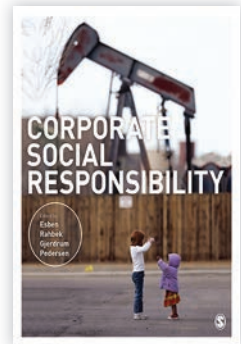
August 2016 • 392 pages
Cloth (9781446297056) • £120.00
Paper (9781446297063) • £39.99

CORPORATE SOCIAL RESPONSIBILITY

Edited by **Esben Rahbek Gjerdrum Pedersen**
Copenhagen Business School

Building on their rich research and experience, the authors offer theoretical and practical advice. Anyone interested in gaining a foothold on the mountain of literature on corporate social responsibility will find this well-timed book a rich source of ideas and inspiration

- *Adam Lindgreen, Cardiff University*



companion
website

January 2015 • 312 pages
Cloth (9780857022448) • £100.00
Paper (9780857022455) • £34.99



ETHICS THEORY AND BUSINESS PRACTICE

Mick Fryer

With a unique focus on the theoretical side of business ethics, this text will give students a key grounded introduction to business ethics and the tools needed to make ethical decisions in practical business contexts.

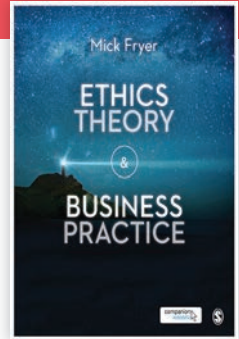


companion
website

November 2014 • 472 pages

Cloth (9781446274149) • £110.00

Paper (9781446274156) • £36.99



NEW EDITION!

INTERNATIONAL ENTREPRENEURSHIP

Starting, Developing, and Managing a Global Venture

Third Edition

Robert D Hisrich *Kent State University*

Combining robust narrative with a wide variety of interesting cases, this book focuses on the need for every entrepreneur to consider the global market.



September 2015 • 440 pages

Paper (9781483344393) • £53.00



GLOBAL SHIFT

Mapping the Changing Contours of the World Economy

Seventh Edition

Peter Dicken *University of Manchester*

With over 120,000 copies sold worldwide, Peter Dicken's **Global Shift** has been the definitive work on economic globalization for almost 30 years now. A tried, trusted and unrivalled resource for undergraduates, postgraduates and researchers across the social sciences, this is a seminal text from an internationally renowned author.

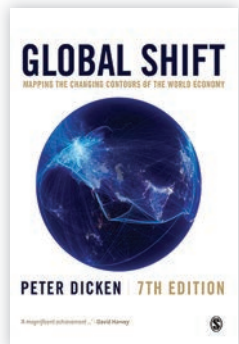


companion
website

December 2014 • 648 pages

Cloth (9781446282090) • £120.00

Paper (9781446282106) • £41.99



AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Second Edition

Nick Wilton *University of the West of England*

A first class text. It is scholarly and yet very accessible

- Louise Preget, *Bournemouth University Business School*



2013 • 480 pages
Cloth (9781446255834) • £90.00
Paper (9781446255841) • £36.99

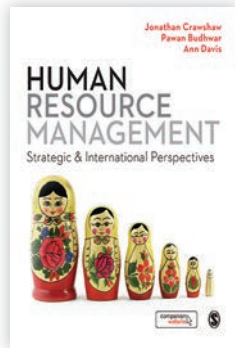
HUMAN RESOURCE MANAGEMENT

Strategic and International Perspectives

Edited by Jonathan Crawshaw, Pawan Budhwar and Ann Davis all at *Aston University*

The authors bring an important mix of new topics to the field of HRM and capture key contemporary debates in a very accessible way

- Paul Sparrow, *Professor of International HRM, Lancaster University Management School*



April 2014 • 400 pages
Cloth (9781446270783) • £90.00
Paper (9781446270790) • £37.99

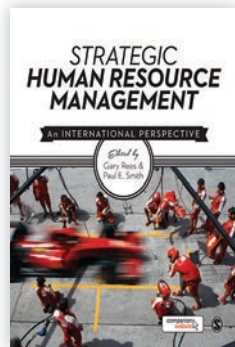
STRATEGIC HUMAN RESOURCE MANAGEMENT

An International Perspective

Edited by Gary Rees *Portsmouth University* and Paul Smith *University of Hertfordshire*

This book provides a timely examination of the notion of strategic HRM. It reminds us that changes in the nature of the economy, organizations, and business models mean that we must fundamentally re-examine our ideas about HRM and how it adds value

- Paul Sparrow, *Lancaster University Management School*



2014 • 576 pages
Cloth (9781446255858) • £110.00
Paper (9781446255865) • £36.99

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Fourth Edition

Edited by **Anne-Wil Harzing** *ESCP Europe Business School, London Campus* and **Ashly Pinnington** *The British University in Dubai*

Anne-Wil Harzing and Ashly Pinnington's bestselling textbook has guided thousands of students through their International Human Resource Management studies. Its rigour, breadth and critical edge remain unparalleled in the field.

companion
website

October 2014 • 568 pages
Cloth (9781446267301) • £120.00
Paper (9781446267318) • £39.99

NEW!

MANAGING DIVERSITY AND INCLUSION

An International Perspective

Edited by **Jawad Syed** *Huddersfield University* and **Mustafa Ozbilgin** *Brunel University*

Setting UK and European policies and practices firmly within the global context reflecting the globalization of the workplace, the chapters of the book contain international and cross-cultural case studies, examples and comparisons from a range of countries including the emerging economies.



companion
website

April 2015 • 376 pages
Cloth (9781446294635) • £110.00
Paper (9781446294642) • £36.99

GROUP DYNAMICS FOR TEAMS

Fourth Edition

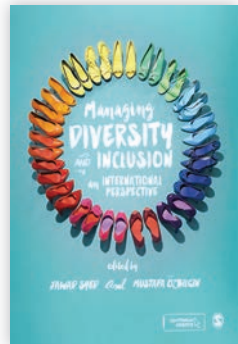
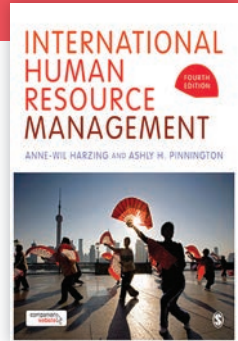
Daniel Levi *California Polytechnic State University, San Luis Obispo*

This clear and engaging book explains the basic psychological concepts of group dynamics with a focus on their application with teams in the workplace. Grounded in psychology research but with a practical focus on organizational behaviour issues, this book helps readers understand and participate in teams more effectively in day-to-day work.



companion
website

2013 • 424 pages
Paper (9781412999533) • £54.00



NEW!

EMPLOYMENT RELATIONS

Fairness and Trust in the Workplace

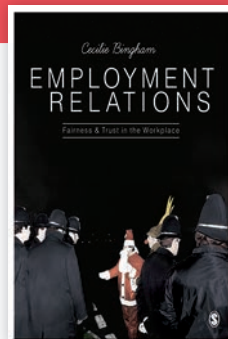
Cecilie Bingham *Westminster University*

Employment Relations reflects critically on current research and future directions in the field, with a unique focus on fairness and trust.

December 2015 • 384 pages

Cloth (9781446272589) • £100.00

Paper (9781446272596) • £39.99



sample cover

NEW EDITION!

INTERNATIONAL AND COMPARATIVE EMPLOYMENT RELATIONS

Globalisation, Regulation and Change

Sixth Edition

Edited by **Greg J Bamber** *Monash University, Melbourne*, **Russell D Lansbury**, **Nick Wailes** and **Chris Wright** all at *University of Sydney*

By far the best and most widely used contemporary comparative industrial relations book

- **Sarosh Kuruvilla**,
Cornell University

This book has become the standard reference for a worldwide readership of students, scholars and practitioners in international agencies, governments, companies and unions.

November 2015 • 432 pages

Cloth (9781473911543) • £120.00

Paper (9781473911550) • £41.99

NEW!

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT KNOWLEDGE MANAGEMENT

Joanne Roberts *University of Southampton*

This affordable and accessible introduction to knowledge management offers a critical look at the history, nature and future of the field, providing essential reading for those questioning contemporary management practices.

VERY SHORT, FAIRLY INTERESTING & CHEAP BOOKS

June 2015 • 168 pages

Cloth (9780857022462) • £50.00

Paper (9780857022479) • £14.99



NEW!

DEVELOPING LEADERSHIP

Questions Business Schools Don't Ask

Edited by **Christopher Mabey** *Middlesex University Business School* and **Wolfgang Mayrhofer** *Wirtschaftsuniversität Wien*

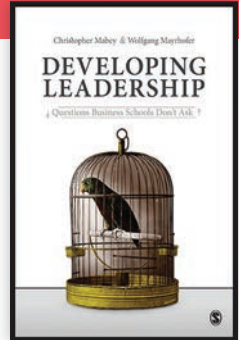
A provocative debate on the role of business schools in developing future leaders, and how to foster responsible and ethical leadership.

June 2015 • 320 pages

Cloth (9781446296103) • £90.00

Paper (9781446296110) • £30.99

Visit the author's website at
ethicalleadership.org.uk



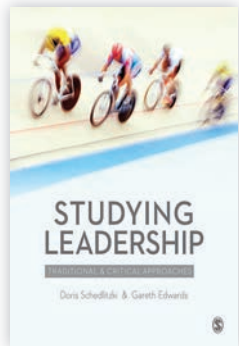
STUDYING LEADERSHIP

Traditional and Critical Approaches

Doris Schedlitzki and **Gareth Edwards**
both at *University of the West of England*

This book is well constructed and very well researched. It has a clearly thought out logical flow with enough material to inform and challenge both undergraduate and postgraduate students

- *Lise Georgeson, St Mary's University College*



companion
website

2014 • 368 pages

Cloth (9781446207963) • £90.00

Paper (9781446207970) • £34.99

NEW!

LEADERSHIP

Contemporary Critical Perspectives

Edited by **Brigid Carroll** *University of Auckland*, **Jackie Ford** *University of Bradford* and **Scott Taylor** *University of Birmingham*

Written from a global and critical perspective with a diverse range of cases and examples throughout, **Leadership** is an essential read for developing leaders operating within global and multicultural work settings.

companion
website

April 2015 • 328 pages

Cloth (9781446294376) • £110.00

Paper (9781446294383) • £36.99



sample cover

NEW EDITION!

LEADERSHIP

Theory and Practice

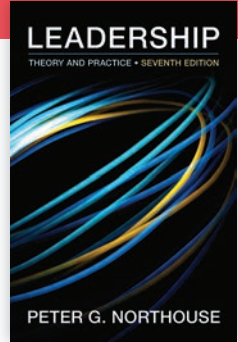
Seventh Edition

Peter G Northouse *Western Michigan University*

Over 1,000 colleges, universities, and institutions worldwide have adopted a Northouse text already. Guide future leaders with Northouse and continue to grow this number!



April 2015 • 520 pages
Paper (9781483317533) • £55.00



NAPOLEONIC LEADERSHIP

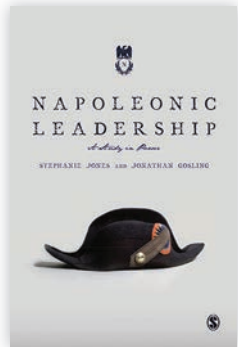
A Study in Power

Stephanie Jones *Maastricht School of Management* and
Jonathan Gosling *University of Exeter*

Marking the anniversary of Napoleon’s defeat at the Battle of Waterloo, the authors explore the relationship between power and leadership through power modes based on Napoleon’s career.

March 2015 • 160 pages
Cloth (9781446294420) • £65.00
Paper (9781446294437) • £22.99

Visit the author’s website at napoleonic-leadership.com



NEW EDITION!

LEADING ORGANIZATIONS

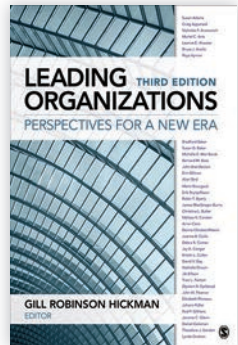
Perspectives for a New Era

Third Edition

Gill Robinson Hickman *University of Richmond*

Featuring readings from 44 prominent U.S. and international scholars in a variety of disciplines, **Leading Organizations, Third Edition** aims to increase the reader’s understanding of shared responsibility for leadership.

May 2015 • 808 pages
Paper (9781483346694) • £67.00



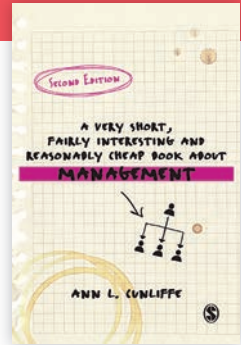
A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT MANAGEMENT

Second Edition

Ann L Cunliffe *Leeds University Business School*

[A] quite brilliant critical introduction to the study of management. This lucid, innovative and thought-provoking book takes a much-needed look at the ethical and philosophical issues facing managers in contemporary organizations

- John Hassard, *University of Manchester*



VERY SHORT, FAIRLY INTERESTING & CHEAP BOOKS

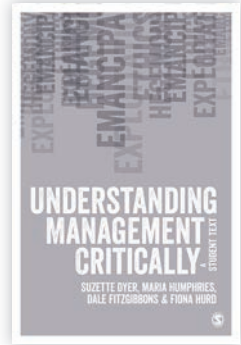
IC 2014 • 184 pages
Cloth (9781446273500) • £50.00
Paper (9781446273517) • £14.99

UNDERSTANDING MANAGEMENT CRITICALLY

A Student Text

Suzette Dyer, Maria Humphries both at *University of Waikato*, Dale Fitzgibbons *Illinois State University* and Fiona Hurd *University of Waikato*

Exploring all of the key issues in critical management studies, this book calls into question prevailing ideologies in management.



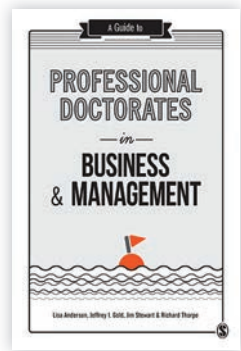
companion website 2014 • 320 pages
Cloth (9780857020802) • £89.00
Paper (9780857020819) • £30.99

NEW!

A GUIDE TO PROFESSIONAL DOCTORATES IN BUSINESS AND MANAGEMENT

Lisa Anderson *University of Liverpool*, Jeff Gold *Leeds Beckett University*, Jim Stewart *Coventry University* and Richard Thorpe *University of Leeds*

This practical guide is designed for students undertaking professional doctorates in business and management including DBAs, and addresses a number of key issues faced by supervisors and students, in particular, how they differ from a PhD and the different skills and approaches required to succeed.



companion website October 2015 • 257 pages
Cloth (9781446298329) • £85.00
Paper (9781446298336) • £27.99

PRINCIPLES AND PRACTICE OF MARKETING

Third Edition

Jim Blythe *University of Plymouth*

This book is excellent for those new to marketing as it is easy to read and crammed full of interesting, up-to-date and useful information, whether you are a student or marketing practitioner

- Julie McKeown, *Aberystwyth University*



2013 • 800 pages
 Cloth (9781446273999) • £100.00
 Paper (9781446274002) • £44.99

MARKETING

An Introduction

Third Edition

Rosalind Masterson and David Pickton *De Montfort University*

Winners - British Book Design Awards 2014 in the category Best Use of Cross Media

We were impressed with the quality of the companion website to this Higher Educational textbook. SAGE raised the bar and added features you would normally expect to find with paid resources and, combined with the textbook, we felt this added real value to the student

- Judges Comments, *British Book Design and Production Awards 2014*



2014 • 608 pages
 Cloth (9781446266465) • £126.00
 Paper & Interactive eBook (9781446296424) • £41.99

NEW EDITION!

MARKETING THEORY

A Student Text

Third Edition

Edited by **Michael Baker** *University of Strathclyde* and **Michael Saren** *University of Leicester*

A comprehensive and authoritative volume with contributions from many of the leading names in the field. Each chapter is supported by further reading suggestions and references enabling further study into individual subject areas.

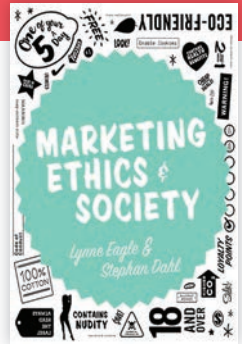
April 2016 • 600 pages
 Cloth (9781473904002) • £120.00
 Paper (9781473904019) • £39.99

NEW!

MARKETING ETHICS & SOCIETY

Edited by **Lynne Eagle** *James Cook University*
and **Stephan Dahl** *Hull University*

Taking a holistic and international perspective, this book critically examines the ethical challenges marketing faces and explores strategies marketers can use to respond to those challenges.



companion
website

September 2015 • 312 pages
Cloth (9781446296615) • £90.00
Paper (9781446296622) • £32.99

BUSINESS-TO-BUSINESS MARKETING

Third Edition

Ross Brennan *Hertfordshire University*, **Louise Canning**
KEDGE Business School and **Raymond McDowell**
University of the West of England

This textbook stands out from others by combining multiple approaches to b2b marketing theory with up-to-date examples from practice. The inclusion of many international examples makes it invaluable for faculty and students worldwide

- **Catherine Sutton-Brady**, *University of Sydney Business School*



IC

companion
website

April 2014 • 408 pages
Cloth (9781446273722) • £100.00
Paper (9781446273739) • £40.99

MARKETING COMMUNICATIONS

Second Edition

John Egan *Regent's University London*

John Egan has done an excellent job in the latest comprehensive edition of **Marketing Communications**: he combines a compelling writing style and excellent exemplification with stimulating case studies and up-to-date theoretical content. This text is an excellent choice for communication researchers and students studying a programme or module on marketing communications

- **Professor Paul Baines**, *Professor of Political Marketing and Director, Masters in Management Programme, Cranfield University*



companion
website

October 2014 • 440 pages
Cloth (9781446259023) • £120.00
Paper (9781446259030) • £39.99

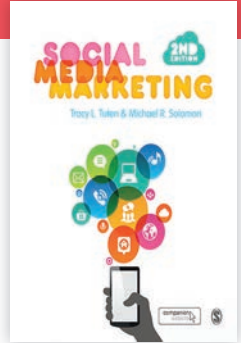
SOCIAL MEDIA MARKETING

Second Edition

Tracy L Tuten *East Carolina University, Greenville* and
Michael R Solomon *Saint Joseph's University, Philadelphia*

Hands down, this is the single best textbook about social media marketing out there. This radically revised and fully updated edition is even more comprehensive, strategic, organized, visual, results-oriented and innovative than the first. If you teach or study social media marketing or digital marketing, then you need this book!

- **Robert V Kozinets**, *Professor of Marketing, Schulich School of Business, York University, Toronto*



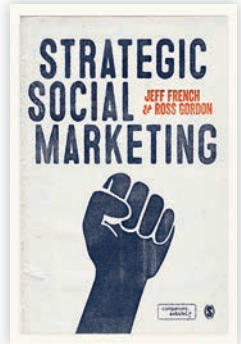
December 2014 • 352 pages
 Cloth (9781473913004) • £120.00
 Paper (9781473913011) • £44.99

NEW!

STRATEGIC SOCIAL MARKETING

Jeff French *Strategic Social Marketing Ltd* and
Ross Gordon *Macquarie University, Sydney*

Taking an international approach, this text illustrates the value of applying marketing to solve social problems, exploring the 'what' and 'why' as well as the 'how to' of social marketing.



April 2015 • 448 pages
 Cloth (9781446248614) • £100.00
 Paper (9781446248621) • £34.99

MARKETING COMMUNICATIONS MANAGEMENT

Analysis, Planning, Implementation

Second Edition

Paul Copley *Northumbria University*

Praise for the First Edition:

First rate and comprehensive. This book has got it just right: a rich blend of academic underpinning and practical examples in a very readable style

- **Martin Evans**, *Senior Fellow, Cardiff Business School*



September 2014 • 480 pages
 Cloth (9780857027863) • £120.00
 Paper (9780857027870) • £41.99

ADVERTISING AND PROMOTION

Third Edition

Chris Hackley *Royal Holloway, University of London* and
Rungpaka Amy Hackley *Queen Mary College, University of London*

Advertising and Promotion offers first-hand examples gathered from leading international advertising agencies and is told from the perspective of the agency to help give students a fun and creative insider view and think beyond the client position.



November 2014 • 360 pages
Cloth (9781446280713) • £120.00
Paper (9781446280720) • £37.99

CONSUMER BEHAVIOUR

Second Edition

Jim Blythe *University of Plymouth*

Blythe writes as he speaks - a no-nonsense approach to engaging students and conveying key information on consumer behaviour. An excellent text, in true Jim Blythe style!

- **Zubin Sethna, University of Bedfordshire Business School**



2013 • 472 pages
Cloth (9781446266441) • £100.00
Paper (9781446266458) • £41.99

CONSUMER BEHAVIOUR

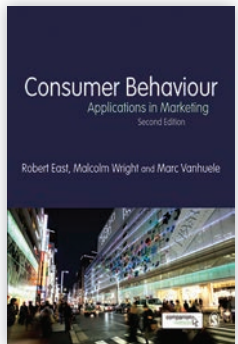
Applications in Marketing

Second Edition

Robert East *Kingston University*, **Malcolm Wright** *Massey University* and **Marc Vanhuele** *HEC School of Management*

A thought-provoking text that challenges readers to consider consumer behaviour in new and refreshing ways.... The authors not only discuss complex, one-off decisions, but also help us to understand routine behaviours that occupy so much of daily life - buying brands, patronising stores, watching adverts, making recommendations

- **Professor Mark Uncles, Deputy Dean, Australian School of Business, University of New South Wales, Sydney**



2013 • 352 pages
Cloth (9781446211229) • £105.00
Paper (9781446211236) • £41.99

NEW EDITION!

UNDERSTANDING SOCIAL ENTERPRISE

Theory and Practice

Second Edition

Rory Ridley-Duff *Sheffield Hallam University* and **Mike Bull** *Manchester Metropolitan University*

In the **Second Edition** of **Understanding Social Enterprise** the authors continue to explore the growing popularity of social enterprise and entrepreneurship, with two new chapters, a wealth of learning features and a new companion website.



October 2015 • 441 pages

Cloth (9781446295526) • £120.00

Paper (9781446295533) • £34.99

NEW EDITION!

CHANGE MANAGEMENT

A Guide to Effective Implementation

Fourth Edition

Robert A Paton *University of Glasgow*, **James McCalman** *Windsor Leadership Trust* and **Sabina Siebert** *University of Glasgow*

Packed with international case studies that draw on a range of organization types, environments and perspectives for a broad understanding of the field, this new edition has additional chapters on leading change and organizational culture.



December 2015 • 305 pages

Cloth (9781446274101) • £120.00

Paper (9781446274118) • £39.99

MANAGING CHANGE, CREATIVITY AND INNOVATION

Second Edition

Patrick Dawson *University of Aberdeen Business School* and **Constantine Andriopoulos** *Cardiff Business School*

This book is a smorgasbord of delightful insights into approaches, experiences and controversial dimensions of change from leading academics in the area. If you want to go beyond clichéd treatments of the field, then this book provides you with a wealth of dishes and much-needed food for thought

- **Richard J Badham**, *Macquarie University*



2014 • 448 pages

Cloth (9781446267202) • £120.00

Paper (9781446267219) • £39.99

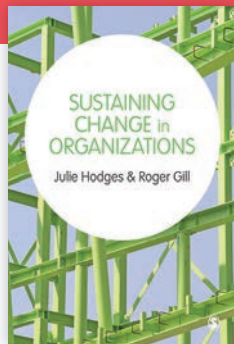


SUSTAINING CHANGE IN ORGANIZATIONS

Julie Hodges and Roger Gill both at *Durham University*

This is a timely text and a must for any module or programme looking at change in organizations. It is a well-structured, comprehensive and innovative book that is both practically engaging and academically grounded

- **Gareth Edwards**, Associate Professor of Leadership Development at Bristol Business School, University of the West of England



companion
website

December 2014 • 520 pages
Cloth (9781446207789) • £110.00
Paper (9781446207796) • £36.99

NEW EDITION!

MANAGING AND ORGANIZATIONS

An Introduction to Theory and Practice

Fourth Edition

Stewart R Clegg *University of Technology, Sydney*, **Martin Kornberger** *Copenhagen Business School* and **Tyrone Pitsis** *Newcastle University; University of Technology, Sydney*

A realist's guide to management capturing the complex life of organizations. It delivers the key themes and debates through interactive, instructive (and fun) learning aids and features.

companion
website

November 2015 • 600 pages
Cloth (9781446298367) • £120.00
Paper (9781446298374) • £48.99

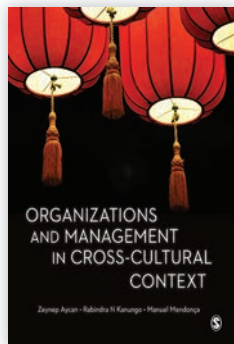
ORGANIZATIONS AND MANAGEMENT IN CROSS-CULTURAL CONTEXT

Zeynep Aycan *Koc University*, **Rabindra N Kanungo** and **Manuel Mendonca** both at *McGill University*

Winner in the Management and Leadership Textbook Category at CMI Management Book of the Year Awards 2015

Presents the much-needed integration of three separate but inter-related fields of cross-cultural management, HRM and OB

- **Pawan Budhwar**,
Aston Business School



companion
website

2014 • 392 pages
Cloth (9781412928731) • £70.00
Paper (9781412928748) • £34.99

A VERY SHORT, FAIRLY INTERESTING AND REASONABLY CHEAP BOOK ABOUT STUDYING ORGANIZATIONS

Third Edition

Chris Grey *Royal Holloway, University of London*

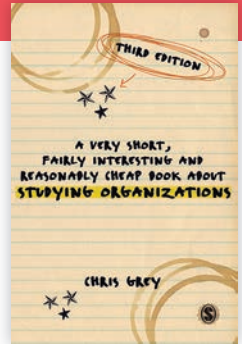
Chris Grey shies away from the sterility of conventional textbooks, offering students an accessible and palatable overview of the field of organization studies that questions and challenges the traditional literature.

VERY SHORT, FAIRLY INTERESTING & CHEAP BOOKS

2012 • 184 pages

Cloth (9781446207369) • £46.00

Paper (9781446207376) • £15.99



IMAGES OF ORGANIZATION

Gareth Morgan *York University*

Providing a rich and comprehensive resource for exploring the complexity of modern organizations internationally and translating leading-edge theory into leading-edge practice, this new updated edition preserves Morgan's renowned creative images and metaphors while refreshing the references and tables.

 2006 • 520 pages

Paper (9781412939799) • £66.00



Request one of our new catalogues online at www.sagepub.co.uk or phone us on +44 (0)20 7324 8500

NEW EDITION!

MANAGEMENT AND BUSINESS RESEARCH

Fifth Edition

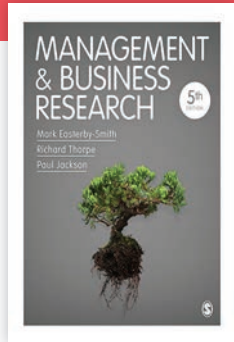
Mark Easterby-Smith *University of Lancaster*, **Richard Thorpe**
University of Leeds and **Paul R Jackson** *University of Manchester*

Now in its **Fifth Edition**, this much-loved text covers the entire research process in an accessible way and provides critical, thoughtful treatment of important issues like ethics and politics, making it an invaluable companion for any business and management student.



companion
website

April 2015 • 400 pages
Cloth (9781446296578) • £110.00
Paper (9781446296585) • £36.99



DOING YOUR BUSINESS RESEARCH PROJECT

John Beech *University of Coventry*

This book guides business students through each step of the research process with detailed, friendly and engaging support.



companion
website

November 2014 • 192 pages
Cloth (9781849200219) • £75.00
Paper (9781849200226) • £24.99



ESSENTIALS OF BUSINESS RESEARCH

A Guide to Doing Your Research Project

Second Edition

Jonathan Wilson *Anglia Ruskin University*

Concise, authoritative and jargon-free, the new edition of Jonathan Wilson's best-selling introduction to business research is the perfect guide to completing a successful research project.



companion
website

2014 • 376 pages
Cloth (9781446257326) • £90.00
Paper (9781446257333) • £32.99



MASTERING BUSINESS RESEARCH METHODS

There has been a great increase in the numbers of students reading masters level degrees across the business and management disciplines. A large number of these students have to prepare a dissertation towards the end of their degree programme, which is an independent piece of work. As university professors with a deep interest in research methods, we have provided this series to help students carry out their project. The books are written by highly respected authors who have considerable experience of teaching and writing about research methods. Concise and accessible, they provide in-depth and practical guidance to support students in their self-guided research.

About the Series Editors

Bill Lee, PhD is Professor of Accounting and Head of the Accounting and Financial Management Division at the University of Sheffield, UK.

Mark NK Saunders BA MSc PGCE PhD FCIPD is Professor of Business Research Methods in the Business School at the University of Surrey, UK.

VK Narayanan is the Associate Dean for Research, Director of the Center for Research Excellence, and the Deloitte Touché Stubbs Professor of Strategy and Entrepreneurship in Drexel University, Philadelphia, PA.

Contents

Editors' Introduction / About the Series Editors / About the Author / Introduction / Understanding / Basic Components / Conducting / Examples / Conclusions / Glossary / Index

CONDUCTING RESEARCH INTERVIEWS FOR BUSINESS AND MANAGEMENT STUDENTS

Catherine Cassell *University of Manchester*

MASTERING BUSINESS RESEARCH METHODS

February 2015 • 120 pages

Cloth (9781446273548) • £65.00

Paper (9781446273555) • £21.99

DESIGNING RESEARCH QUESTIONNAIRES FOR BUSINESS AND MANAGEMENT STUDENTS

Yuksel Ekinci *Reading University*

MASTERING BUSINESS RESEARCH METHODS

February 2015 • 184 pages

Cloth (9781446273562) • £65.00

Paper (9781446273579) • £21.99

ANALYSING QUANTITATIVE DATA FOR BUSINESS AND MANAGEMENT STUDENTS

Charles Scherbaum and **Kristen Shockley** both at *Baruch College, City University of New York*

MASTERING BUSINESS RESEARCH METHODS

February 2015 • 184 pages

Cloth (9781446273524) • £65.00

Paper (9781446273531) • £21.99

ANALYSING QUANTITATIVE DATA USING CLASSICAL TEST THEORY FOR BUSINESS AND MANAGEMENT STUDENTS

Jeremy Dawson *University of Sheffield*

MASTERING BUSINESS RESEARCH METHODS

January 2016 • 176 pages

Cloth (9781473907508) • £65.00

Paper (9781473907515) • £21.99

DOING CASE STUDY RESEARCH FOR BUSINESS AND MANAGEMENT STUDENTS

Bill Lee *University of Sheffield* and **Mark Saunders** *Oxford Brookes University*

MASTERING BUSINESS RESEARCH METHODS

January 2016 • 152 pages

Cloth (9781446274163) • £65.00

Paper (9781446274170) • £21.99

TEMPLATE ANALYSIS FOR BUSINESS AND MANAGEMENT STUDENTS

Nigel King and **Joanna M Brooks** both at *University of Huddersfield*

MASTERING BUSINESS RESEARCH METHODS

January 2016 • 152 pages

Cloth (9781473911567) • £65.00

Paper (9781473911574) • £21.99

NEW!



www.sagepub.co.uk/businessresearch



NEW!

BUSINESS STATISTICS USING EXCEL AND SPSS

Nick Lee *Loughborough University and Aston University* and **Mike Peters** *Aston University*

This accessible guide shows how and why techniques in quantitative analysis are useful in business contexts. It comes with access to data sets and answers to student exercises, as well as a downloadable workbook containing a series of exercises to help students learn.



December 2015 • 673 pages
Cloth (9781848602199) • £120.00
Paper (9781848602205) • £43.99

RESEARCH DESIGN FOR BUSINESS & MANAGEMENT

Siah Hwee Ang *Victoria University of Wellington*

This practical book provides a clear understanding of the commonly used methods in Business & Management research to enable students to tackle the fundamental elements of the research process with confidence.

September 2014 • 336 pages
Cloth (9781847870254) • £85.00
Paper (9781847870261) • £29.99



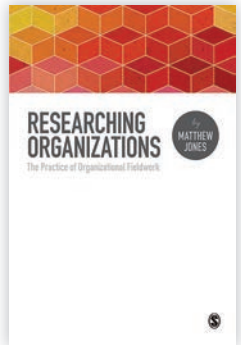
RESEARCHING ORGANIZATIONS

The Practice of Organizational Fieldwork

Matthew Jones *University of Cambridge*

A great contribution to the study of organizations... **Researching Organizations** wrestles with very important yet all too often neglected issues in the practice of fieldwork methodology. The book is based on meticulous scholarship yet entertaining to read

- **Aleksi Aaltonen**, *London School of Economics and Political Science*



2014 • 240 pages
Cloth (9781446257210) • £89.00
Paper (9781446257227) • £29.99

See the full listing of all our Business and Management titles online at www.sagepub.co.uk



DOING ACTION RESEARCH IN YOUR OWN ORGANIZATION

Fourth Edition

David Coghlan *Trinity College Dublin* and
Teresa Brannick *University College Dublin*

Providing step-by-step guidance on how to succeed at tackling the issues of ethics, management and politics when doing organizational research, this **Fourth Edition** will be instrumental in helping researchers cause change through their action research.



2014 • 232 pages
Cloth (9781446272565) • £79.00
Paper (9781446272572) • £26.99



RESEARCH METHODS IN ACCOUNTING

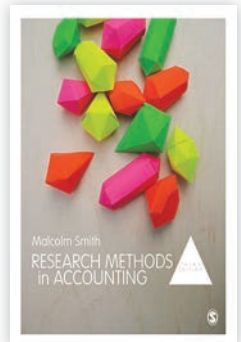
Third Edition

Malcolm Smith *University of South Australia*

Now updated with coverage of research questions and more real-life accountancy examples, this bestselling textbook helps students to apply the most relevant research methods to their accounting degree.



November 2014 • 264 pages
Cloth (9781446294659) • £100.00
Paper (9781446294666) • £34.99



Ordering information

Order any of these books direct from SAGE, quoting your credit card number and ref: **5F70**

t **Customer Services:**
+44 (0)20 7324 8703

p SAGE Publications Ltd.
1 Oliver's Yard, 55 City Road, London, EC1Y 1SP, UK

w **Order post-free online:**
www.sagepub.co.uk

f **Fax your order to:**
+44(0)20 7324 8700

Your order will be despatched within 48 hours of receipt subject to availability. Orders for books not yet published or temporarily out of stock will be recorded and supplied as soon as they are available. Credit cards will be charged at the time of shipment. Please note that due to currency fluctuations all prices are subject to alteration without notice. SAGE books are also available from good bookshops.

DATA PROTECTION: SAGE Publications Ltd complies with the United Kingdom's Data Protection Act. Your details will be added to or updated on the SAGE Publications Ltd Mailing List for information about catalogues, other products and services. Please let us know if you do not wish to receive information by post. Whichever options you choose, you will only receive information from the SAGE Publications Ltd group of companies. We DON'T pass your details to anyone else. You can change your preferences at any time.



Anderson, Gold, Stewart & Thorpe A Guide to Professional Doctorates in Business and Management	11
Ang Research Design for Business & Management	22
Aycan, Kanungo & Mendonca Organizations and Management in cross-cultural context	17
Baker & Saren Marketing Theory, Third Edition	12
Bamber, Lansbury, Wailes & Wright International and Comparative Employment Relations, Sixth Edition	8
Beech Doing Your Business Research Project	19
Bingham Employment Relations	8
Blythe Principles and Practice of Marketing, Third Edition	12
Blythe Consumer Behaviour, Second Edition	15
Brennan, Canning & McDowell Business-to-Business Marketing, Third Edition	13
Carroll, Ford & Taylor Leadership	9
Cassell Conducting Research Interviews for Business and Management Students	20
Clegg, Kornberger & Pitsis Managing and Organizations, Fourth Edition	17
Coghlan & Brannick Doing Action Research in Your Own Organization, Fourth Edition	23
Copley Marketing Communications Management, Second Edition	14
Cornelissen Corporate Communication, Fourth Edition	4
Crawshaw, Budhwar & Davis Human Resource Management...6	
Cunliffe A Very Short, Fairly Interesting and Reasonably Cheap Book about Management, Second Edition	11
Dawson Analysing Quantitative Data Using Classical Test Theory for Business and Management Students	20
Dawson & Andriopoulos Managing Change, Creativity and Innovation, Second Edition	16
Dicken Global Shift, Seventh Edition	5
Dyer, Humphries, Fitzgibbons & Hurd Understanding Management Critically	11
Eagle & Dahl Marketing Ethics & Society	13
East, Wright & Vanhuele Consumer Behaviour, Second Edition	15
Easterby-Smith, Thorpe & Jackson Management and Business Research, Fifth Edition	19
Egan Marketing Communications, Second Edition	13
Ekinci Designing Research Questionnaires for Business and Management Students	20
Frandsen & Johansen Organizational Crisis Communication ...4	
French & Gordon Strategic Social Marketing	14
Fryer Ethics Theory and Business Practice	5
Grey A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Organizations, Third Edition.....	18
Hackley & Hackley Advertising and Promotion, Third Edition....	15
Harzing & Pinnington International Human Resource Management, Fourth Edition	7
Hickman Leading Organizations, Third Edition	10
Hisrich International Entrepreneurship, Third Edition	5
Hodges & Gill Sustaining Change in Organizations	17
Jones Researching Organizations	22
Jones & Gosling Napoleonic Leadership	10
King & Brooks Template Analysis for Business and Management Students	20
Lee & Peters Business Statistics Using EXCEL and SPSS	22
Lee & Saunders Doing Case Study Research for Business and Management Students	20
Levi Group Dynamics for Teams, Fourth Edition.....	7
Mabey & Mayrhofer Developing Leadership	9
Masteron & Pickton Marketing, Third Edition	12
Morgan Images of Organization	18
Northouse Leadership, Seventh Edition	10
Paton, McCalman & Siebert Change Management, Fourth Edition	16
Pedersen Corporate Social Responsibility	4
Rees & Smith Strategic Human Resource Management	6
Ridley-Duff & Bull Understanding Social Enterprise, Second Edition	16
Roberts A Very Short, Fairly Interesting and Reasonably Cheap Book About Knowledge Management	8
Schedlitzki & Edwards Studying Leadership	9
Scherbaum & Shockley Analysing Quantitative Data for Business and Management Students	20
Smith Research Methods in Accounting, Third Edition	23
Syed & Ozbilgin Managing Diversity and Inclusion	7
Tuten & Solomon Social Media Marketing, Second Edition... 14	
Wilson Essentials of Business Research, Second Edition	19
Wilton An Introduction to Human Resource Management, Second Edition	6

Request one of our
new catalogues online at
www.sagepub.co.uk

or phone us on
+44 (0)20 7324 8500

