



Pearson

**Business**

Higher Education Catalogue

Content | Digital Solutions | Learning Services

# Welcome to the Pearson Higher Education Catalogue for Business

We believe that Business students bring about a positive change in their communities and at Pearson we want to give them access to the types of resources that will help them acquire the skills necessary to be the most relevant and skilled candidates in the workplace.

To this end, we have structured our list of Business titles to help students gain the knowledge they will need in the workplace. This catalogue features our latest titles; our new interactive eBooks, that will allow you to engage students through enhanced digital content; as well as Learning Catalytics, designed to track students' understanding of concepts in real time.

At Pearson, we are proud of our history of and experience in helping learners of all ages and stages find their path to a fruitful and fulfilling career.

Because wherever learning flourishes, so do people.

## Credits

Images by Christof van der Walt



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Click on the left and right arrows to navigate through the catalogue.



Clicking the home button will take you to the contents page.

# Welcome to *our world*

The world of education is changing more rapidly than ever before, and these are exciting times for students and lecturers. As a learning company, we want to help people adapt to this changing world, navigating its challenges and opportunities, and ultimately making progress in life.

## Your partner on the learning journey

Learning isn't a destination starting and stopping at the classroom door. It is a never-ending road of discovery, challenges, inspiration and wonder. For many people, learning is the route to a job to support their family or the skills to help them progress in their career. For others, it is simply a passion for discovery. Learning opens up opportunities and enriches every stage of life. Supporting people along this path of discovery and inspiration, Pearson cultivates a love of learning that enables a lifetime of progress.



## Stepping up to the challenge at hand

Equipping people with the skills they need for employment is a global challenge. It is vital for economic success, and it transforms the lives of families. At Pearson, our mission is to help people make progress in their lives through learning. We serve students, lecturers and employers worldwide; we work at every point of the learning journey, from pre-school to the workplace. And because we know that for most of our students, education and training are a means to an end – a job that supports them and their families – employability is the ultimate purpose of what we do.

We work with educators and students to continually question and improve our content, digital solutions and learning services to ensure that our products have the most positive impact on learning.

## Our commitment

The students in your class are part of a new generation that values the access that digital tools provide. They expect their learning tools to be as engaging and efficient as those they use to communicate. It is an approach they will carry into their careers.

We understand the unique needs of lecturers and students in higher education and have designed adaptable learning solutions to meet those needs. We have over 40 years' experience in the South African Higher Education sector and more than a century of experience in the global higher education sector, making us your trusted partner.

Our authors are respected experts in their fields, providing trusted content for all our titles and digital solutions. The expansion of eLearning platforms complements and reinforces the physical presence of your campuses, providing a dynamic and nurturing learning environment in which your students can thrive.

We would like to partner with you, not only to deliver 21st century education in the best way possible, but also to help your students become successfully employed citizens.

## We understand your needs

We understand that people have diverse backgrounds and unique ways of learning. That is why we provide you with specially-designed tools to help equip you and your students in the best possible way. Our results-driven approach ensures that lecturers and students alike can thrive. With a broad range of content, digital solutions and services, we provide a supportive and enriching learning ecosystem to facilitate lecturing and help prepare your students for the workplace, giving them the greatest chance of success as they embark toward the future.

## We support you and your students all the way

Designing effective learning tools is only part of the solution. We ensure that you are able to implement our solutions with ease. To this end, we offer a range of services, such as assistance during project roll-out and technical support to help you when the need arises.



# Our Learning Solutions guide

## for Higher Education

Our trusted and effective learning solutions – a blend of content, digital solutions and services – have been created to enable lecturers, as well as students to flourish.

This visual guide is designed to help you find the right Pearson solution for you and your students. The inner circle of the visual guide summarises how our locally-relevant, customisable solutions optimise and enrich your teaching.

Your Pearson Key Account Manager can guide and support you in making the correct and most suitable choices for your institution and your course.



# **Business content and titles**



# Content and titles for *a brighter tomorrow*

Because we believe in unlocking the potential in every student, we only work with experienced educators and practitioners to author our books and support material. Our authors know and understand the South African Higher Education curricula, which helps them to create our industry-leading content that guides university students on their learning path towards success.

To ensure that our content improves students' skills and inspires critical, creative and independent thinking, we believe in relevant and engaging learning. We thoroughly research students' learning needs and shape our learning and teaching resources around their needs in order to maximise their learning potential.





# Guide to sampling and prescribing textbooks

With more than 60 000 international titles and a growing list of more than 200 local titles, we are confident that we can provide suitable material for almost any course.

Simply follow the steps below to make sure you find the most suitable book and that it is available for your students.

## Sampling

1. Continue browsing the current local Business catalogue. To see our international solutions, browse the international Pearson Catalogue on <http://catalogue.pearsoned.co.uk/educator/discipline/Law/91094442.page>
2. Request a sample from your Pearson Key Account Manager.
3. Consider the textbook options:
  - Is the publisher's solution comprehensive and up to date?
  - Does it offer support for me and my students?
  - Will it engage my students and promote learning?
  - Does the price translate into value for money?
  - Will I receive after-sales support from the publisher?

## Prescribing a textbook

1. Lecturer confirms textbook prescription.
2. Lecturer advises Pearson and bookseller of the following:
  - Title
  - ISBN
  - Course name
  - Course code
  - Expected number of students
  - Semester
  - Technology component.
3. Key Account Manager grants lecturer access to various support resources, such as class presentations and test banks that complement textbook content.

## Ordering prescribed books

1. Bookshop places order.
2. Publisher ships.
  3. How long does it take?
    - By ship = 6 weeks
    - By air = 3 weeks
    - Local book takes 1-2 weeks
4. Bookshop sells to students.



Learn more at [za.pearson.com](https://za.pearson.com)



# Our Business titles

Operations Management: Global and Southern African Perspectives Third Edition	11	Fresh Perspectives: Professional Communication for Business	20	Economics: Global and Southern African Perspectives Second Edition	30
Organisational Behaviour: Global and Southern African Perspectives Third Edition	12	Fresh Perspectives: Public Relations	21	Macroeconomics: Global and Southern African Perspectives	31
<b>Fresh Perspectives Business series</b>		Fresh Perspectives: Economics	22	Economics An Introduction Second Edition	32
Financial Management: Fresh Perspectives	13	Strategic Management: Supplement for Southern Africa	23	International Economics Second Edition	33
Introduction to Financial Accounting: Fresh Perspectives Second Edition	14	Project Management: A Behavioural Perspective – Principles, Practices and Cases	24	Elementary Statistics for Business and Economics	34
Fresh Perspectives: Cost and Management Accounting	15	Principles of Managerial Finance: Global and Southern African Perspectives Second Edition	25	Principles of Marketing: Global and Southern African Perspectives Second Edition	35
Fresh Perspectives: Marketing	16	Financial Management in Southern Africa Fifth Edition	26	Applied Strategic Marketing Fourth Edition	36
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# Our Business titles

(continues)

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Consumer Behaviour: Global and Southern African Perspectives	39	Basic Programming Principles Second Edition	48	<b>Financial Times</b>	
Marketing Research	40	Money Talks: Communication in Business Contexts	49	Leader's Guide to Negotiating	56
Entrepreneurship and Small Business Management	41	Development and Public Health Communication	50	A Banquet of Consequences	56
<b>Perspectives in Entrepreneurship: A Research Companion series</b>		Let's Talk about Interpersonal Communication Fourth Edition	51	Financial Times Essential Guide to Writing a Business Plan	56
Frontiers in Entrepreneurship	42	Tuning in: State of Television in South Africa	52	Financial Times Essential Guide to Finance for Non-Financial Managers	57
The Entrepreneurial Mindset	43	Looking at Media: An Introduction to Visual Studies	53	Financial Times Guides to Investing	57
Technopreneurship: Strategy, Innovation and Entrepreneurship	44	Public Relations: African Perspectives Second Edition	54	Financial Times Guide: Business Start Up 2017	57
Entrepreneurship in Society	45			Global Teams	58
Human Resource Management: Global and Southern African Perspectives	46			The Strategy Book	58
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# Operations Management:

## Global and Southern African Perspectives

### Third Edition

Based on the established textbook by Slack, Chambers and Johnston (7th edition), the third revised edition of *Operations Management: Global and Southern African Perspectives* has been adapted for the unique southern African context while keeping the global context in mind.

#### Features

- New case studies and real-life scenarios promote the understanding of concepts. The inclusion of more current cases from the southern African region, with appropriate questions and localised examples, brings this subject to life for students on the African continent.
- New and updated content including 'Critical commentaries' show a diversity of viewpoints when it comes to operations management and encourage class discussion.
- Each chapter starts with key questions and concludes with summary answers to these questions.
- 'Operations in practice' bring to life the operational issues faced by real businesses.
- Worked examples show how qualitative and quantitative techniques can be used in operations management.
- 'Problems and applications' bring the real-world applications home by allowing students to practise their analysis of operations and develop their problem-solving skills.
- Prescribing lecturers can access support material.

#### Contents

##### Part 1 Introduction

1. Operations management
2. Operations performance
3. Operations strategy

##### Part 2 Design

4. Process design
5. Innovation and design in services and products
6. Supply network design
7. Layout and flow
8. Process technology
9. People, jobs and organisation

##### Part 3 Planning and control

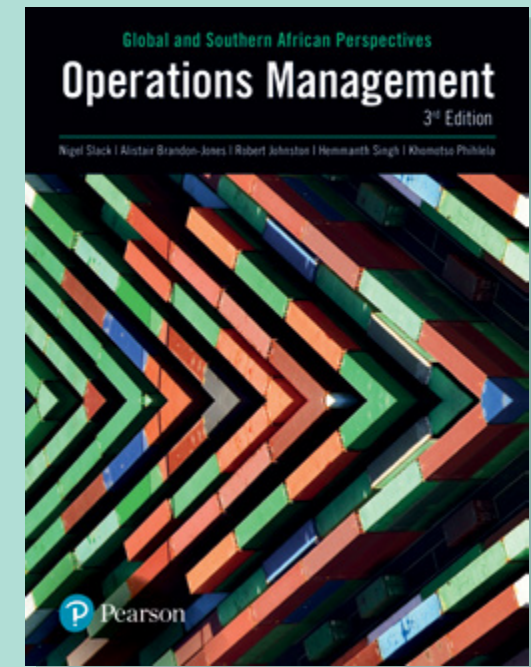
10. The nature of planning and control
11. Capacity management
12. Inventory planning and control
13. Supply chain management
14. Enterprise resource planning (ERP)
15. Lean synchronisation
16. Project management
17. Quality management

##### Part 4 Improvement

18. Operations improvement
19. Risk management
20. Organising for improvement

##### Part 5 The operations challenge

21. Operations and corporate social responsibility (CSR)



Print ISBN: 9781775789345

ePDF ISBN: 9781775956600

Authors:

**Nigel Slack, Alistair Brandon-Jones,  
Robert Johnston, Hemmanth Singh  
and Khomotso Phihlela**

Copyright: 2017

Extent: 576 pp.

# Organisational Behaviour:

## Global and Southern African Perspectives

### Third Edition

The third revised edition of *Organisational Behaviour: Global and Southern African Perspectives* is based on the 15th global edition by Robbins and Judge. The textbook has been updated to reflect current research findings from both a global and a local perspective.

The organisation of the book is based on the original three-level conceptual model that looks at the individual, group and organisational levels. In this third edition, a fourth conceptual level has been added to describe the unique challenges faced by South African organisations. Written in an accessible and straightforward style, the textbook includes new practical cases and exercises to apply theory.

Prescribing lecturers can access lecturer support material including PowerPoint® slides and test banks.

#### Contents

##### Part 1 Introduction

1. What is organisational behaviour?
2. Organisational behaviour in global and diverse contexts

##### Part 2 The individual

3. Diversity in organisations
4. Attitudes and job satisfaction
5. Emotions and moods
6. Personality and values
7. Perception and individual decision making
8. Motivation concepts
9. Motivation: From concepts to applications

##### Part 3 The group

10. Foundations of group behaviour
11. Understanding work teams
12. Communication
13. Leadership
14. Power and politics
15. Conflict and negotiation
16. Foundations of organisation structure

##### Part 4 The organisation system

17. Organisational culture
18. Human resource policies and practices
19. Organisational change and stress management

##### Part 5 Appendices, glossary and index

- A. Research methodology
- B. Comprehensive cases



Print ISBN: 9781775951513  
ePDF ISBN: 9781775789529  
ePUB ISBN: 9781775956372

Authors:  
**Stephen Robbins and Timothy Judge with Aletta Odendaal and Gert Roodt**

Copyright: 2016  
Extent: 758 pp.

# Financial Management

## Fresh Perspectives

*Fresh Perspectives Financial Management* provides comprehensive coverage for first-year tertiary courses in this subject. The text promotes understanding by introducing the most important topics in the subject, by explaining each new idea in ways that are easy to understand, and by providing practical examples and case studies of how these ideas apply to everyday life.

### Contents

1. Introduction to financial management
2. Financial statements
3. Analysis of financial statements
4. The time value of money
5. Sources of finance
6. Risk and return
7. Valuation
8. The cost of capital
9. How much should a firm borrow?
10. Dividend policy
11. Capital budgeting: Cash flows
12. Capital budgeting: Techniques
13. Introduction to working capital management
14. Cash management
15. Management of debtors
16. Inventory management



Print ISBN: 9781868913428

ePDF ISBN: 9781775787891

Authors:

A Stoltz, M Viljoen, S Gool and R Cronjé  
with C Meyer

Copyright: 2007

Extent: 388 pp.

# Introduction to Financial Accounting

## Fresh Perspectives

### Second Edition

This book offers an accessible introduction to the fundamentals of financial accounting for South African students. It covers the basic concepts underlying financial statements and the terminology and methods that allow students to interpret, analyse and evaluate financial statements. This edition aligns with international financial reporting standards to provide students with an up-to-date and appropriate foundation to financial accounting.

#### Features

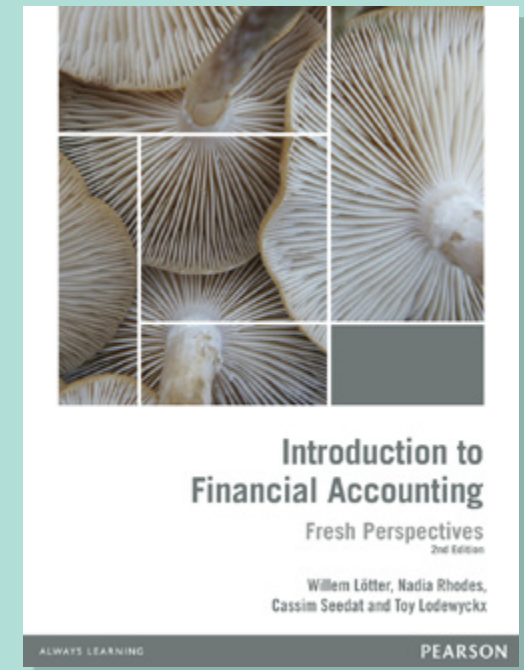
- To support students, key words are highlighted in green and explained in the text.
- Activities reinforce learning and provide lecturers with content for interactive engagement in lectures.
- Worked examples with step-by-step explanations facilitate understanding of key accounting processes.
- The review feature at the end of each chapter includes critical thinking activities, a chapter summary, revision questions and a list of recommended reading.
- A new chapter on statement of cash flows has been included.

#### Lecturer CD ROM includes:

- PowerPoint® slides of the main ideas and graphic material in the book
- Customisable test banks of multiple-choice and practice questions.

#### Contents

1. The basics of financial accounting
2. Capturing and processing transactions
3. The adjusting and closing process
4. Reporting on trading entities
5. Reporting on manufacturing entities
6. Expanding the accounting system
7. Presenting financial statements
8. Assets
9. Liabilities
10. Equity and different forms of ownership
11. Partnerships
12. Companies
13. Close corporations
14. Non-profit organisations
15. Making sense of financial statements
16. Statement of cash flow



Print ISBN: 9781775786023

ePDF ISBN: 9781775956532

Authors:

**Willem Lötter, Nadia Rhodes,  
Cassim Seedat and Toy Lodewyckx**

Copyright: 2013

Extent: 489 pp.

# Cost and Management Accounting

## Fresh Perspectives

*Fresh Perspectives Cost and Management Accounting* provides suitable material for first-year tertiary courses. Using straightforward, accessible language and relevant case studies and examples, it examines how to classify costs, the system of gathering costs and the main methods of accounting for the profitability of products, jobs, processes and services. Budgeting, profit planning, relevant costing, methods of estimating costs and contemporary developments in cost and management accounting are also covered. The final chapter provides valuable information on how to succeed in the accounting exams

### Contents

1. What is cost and management accounting?
2. Understanding and classifying costs
3. Systems for costing products and services
4. Variable and absorption costing systems
5. Costing jobs, processes and services
6. Activity-based costing
7. Budgeting and setting standards
8. Standard costing and budgetary control
9. Profit planning in the short term
10. Relevant costing
11. Methods of estimating costs
12. Contemporary developments in CMA
13. How to succeed in accounting exams

Available student support material to accompany these books:



X-kit Undergraduate  
Financial Accounting

Print ISBN:  
9781770254534

eBook ISBN:  
9781928226284



X-kit Undergraduate  
Cost and Management  
Accounting

Print ISBN:  
9781868917129



Print ISBN: 9781868915361

ePDF ISBN: 9781928226291

Authors:

Alex Hopkins, Elda du Toit,  
George Qua-Enoo, Adele Oosthuizen  
and Charmaine Smith

Copyright: 2007

Extent: 372 pp.



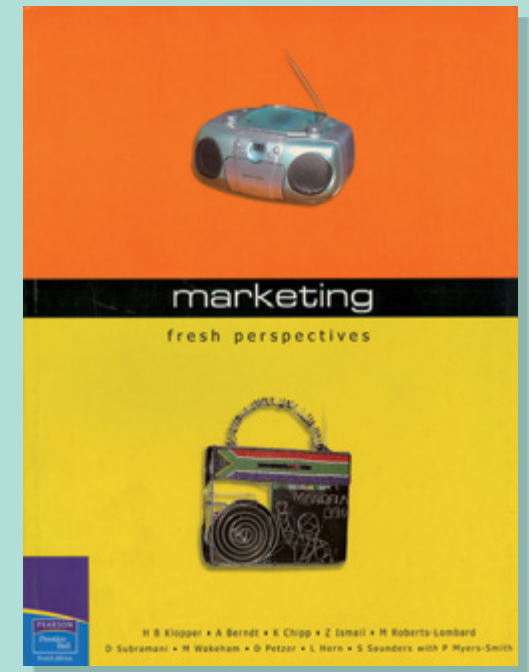
# Marketing

## Fresh Perspectives

*Fresh Perspectives Marketing* is a comprehensive introductory marketing text for undergraduate students. It is divided into four key sections (Marketing, Markets and the environment; Understanding your market; The marketing mix; Beyond the marketing mix) and offers relevant South African material and all the pedagogical features that characterise the *Fresh Perspectives* series.

### Contents

1. Overview of marketing
2. The marketing environment
3. The macro environment
4. Managing the environment
5. Understanding consumer behaviour
6. Market selection
7. Marketing research
8. Products
9. Services
10. Price
11. Promotion
12. Placement
13. Integration through branding
14. Relationship marketing and customer relationship management
15. Retailing
16. Business-to-business marketing
17. E-commerce
18. Social issues in marketing
19. Special applications in marketing
20. Marketing as an organisational function



Print ISBN: 9781868912902

Authors:

Adele Berndt, Kerry Chipp, Lorinda Hern, Zenobia Ismail, HB Klopper, Daniel Petzer, Mornay Roberts-Lombard, Devashni Subramani and Myles Wakeham

Copyright: 2006

Extent: 492 pp.

# Introduction to Business Management

## Fresh Perspectives

### Second Edition

The second edition of *Introduction to Business Management Fresh Perspectives* is suitable for first-year courses in Business Management. It covers core theory on the business environment, management theory, management tasks and business functions and is divided into four parts. Each of the four parts is introduced with an infographic that provides an overview of the topics in that part.

Building on students' existing knowledge, the 'Before you start' and 'Think about it' activities encourage students to think about key topics and to contextualise them. Up-to-date examples from private, public and non-governmental organisations in South Africa help students apply concepts and at least two new case studies per chapter provide further opportunities for application. To support students, key concepts are highlighted and explained in a textbox, while vocabulary is promoted through a glossary at the back of the book. The review feature includes a chapter summary, critical reflection question, self-assessment questions and case study, with solutions provided at the back of the book.

Prescribing lecturers have access to customisable test banks (multiple-choice questions, essays and case studies) with answers and PowerPoint® slides of the main ideas and graphic material in the textbook.

#### Contents

##### Part 1: The context of business

1. What is business management?
2. The business environment
3. Entrepreneurship and small business management

##### Part 2: Introduction to management

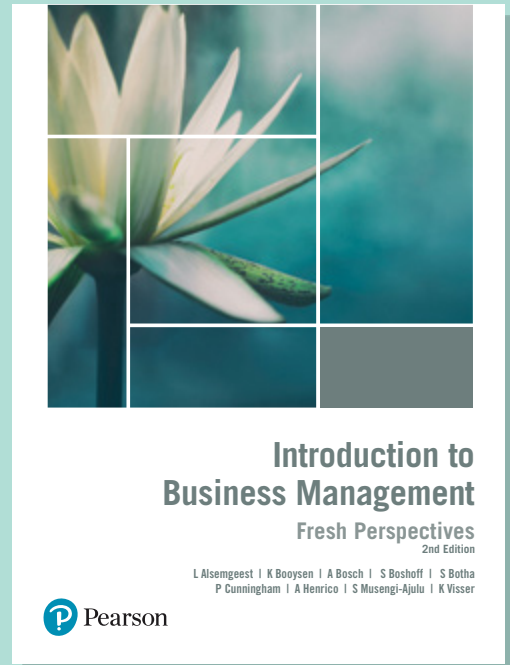
4. Getting to know management
5. Management theory and practice

##### Part 3: Management tasks

6. Planning
7. Organising
8. Leading
9. Control

##### Part 4: The business functions

10. Managing for success
11. Human resource management
12. Marketing
13. Financial management
14. Operations management



Print ISBN: 9781928226178

ePDF ISBN: 9781485701903

ePUB ISBN: 9781776102723

Authors:

L Alsemgeest, K Booyesen, A Bosch,  
S Boshoff, S Botha, P Cunningham,  
A Henrico, S Musengi-Ajulu and K Visser

Copyright: 2017

Extent: 336 pp.

# Introduction to Human Resource Management

## Fresh Perspectives Second Edition

This book is an update of *Fresh Perspectives Human Resource Management* and provides comprehensive content for undergraduate courses in human resource management. It maintains the characteristic features which led to the success of the first edition – accessibility, grounded in South African context, with strong academic support – and introduces a variety of enhancements in the new streamlined two-colour design.

### Features

- Margin notes contain explanations of key ideas in the text that are highlighted in blue italics for easy navigation.
- Key terms and concepts, highlighted in blue and explained in the text, facilitate learning.
- Recent case studies – both local and international – provide practical application.
- The 'subject specialist' feature provides insight into current HR practice.
- The review feature at the end of each chapter includes critical thinking activities, chapter summaries, revision questions and a list of recommended reading.

- The content covers motivational theories, HIV/Aids in the workplace, performance management and the changing workplace.
- 'Burning issues' showcases contemporary issues in the workplace, including workplace bullying, talent management and outsourcing HR.

### Contents

#### Part 1 HR in Perspective

1. What is Human Resource Management?
2. Human Resource Management in context

#### Part 2 Entering the world of work

3. Jobs
4. Getting the right person for the job

#### Part 3 Growing in the workplace

5. Bringing out the best in employees
6. Are employees doing a good job?
7. Work and careers

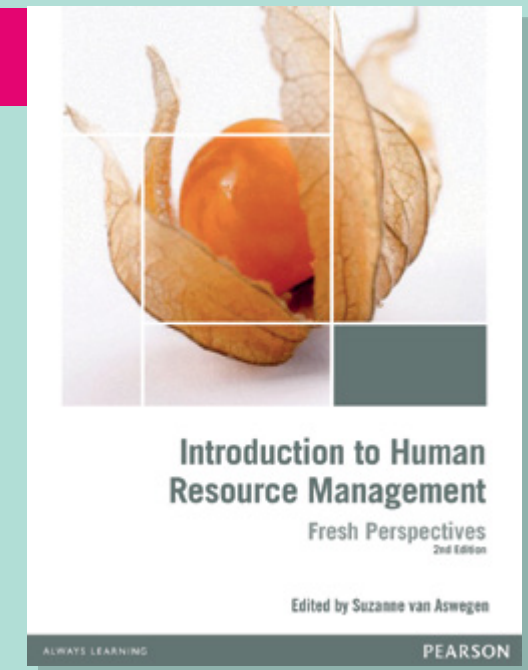
#### Part 4 Rewards and rules at work

8. Rewarding employees for doing a good job
9. Creating a healthy, safe working environment
10. Employment relationships.

### Lecturer CD ROM includes:

- PowerPoint® slides of the main ideas and graphic material in the book
- Customisable test banks include multiple-choice questions, essay questions and paragraph questions
- Answers to the end-of-chapter questions in the textbook.

NEW EDITION  
AVAILABLE IN 2019



Print ISBN: 9781775783381  
ePDF ISBN: 9781775787945  
ePUB ISBN: 9781775788416

Authors:  
Suzanne van Aswegen, Jenni Gobind,  
Werner Havenga, Ronel Kleynhans  
and Lyle Markham

Copyright: 2012  
Extent: 320 pp.

# Industrial Psychology

## Fresh Perspectives

*Fresh Perspectives Industrial Psychology* provides a general introduction to industrial psychology for undergraduate courses in business or psychology. It combines key topics from organisational behaviour and human resource management and includes up-to-date, relevant information on health and well-being in the workplace, HIV/Aids in the workplace and managing organisational change.

### Contents

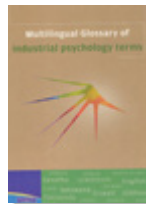
1. Critical issues in industrial psychology today
2. Historical overview
3. Focus on the individual
4. Group and team dynamics in organisations
5. Organisation structure and design
6. Understanding organisational behaviour
7. Small, medium and micro enterprises and civil society organisations
8. Strategic human resource management
9. Measuring behaviour in the workplace
10. Recruiting and selecting suitable employees
11. Strategic human resource development
12. Career management and development or success
13. Performance management and reward systems
14. Maintaining positive employee relations
15. Health and well-being in the workplace
16. HIV/Aids in the workplace
17. Managing organisational change
18. Looking at the big picture

Available to supplement with this text:



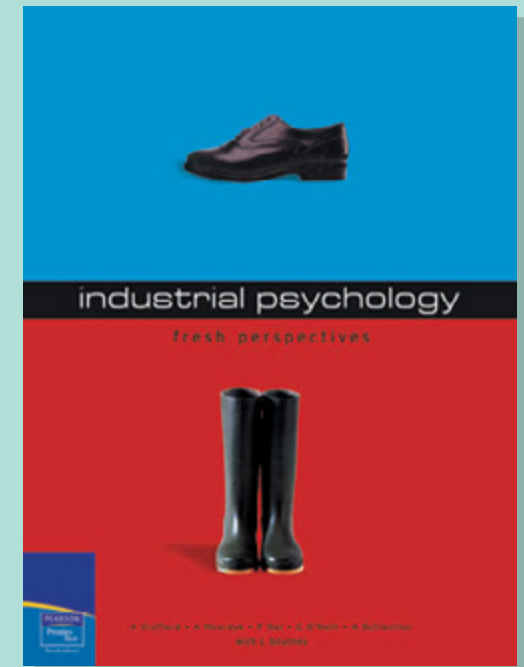
X-kit Undergraduate  
Industrial Psychology

Print ISBN:  
9781868915064



Multilingual Concept  
Glossary of Industrial  
Psychology Terms

Print ISBN:  
9781868915620



Print ISBN: 9781868913657

Authors:

Anne Crafford, Alwyn Moerdryk, Petrus Nel,  
Claire O'Neill and Anton Schlechter

Copyright: 2006

Extent: 386 pp.

# Professional Communication for Business

## Fresh Perspectives

*Fresh Perspectives Professional Communication for Business* is suitable for undergraduate courses in communication. It examines the art of communication in accessible language and offers essential, comprehensive coverage of the subject. Topics include communication theory, integrated organisational communication, communication skills (verbal and non-verbal) and different forms of communication (email, academic communication, reports, SMS, etc). It is practical and up-to-date and offers all the pedagogical features to be found in the *Fresh Perspectives* series.

### Contents

1. Why learn about communication?
2. Some basic communication theory
3. Planning for effective communication
4. Read right and write to be read
5. Listening and speaking
6. Communication beyond word
7. Tough communication
8. Communication for learning
9. Communicating for employment
10. Professional correspondence
11. Going live: Presentation skills
12. Integrated organisational communication
13. Creating new business and winning clients



Print ISBN: 9781868915934

Editors:

**Neeltje du Plessis, Nicky Lowe,  
Ailsa Stewart-Smith, Pam Sykes  
and Bianca Wright**

Copyright: 2007

Extent: 400 pp.

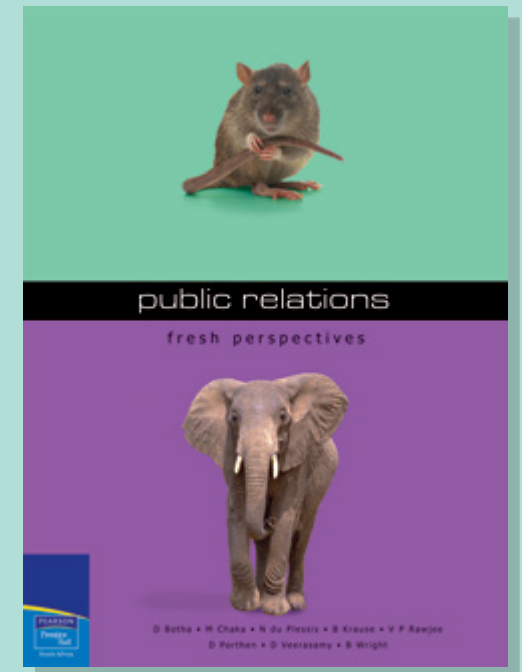
# Public Relations

## Fresh Perspectives

*Fresh Perspectives Public Relations* is suitable for introductory courses in Public Relations at tertiary level. It covers different theories of communication, profiles a typical practitioner and examines essential communication skills and forms of communication. Relationships with key stakeholders in business corporate identity, managing a communication programme, as well as Public Relations research are all examined.

### Contents

1. The world of work
2. What is Public Relations?
3. Theories, models and levels of communication
4. Profile of the public relations practitioner
5. Listening skills
6. Speaking skills
7. Reading skills
8. Writing for print media
9. Writing for broadcast media
10. Writing for electronic media
11. Writing business documents and formal texts
12. Graphic design
13. Relationships with investors, employees, the media and government
14. Relationships with customers, competitors and suppliers
15. Relationships with the community
16. Corporate image and corporate identity
17. Planning and managing a communications programme
18. Public Relations research



Print ISBN: 9781868914838

Editors:

**Dawid Botha, Mpho Chaka, Neeltje du Plessis, Bob Krause, Veena Parboo Rawjee, Dayaneethie Veerasamy and Bianca Wright**

Copyright: 2007

Extent: 329 pp.

# Economics

## Fresh Perspectives

*Fresh Perspectives Economics* is suitable for first-year economics courses at tertiary level. It covers the key concepts of micro and macroeconomics in an easy-to-understand way and uses relevant South African examples to engage students and promote understanding.

### Features

- Study summaries consolidate learning.
- Revise and study activities allow students to keep track of their understanding.
- The 'Subject Specialist' feature focuses on people from developing countries who have made a difference in the field. Read about the views and real-life experiences of academics, specialists, practitioners and leaders in the field.

### Contents

1. The meaning of economics
2. Demand and supply
3. A bird's eye view of the economy
4. The aggregate demand-aggregate supply model
5. Measuring economic performance
6. The Keynesian model of income determination
7. Fiscal policy
8. Money and interest rates
9. Balance of payments and exchange rates
10. Monetary and exchange rate policy
11. Trade theory
12. Trade issues and policy
13. Demand and supply: Elasticities and applications
14. Consumer choice and production costs
15. Market structure: Perfect competition and monopoly
16. Monopolistic competition, oligopoly and competition policy
17. Income and poverty
18. Policy



Print ISBN: 9781868913411

Authors:

**Trudi Hartzzenberg, Sue Richards,  
Barry Standish, Vanessa Tang  
and Arnold Wentzel**

Copyright: 2005

Extent: 417 pp.

# Strategic Management

## Supplement for Southern Africa

This unique supplement to existing international and local strategy textbooks builds on what readers already know and provides them with a provocative and imaginative mix of South African concepts, cases and perspectives to help stimulate creative and effective strategic thinking and strategy making in the real world.

### Contents

#### The business environment

- Reading 1: Strategy and environmental analysis: Variables impacting on South African firms
- Reading 2: Strategic management: A South African context
- Reading 3: Challenges related to strategy implementation in South Africa
- Reading 4: Corporate governance in South Africa
- Reading 5: Emergent versus deliberate strategies
- Reading 6: Turnaround strategies: Acting beyond the generic strategies
- Reading 7: Strategy and an entrepreneurial mindset
- Reading 8: Revisiting classic management theory: Fayol, leadership and management
- Reading 9: Management gurus revisited
- Reading 10: People: Resources or partners?
- Reading 11: A strategy for customer experience from the inside out
- Reading 12: Scenarios: It's not about predicting the future
- Case study 1: Grindrod Limited: The cygnet that became a swan
- Case study 2: AECL limited: Igniting success since 1896
- Case study 3: 20twenty: Strategic brilliance or folly?
- Case study 4: Pick n Pay: A South African retail store



Print ISBN: 9781770256538

Authors:

**Geoff Goldman, Rachel Maritz,  
Hester Nienaber, Marius Pretorius,  
David Prillaid and Dale Williams**

Copyright: 2010

Extent: 160 pp.

Bundle Option One =



Bundle Option Two =



Discuss the available options with your sales consultant.



# Project Management

## A Behavioural Perspective – Principles, Practices and Cases

The socio-cultural and behavioural aspects of project management are very important in determining the success or failure of a project and have not always enjoyed full recognition. This book, for post-graduate students and professionals, looks at these factors and the complexity of project management as a multi-disciplinary approach far beyond the triangle of time, cost and quality, and the nine key areas of the PMI.

### Features

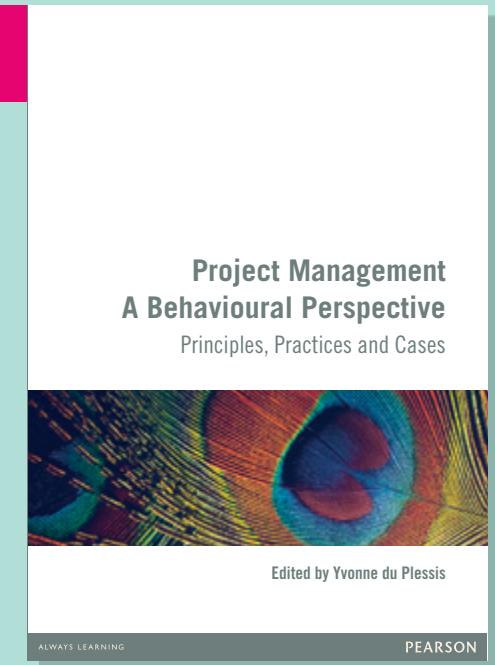
- Learning outcomes, summaries and self-assessment questions in each chapter consolidate learning.
- An integration of principles, practice and cases, both local and international.
- Chapter outcomes to detail what the reader can expect.
- 'In practice' feature to demonstrate how the topic affects people in the real world, often based on a personal experience to bring the whole chapter topic to life.
- Useful definitions to bring clarity to terminology and expressions relevant to the topic.

- 'Ask yourself' feature to allow the readers to reflect on their own experience in relation to the topic or subtopic.
- Chapter-end case studies to engage the reader and round off the chapter.
- Instructor resources are available to prescribing lecturers.

### Contents

1. Understanding the context of project management, people behaviour and project delivery
2. Paradoxes and complexity in 21st century project management
3. Project management or project leadership?
4. Stakeholder relations' dynamics in an open system
5. Ethics in project management
6. Emotions and emotional intelligence in projects
7. Motivation and project energy
8. Interpersonal communication in the project life cycle
9. Managing within a multi-cultural project environment and cultural intelligence
10. Project teamwork and managing team dynamics
11. Conflict and stress management in projects
12. Power and politics, its use and abuse in project delivery
13. Project talent management (attracting, retaining and developing people in projects)
14. Project management culture and project success
15. Managing and leading projects as change

NEW EDITION  
AVAILABLE IN 2019



Print ISBN: 9781775784951  
ePDF ISBN: 9781775956570

Authors:  
Y Du Plessis with N Barkhuizen, M Barry,  
M de Klerk, L Derman, C Heunis, R Gcabo,  
L Greef, I Jay, K Roelofse, J Slippers and  
R van den Bergh

Copyright: 2014  
Extent: 300 pp.

# Principles of Managerial Finance

## Global and Southern African Perspectives

### Second Edition

This is the second Global and Southern African edition of Gitman and Zutter's *Principles of Managerial Finance*. Based on the 13th edition of Gitman's internationally renowned *Principles of Managerial Finance*, the second Global and Southern African edition retains its accessible and carefully developed pedagogical approach and offers fully updated and relevant case studies and industry examples with a strong focus on the South African financial markets.

With its balance of theory and practical application, this second edition reflects current South African financial management legislation and practices. The text has been updated, as well as expanded with even more examples and exercises in every chapter for students to gain theoretical knowledge, in-depth understanding and practical skills in financial management.

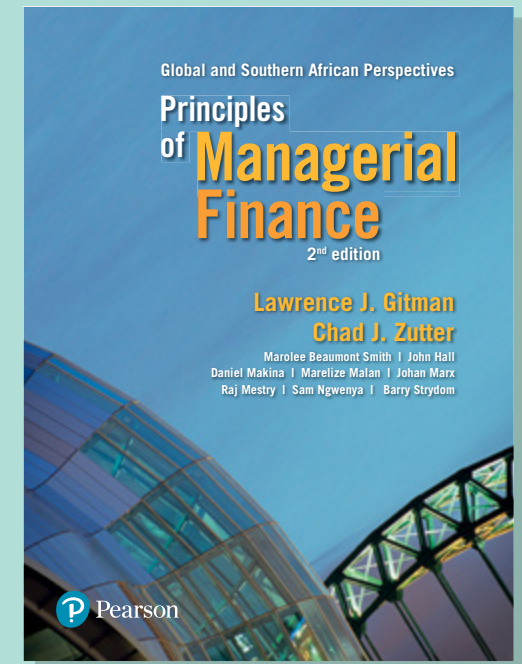
#### Key features include:

- Learning outcomes that appear next to related text sections
- A 'Why this chapter matters to you' feature that explains both the professional and personal relevance of each topic to students of managerial finance
- An opening case study with relevant and current industry examples

- Frequent personal finance examples that make each theoretical section relevant and practical
- Review questions throughout the text to ensure that students understand what they have learned in each section
- Definitions of key terms in the margins where the terms occur in the text
- Focus on Practice boxes that offer insights into important global and southern African topics
- Focus on Ethics boxes that provide real-life ethical issues for students to evaluate
- Integrative cases studies for every main section of the text
- Extensive end-of-chapter material, including summaries, a review of learning outcomes, self-test problems, warm-up exercises, additional advanced questions, and end-of-chapter case studies with questions and spreadsheet exercises
- Appendices with financial tables, solutions to self-test problems and answers to selected end-of-chapter problems

#### Prescribing lecturers will have access to lecturer resources that include:

- An Instructors' Manual for each chapter with answers to all questions and worked solutions to all problems
- PowerPoint® slides
- Online resources



Print ISBN: 9781775788874

ePDF ISBN: 9781775951520

Authors:

**Lawrence Gitman, Chad Zutter, Marolee Beaumont Smith, John Hall, Daniel Makina, Marelize Malan, Johan Marx, Raj Mestry, Sam Ngwenya and Barry Strydom**

Copyright: 2014

Extent: 864 pp.

# Financial Management in Southern Africa

## Fifth Edition

In tough economic times, effective financial management is crucial for the sustainability and profitability of any business. Now in its fifth edition, *Financial Management in Southern Africa* provides a concise and up-to-date explanation of financial management in the context of southern Africa.

This text is aimed primarily at second-year students of financial management and is an invaluable reference work for practising professionals. Students and practitioners will benefit from the many insights, practical hints and tips that inform sound financial decisions. It provides comprehensive discussions of how broader issues, such as economic conditions affect the management of working capital, investments and financing.

### Features

- Visual integration of fundamental concepts in the form of a chapter infographic gives students a bird's eye view of the framework of each chapter.
- Extensive use of graphs, tables and mind maps illustrate and support content.
- More than 30 thought-provoking, critical-thinking questions challenge understanding of key principles, while an expanded bank of questions (approximately 200 multiple-choice, integrated long questions and short questions) at the end of each chapter provide self-assessment opportunities.
- Approximately 50 activity boxes challenge students to apply their knowledge in real-life situations and to anticipate various management challenges they may face in practice.

- More than 320 key terms assist students to understand core theory, while approximately 170 examples provide essential information on key financial management theory and practice.
- A larger, user-friendly design and layout encourage an understanding of the fundamental concepts and techniques of financial management.
- Lecturer support material includes PowerPoint® slides of the key concepts in the book and an extensive test bank of assessment questions.

### Contents

#### Part I: Fundamentals of Financial Management

1. The financial goals of a firm
2. Financial markets, institutions and securities
3. Understanding financial statements
4. Analysing financial statements
5. Business and financial planning
6. Risk and return
7. The time value of money
8. Valuation of shares and debentures

#### Part II: Short-term Financial Management:

##### The management of working capital

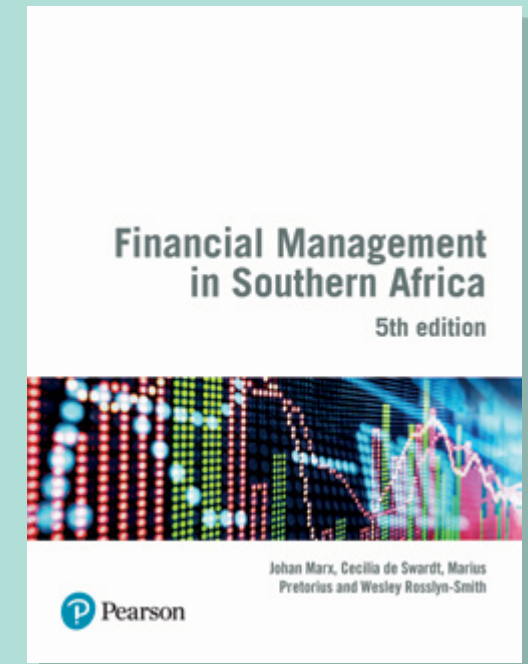
9. Net working capital and cash flow management
10. The management of accounts receivable
11. The management of inventory

#### Part III: Long-term financial management: Investments

12. Capital budgeting and cash flow principles
13. Capital budgeting techniques
14. Risk adjustments and other refinements to capital budgeting

#### Part IV: Long-term financial management: Financing

15. The cost of capital
16. Leverage and capital structure
17. Leasing and convertible securities
18. Dividend policy
19. Business rescue



Print ISBN: 9781776100996  
ePDF ISBN: 9781776102525  
ePUB ISBN: 978177602532

Authors:

Johan Marx, Cecilia de Swardt,  
Marius Pretorius and Wesley Rosslyn-Smith

Copyright: 2017  
Extent: 512 pp.

# Using Financial Calculators for Time Value of Money Calculations

## Second Edition

This booklet serves as a handy and comprehensive guide on how to perform time-value-of-money calculations using the Hewlett Packard 10-BII and Texas Instruments BA II Plus.

Clear, worked examples show the reader step-by-step how to calculate:

- the future value of a single amount, an ordinary annuity and an annuity due
- the present value of a single amount, an ordinary annuity and an annuity due
- the deposits required to accumulate a future sum
- payments in order to amortise a loan
- an interest rate
- the yield of maturity
- the net present value and internal rate of return.

Also available to bundle with any Pearson finance textbook:



Multilingual Concept  
Glossary of Financial  
Management Terms

Print ISBN: 9781770256804



X-kit Undergraduate Financial  
Management

Print ISBN: 9781868915521

### Contents

#### Fundamentals of financial management

1. The goal of financial management
2. Financial markets, institutions and securities
3. Understanding financial statements
4. Analysis of financial statements
5. Financial planning
6. Risk and return
7. The time value of money
8. Valuation of shares and debentures

#### Short-term financial management: The management of working capital

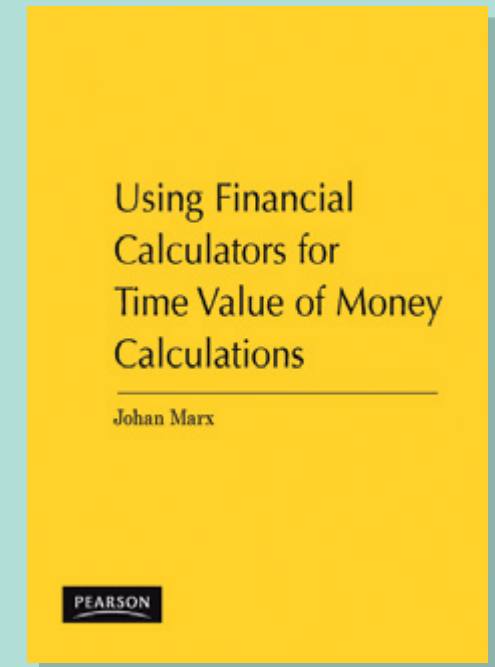
9. Net working capital and cash flow management
10. The management of accounts receivable
11. The management of inventory

#### Long-term financial management: Investments

12. Capital budgeting and cash flow principles
13. Capital budgeting techniques
14. Capital budgeting techniques

#### Long-term financial management: Financing

15. The cost of capital
16. Leverage and capital structure
17. Leasing and convertible securities
18. Dividend policy



Print ISBN: 9781770256804

Author:  
Johan Marx

Copyright: 2010  
Extent: 15 pp.

# Managing Public Money

## Third Edition

**This is the third edition of the highly successful Public Financial Management text.**

This book focuses on developing public financial management skills within a framework of information on financial legislation, structures and technologies in the public sector.

It includes the latest developments on the South African public financial system, including new content on the role of the Public Protector, updated legislation and a series of features to contextualise key topics in Public Financial Management.

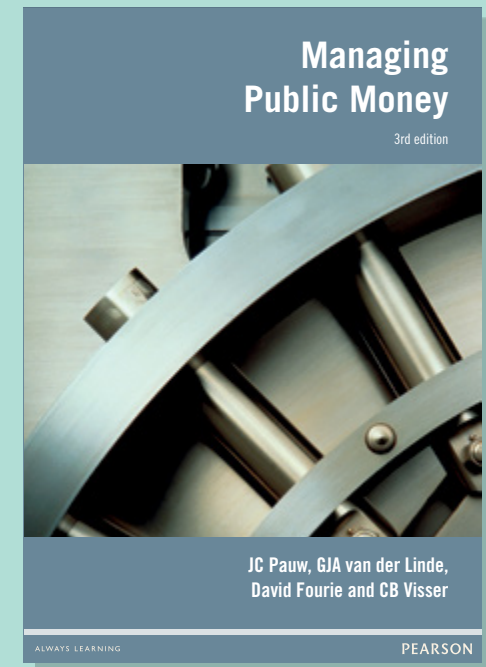
This text is intended for public sector managers and students and it encourages a reflective, critical and practical approach to Public Financial Management. It is ideal for a public manager promoted to a position where finances must be managed. The team of authors have extensive expertise and international exposure, both academically and professionally. Students and managers have much to gain from this new edition.

### Features

- It provides a careful balance of theoretical principles, procedures and application.
- NEW! Lecturer support material includes PowerPoint® slides of the main ideas in the book and a testbank of multiple-choice questions and 10 case studies with questions.
- Updated 'Brainteasers' stimulate critical thinking of key topics.
- NEW! 'How to' feature outlines the steps needed to implement procedures.

### Contents

1. The public in public money
2. Statecraft and politics in public money
3. Governmental budget organisation at national level in South Africa
4. Preparing your budget
5. Managing budget execution
6. Financial management technologies
7. Working your capital
8. Procuring goods and services and the supply chain
9. Managing municipal money
10. Upholding ethical standards



Print ISBN: 9781775950233

ePDF ISBN: 9781928226116

Authors:  
**J Pauw, G van der Linde,  
D Fourie and C Visser**

Copyright: 2015  
Extent: 400 pp.

# Risk Management

## Fourth Edition

Management expert, Peter Drucker argues that risk management is as important as entrepreneurship and business skills in propelling economic growth. A society that is able to control and cushion against disaster is better able to deploy its resources towards economic and social advancement. In this new edition, the authors build on their unique and respected model of risk management for students, academics and professionals in the southern African context.

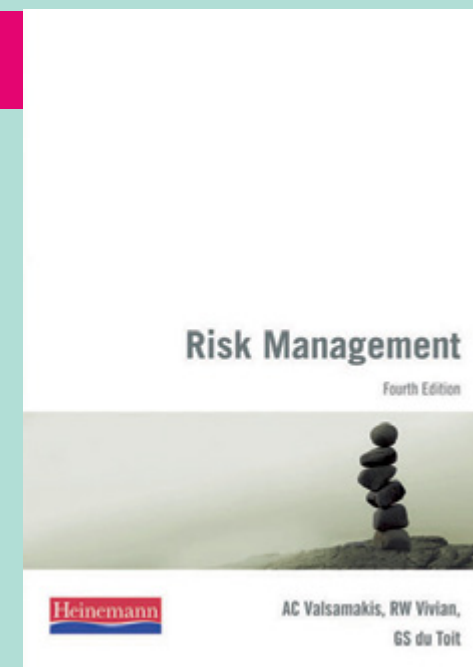
### Changes to this edition include:

- an update on the impact of legislation and corporate governance and the King III commission
- a new section on banking risk and sustainable risk
- financial instruments update
- the evolution and development of risk financing, following the changes in economic and financial market environment.

### Contents

1. Principles of management applied to managing risk
2. Concept of risk
3. Decision making under conditions of risk and uncertainty
4. Corporate governance and enterprise risk management
5. Risk identification
6. Risk evaluation
7. Operational risk management
8. Risk response: Risk control
9. Risk financing
10. Risk retention
11. Captive insurance companies
12. Insurance
13. Finite insurance
14. Capital market instruments
15. Composite financing strategies

NEW EDITION  
AVAILABLE IN 2019



Print ISBN: 9780796231185  
ePDF ISBN: 9781775956556

Authors:  
AC Valsamakis, RW Vivian and GS du Toit

Copyright: 2010  
Extent: 410 pp.

# Economics

## Global and Southern African Perspectives Second Edition

Based on the tenth edition of Michael Parkin's international best-seller *Economics*, this text combines his expertise and international perspective with the knowledge and understanding of local academics teaching in the field of Economics.

### Features

- Each chapter opens with an attention-grabbing vignette that raises questions that motivate students and help them to focus on the content.
- In-text review quizzes consolidate learning.
- At the end of each chapter, students are shown how to apply what they have learned by analysing recent media articles chosen to shed additional light on the questions first raised in the chapter opener.
- Key terms with page references aid navigation.
- Problems and critical thinking questions end each chapter, with solutions available as lecturer and student support.

### Contents

- Part 1 Introduction**
1. What is economics? Understanding our changing world
  2. The economic problem
- Part 2 How markets work**
3. Demand and supply
  4. Elasticity
  5. Efficiency and equity
  6. Markets
  7. Global markets in action
- Part 3 Households' choices**
8. Utility and demand
  9. Possibilities, preferences and choices
- Part 4 Firms and markets**
10. Organising production
  11. Output and costs
  12. Perfect competition
  13. Monopoly
  14. Monopolistic competition
  15. Oligopoly
- Part 5 Market failure and government**
16. Public choices and public goods
  17. Economics of the environment
- Part 6 Factor markets, inequality and uncertainty**
18. Markets for factors of production
  19. Economic inequality
  20. Uncertainty and information
- Part 7 Monitoring macroeconomic performance**
21. Measuring GDP and economic growth
  22. Monitoring jobs and inflation
- Part 8 Macroeconomic trends**
23. Economic growth
  24. Finance, saving and investment
  25. Money, the price level and inflation
  26. The exchange rate and the balance of payments
- Part 9 Macroeconomic fluctuations**
27. Expenditure multipliers: the Keynesian model
  28. Aggregate supply and aggregate demand
  29. Inflation, unemployment and the business cycle
- Part 10 Macroeconomic policy**
30. Fiscal policy
  31. Monetary policy

NEW EDITION  
AVAILABLE IN 2020



Print ISBN: 9781775785026  
ePUB ISBN: 9781775953616

Authors:  
Michael Parkin with Geoffrey Antrobus  
and Peter Baur, Janet Bruce-Brand,  
Marcel Kohler, Leigh Neethling, Bruce Rhodes,  
Andrea Saayman, Volker Schöer, Dirk Scholtz,  
Kirsten Thompson and Jacky van der Merwe

Copyright: 2014  
Extent: 752 pp.

# Macroeconomics

## Global and Southern African Perspectives

This book is a South African adaptation of Blanchard and Johnson's *Macroeconomics* 6th edition. It provides local context in the form of data, case studies and examples, and highlights important issues in the local economy.

### Features

- Two chapters, 'The Crisis' and 'Monetary Policy' provide updated information.
- Focus boxes convey the life of macroeconomics today and reinforce the lessons from the models, making them more concrete and easier to grasp.
- South African data, examples and terminology are meaningfully integrated throughout the text.
- The chapter on exchange rates provides an accessible treatment of the topic, reinforcing an understanding of the concepts with South Africa in mind.
- Content on inflation, activity and nominal money growth from the 5th edition has been integrated into chapter 8.

An Interactive ePUB featuring simulations, whiteboard animations, interactive graphs, audio summaries and multiple-choice questions will be available in June 2017.

### Contents

#### Part 1 Introduction

1. A tour of the world
2. A tour of the book

#### Part 2 The short run

3. The goods market
4. Financial markets
5. Goods and financial markets: The IS-LM model

#### Part 3 The medium run

6. The labour market
7. Putting all markets together: The AS-AD model
8. The Phillips curve, the natural rate of unemployment, inflation, activity and nominal money growth
9. The crisis

#### Part 4 The long run

10. The facts of growth
11. Saving, capital accumulation, and output
12. Technological progress and growth
13. Technological progress: the short, the medium and the long run

#### Part 5 Expectations

14. Expectations: the basic tools
15. Financial markets and expectations
16. Expectations, consumption, and investment
17. Expectations, output, and policy

#### Part 6 The open economy

18. Openness in goods and financial markets
19. The goods market in an open economy
20. Output, the interest rate, and the exchange rate

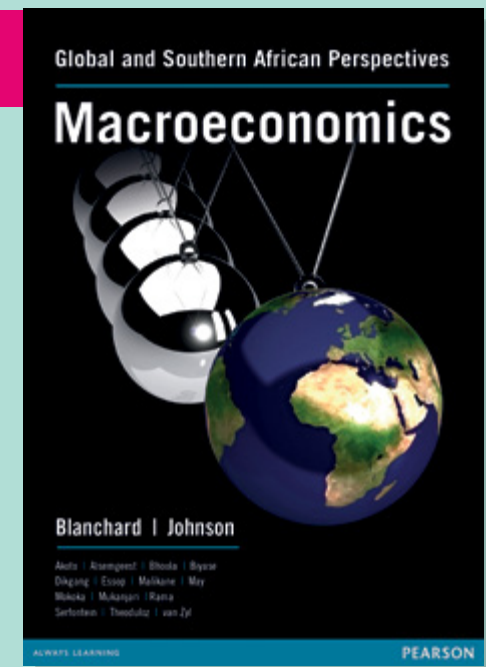
#### Part 7 Back to policy

21. Exchange rate regimes
22. Should policy makers be restrained?
23. Fiscal policy: a summing up
24. Monetary policy: A summing up

#### Part 8 Epilogue

25. The story of macroeconomics

NEW EDITION  
AVAILABLE IN 2020



Print ISBN: 9781775786184  
ePDF ISBN: 9781775785026  
ePUB ISBN: 9781775956426

Authors:

Olivier Blanchard and David Johnson  
with William Akoto, Liezel Alsemgeest,  
Fatima Bhoola, Mduduzi Biyase,  
Johane Dikgang, Hassan Essop,  
Christopher Malikane, Cyril May,  
Tshepo Mokoka, Samson Mukanjari,  
Nimisha Rama, Bernard Serfontein,  
Tania Theoduloz and Cecilia van Zyl

Copyright: 2014  
Extent: 752 pp.



# Economics: An Introduction

## Second Edition

***Economics: An Introduction* offers a practical and accessible introduction to Economics. This text provides clear links to real-life situations, current economic data and examples, and aims to support students' understanding of key economic theory.**

Concepts such as price, utility, perfect competition, monopolistic competition, monopoly and oligopoly are explored, as well as the effect of economic actions on others and the environment. The problem of externalities receives ample attention, as well as the ways to counter or compensate for them. The contemporary, hands-on approach provides meaning, bringing theoretical concepts to life. It equips the lecturer with content that invites participation and stimulates debate. The outcome is that complex economic theories are demystified while South Africa's uniquely challenging economic environment is unpacked.

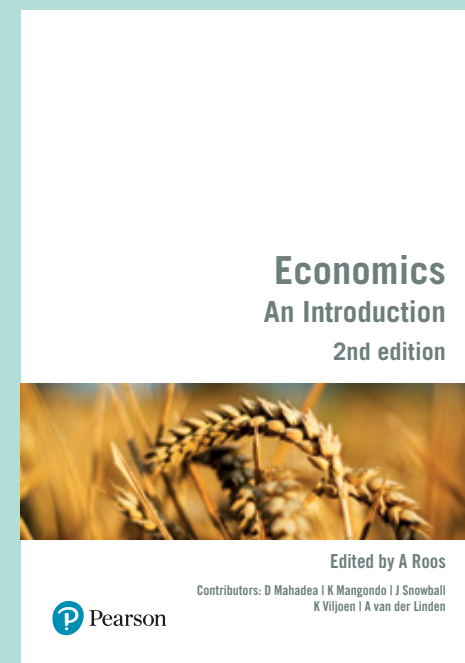
### Features

- Updated statistics, data and relevant examples give students an up-to-date view of key concepts in the context of South Africa.
- Authentic, everyday situations relevant to a South African student are used to explain the fundamentals of economic theory.
- Each chapter starts with an engaging case study that introduces the key concepts of the chapter, while relevant examples provide application of key concepts throughout the chapter.

- Key terms boxes provide clear explanations of economic theory and concepts.
- End-of-chapter summaries help to consolidate key points in the chapter.
- Self-test questions with solutions help students to assess their level of understanding.
- A comprehensive test bank and PowerPoint® slides provide support material for lecturers.

### Contents

1. Introduction
2. How we make choices: price, utility and the demand curve
3. Choices and indifference
4. Supply
5. Market structures – perfect competition and monopoly
6. Monopolistic competition and oligopoly
7. Factor market
8. Externalities
9. Economic policy objectives: the 'big five'
10. Circular flow and national income accounting
11. Aggregate demand: a Keynesian analysis
12. Money and banking
13. Economic policy
14. Economic growth
15. Economic development
16. An open economy
17. The economics of happiness



Print ISBN: 9781776102341  
ePDF ISBN: 9781776102518  
ePUB ISBN: 9781776102358

Authors:  
**A Roos, A van der Linde, D Mahadea,  
K Mangondo, J Snowball and K Viljoen**

Copyright: 2017  
Extent: 364 pp.

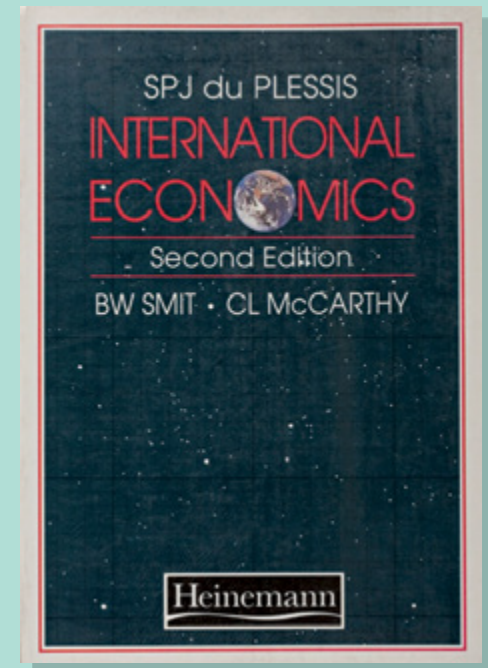
# International Economics

## Second Edition

This book provides a comprehensive study of the dynamics of international trade and finance.

### Contents

1. Introduction to international trade
2. Why nations trade: The classic theory
3. Why nations trade: The modern theory
4. The basis of trade: Labour productivity and factor proportions
5. Trade theory: New approaches and extensions
6. Trade under changing conditions
7. Government intervention in trade
8. Economic integration and co-operation
9. International trade, trade policy and economic development international finance
10. Foreign exchange markets and exchange rates
11. The balance of payments
12. National income and the balance of payments
13. Balance of payment adjustment mechanisms
14. Exchange rate determination
15. Macroeconomic policy in the open economy
16. The international monetary system



Print ISBN: 9781868532728

Authors:

S du Plessis, B Smit and C McCarthy

Copyright: 2005

Extent: 322 pp.

# Elementary Statistics for Business and Economics

*Elementary Statistics for Business and Economics* aims to introduce students to the subject in a clear, concise way and by demonstrating the application of a wide range of key statistical concepts and techniques. The authors highlight how and why these techniques can be used to solve real-life problems, ensuring that the material is relevant and accessible. This book is the updated edition of *Elementary Statistics Volume 1* and *Applied Elementary Statistics Volume 2*.

## Features

- Topics are presented in a clear way, supported by formulae, worked examples and graphic illustrations.
- Students are tested on three levels: after each main topic, exercises test understanding of key concepts, multiple-choice questions test application, and supplementary exercises test overall knowledge of the whole chapter.

- A CD-ROM contains solutions to the concepts, multiple-choice and supplementary questions for each chapter; guidelines on how to perform statistics operations in Excel®, PowerPoint® slides and case studies.
- Updated lecturer support material includes new test bank items.

## Contents

1. Introduction to statistics
2. Organisation and description of data
3. Measures of location and dispersion
4. Basic probability
5. Probability distributions
6. Sampling and sampling distributions
7. Confidence intervals
8. Hypothesis testing
9. Analysis of variance
10. Chi-squared tests
11. Regression and correlation analysis
12. Index numbers
13. Time series analysis
14. Non-parametric statistics
15. Elementary interest calculations

## Available student support for Economics:



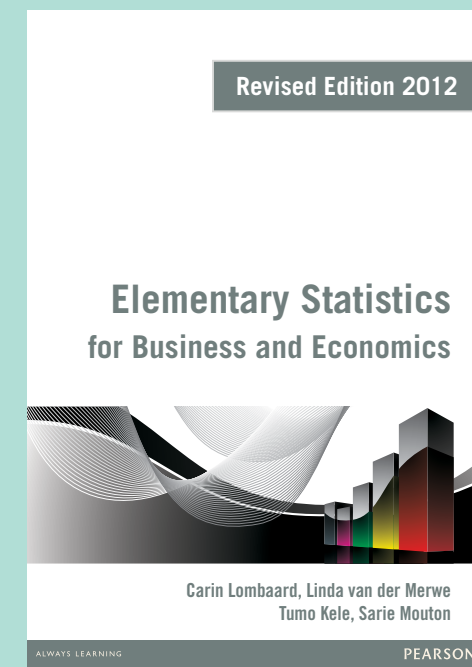
X-kit Undergraduate Economics

Print ISBN: 9781868912827



Multilingual Concept Glossary of Economics Terms

Print ISBN: 9781868912827



Print ISBN: 9781775780922  
ePDF ISBN: 9781928226277

Authors:  
Tumo Kelo, Carin Lombaard,  
Sarie Mouton and Linda van der Merwe

Copyright: 2011  
Extent: 640 pp.

# Principles of Marketing

## Global and Southern African Perspectives

### Second Edition

Retaining the solid theoretical foundation of the 14th US edition of *Principles of Marketing* by Kotler and Armstrong, this text helps students understand the complex marketing environment in which southern African organisations operate.

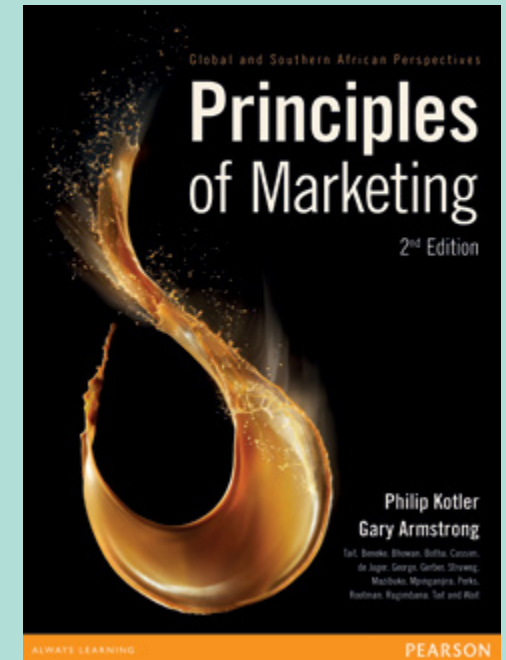
A team of academics has adapted the text by integrating recent South African research, data, examples and case studies. This edition retains the practical, approachable and accessible style of the original text, which makes for an engaging and informative book. Its content coverage, while broad, is also in-depth, and it skilfully integrates both local and global examples.

The new edition features three new case studies per chapter, updated data and examples. Four exciting new features, 'Focus on technology', 'Focus on ethics', 'Marketing and the economy' and 'Marketing by numbers' highlight key topics in the field today.

An interactive ePUB version is available with engaging podcasts and visual summaries of the key concepts in the book. Contact your key account manager for more information on this and other interactive eBooks.

#### Contents

1. Creating and capturing customer value
2. Organisational and marketing strategy
3. Analysing the marketing environment
4. Managing marketing information
5. Consumer markets and consumer buyer behaviour
6. Business markets and business buyer behaviour
7. Customer-driven marketing strategy
8. Products, branding and services strategy
9. New product development and product lifecycle strategies
10. Pricing: Understanding and capturing customer value
11. Pricing strategies
12. Marketing channels and supply chain management
13. Retailing and wholesaling
14. Communicating customer value: Integrated marketing communications strategies
15. Advertising and public relations: Integrated marketing communications
16. Personal selling and sales promotion
17. Direct and online marketing: Building direct customer relationships
18. Creating competitive advantage
19. The global marketplace
20. Sustainable marketing



Print ISBN: 9781775789499  
ePDF ISBN: 9781928226505  
eBook ISBN: 9781776102372 (interactive ePUB)

Authors:

Philip Kotler and Gary Armstrong with Madéle Tait (editor), Justin Beneke, Khantilal Bhowan, Elsamari Botha, Shahida Cassim, Johan de Jager, Richard George, Charlene Gerber, Noxolo Mazibuko, Mercy Mpinganjira, Ilse Niemann-Struweg, Sandra Perks, Chantall Rootman, Robert Rugimbana, Mark Tait, Johan van Zyl and Marius Wait

Copyright: 2015  
Extent: 752 pp.

# Applied Strategic Marketing

## Fourth Edition

*Applied Strategic Marketing* discusses the strategic role of marketing management in modern organisations. The focus is on how managers choose and manage the markets they serve, how they handle competition and what strategies they devise in order to build brand value and customer relationships. This book guides the reader through the different phases of the strategic planning process and provides a framework for designing and implementing a marketing plan.

Building on the success of the third edition, the revised fourth edition includes content on contemporary issues such as Globalisation, Sustainability and Innovation.

*Applied Strategic Marketing* is anchored in the South African environment and discusses the impact of global trends. This book offers great value to students and practitioners of strategic marketing.

### Features

- Chapter outcomes outline key content and skills
- Strategy in action scenarios illustrate application of concepts
- Examples support learning
- Expanded mini case studies place ideas in context

- Chapter summaries assist students in preparing for tests and examinations
- For the reader's reflection sections evaluate fundamental theories
- Three large case studies on sustainability, product, and B2B are provided on the lecturer resource CD
- Full colour sections engage learners.

### Contents

1. The nature of strategic marketing

#### Part one: Strategic Analysis

2. Macro-environmental analysis
3. Market analysis
4. Customer analysis
5. Competitor analysis
6. Internal analysis

#### Part two: Market Strategies

7. Strategic marketing planning
8. Identification of a sustainable competitive advantage
9. Competitive strategies
10. Strategies in the product life cycle
11. Global strategies
12. Relationship-building strategies
13. Brand strategies
14. Building brand and customer equity

#### Part three: Strategy Implementation and Marketing Metrics

15. Strategy implementation and control
16. Measurement of marketing strategies and processes



Print ISBN: 9781775781271

Editors:

**Chris Jooste, Johan Strydom,  
Flip du Plessis and Adele Berndt**

Copyright: 2012  
Extent: 512 pp.

# Sales Management

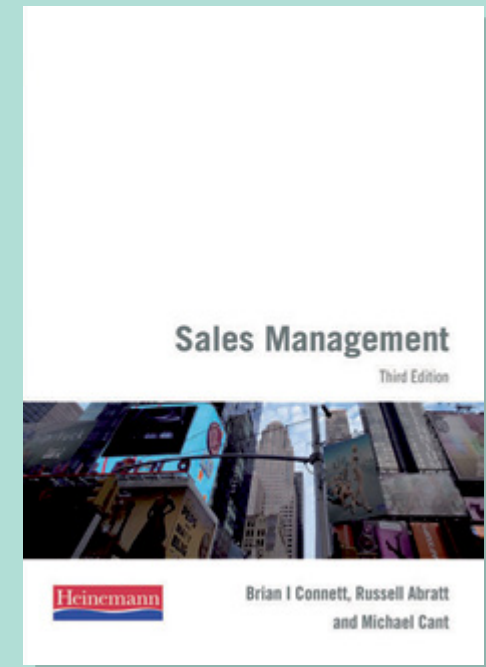
## Third Edition

The third edition of the highly successful *Sales Management* focuses on the requirements of sales management in the 21st century. It offers the latest on the role of information technology and incorporates environmental factors and their impact on sales management. Key topics are the globalisation of markets, the strategic role of sales, relationship management, sales management planning, forecasting market demand and sales budgeting.

This edition includes chapters on personal selling and new challenges in global selling. It tackles the organisation of the sales effort through sales force planning, recruitment and selection. There are practical chapters on sales training and development, compensation and incentives and the role of information in sales management.

### Contents

1. Sales management in the 21st century
2. The personal selling function
3. The personal selling process
4. Sales management planning
5. Forecasting market demand, sales forecasting and sales budgeting
6. Organising the sales effort
7. Sales force planning, recruitment and selection
8. Sales training and development
9. Salesperson compensation and incentives
10. The crucial role of information in sales management
11. Leading and motivating the sales force
12. Evaluation and control of the sales programme



Print ISBN: 9780796225870

ePDF ISBN: 9781775788294

Authors:

**Brian Connett, Russell Abratt  
and Michael Cant**

Copyright: 2010

Extent: 256 pp.

# Brand Management

The first of its kind in South Africa, *Brand Management* constitutes an invaluable tool to the growing number of academic institutions now offering this exciting subject. Making use of both local and international examples and cases, the subject is approached from a holistic, yet applied perspective. Written in an accessible style, this book assists both students and practitioners to develop the ability to manage brands from the outset to the ultimate outcome.

## Contents

### Part 1 Opening perspective

1. A balanced perspective on brands

### Part 2 The components of branding

2. Brand equity and brand valuation
3. Brand identity development
4. Brand positioning and differentiation

### Part 3 Building brands

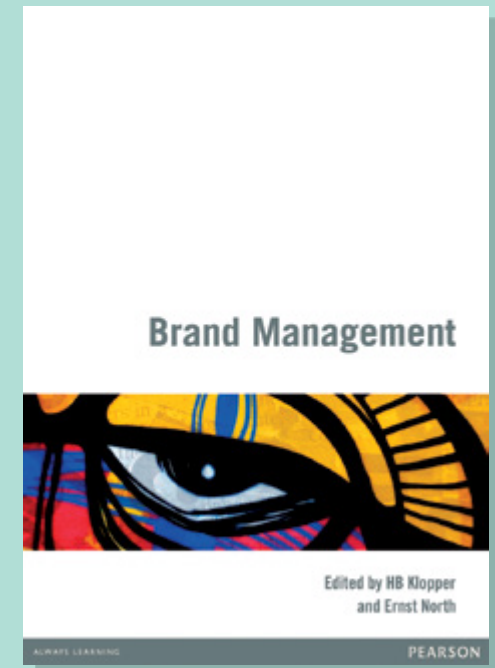
5. Choosing a name for a strong brand
6. Brand contact planning and management
7. Supporting brands

### Part 4 Growing brands

8. Capitalising on a successful brand
9. Managing brand portfolios
10. Managing brands for success over time
11. Managing a brand across geographic boundaries

### Part 5 Managing and sustaining brands

12. Building corporate identity, corporate brands and reputation
13. Developing a brand dashboard
14. Personal branding



Print ISBN: 9781775780335

Editors:  
HB Klopper and Ernst North

Copyright: 2011  
Extent: 384 pp.

# Consumer Behaviour

## Global and Southern African Perspectives

This is the first South African adaptation of the tenth edition of Schiffman and Kanuk's seminal *Consumer Behaviour*. Since its first edition in 1978, this book has centred on the examination and application of consumer behaviour to the planning, development, and implementation of marketing strategies. This local adaptation continues this tradition blending the best of Schiffman and Kanuk's international perspective with relevant South African context, examples, cases and applications.

### Features

- The text has been thoroughly updated and revised to best describe the changing environment of consumption behaviour.
- Learning objectives are found at the beginning of each chapter and identified at the start of the corresponding section in each chapter.
- Interesting and applicable cases appear at the end of each chapter.
- Dynamic, holistic video case studies appear at the end of each section of the book.
- Exercises focus on critical thinking and the application of the material to real-world situations. Many exercises require online research.

### Contents

Part 1 The background and tools for a comprehensive understanding of the consumer behaviour principles

1. Consumer behaviour: meeting changes and challenges
2. Consumer research
3. Market segmentation and strategic targeting

Part 2 The consumer as an individual

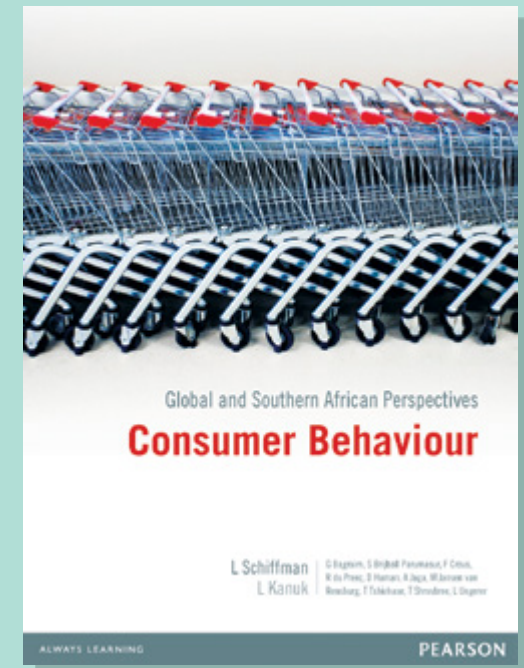
4. Consumer motivation
5. Personality and consumer behaviour
6. Consumer perception
7. Consumer learning
8. Consumer attitude formation and change
9. Communication and consumer behaviour

Part 3 The social and cultural dimensions of consumer behaviour

10. The family and its social class standing
11. Influence of culture on consumer behaviour
12. Subcultures and consumer behaviour
13. Cross-cultural and global consumer behaviour

Part 4 Consumer decision making and marketing ethics

14. Diffusion of innovations
15. Consumer decision making and beyond
16. Consumers social responsibility and green marketing



Print ISBN: 9781775785033

ePDF ISBN: 9781775788737

Author:

L Schiffman and L Kanuk with G Bagraim, S Brijball Parumasur, F Crous, R Du Preez, D Human, A Jaga, M Jansen van Rensburg, T Tshivhase, T Shrosbree and L Ungerer

Copyright: 2014

Extent: 592 pp.



# Marketing Research

A comprehensive text, aiming to demystify the topic, *Marketing Research* is written in a practical manner, emanating from the research process perspective.

Approaching the subject from a sound academic basis, assisted with a central case study steeped in industry and formulated by Neil Higgs from TNS Research Surveys, this text becomes essential reading for any student or practitioner in the field.

## Features

- Study summaries consolidate learning.
- 'Assess your understanding' sections and additional assessment activities with end-of-chapter answers evaluate fundamental concepts.
- Further reading leads to additional enquiry.
- A glossary of terms assists with key concepts and terminology.

## Contents

1. Introduction to Marketing Research
2. The Research process
3. Selecting the research method
4. Secondary information
5. Qualitative research
6. Experimental research
7. Survey research
8. Sampling
9. Designing the research instrument
10. Data collection
11. Data analysis
12. Presenting the research findings
13. Research ethics
14. Applications of marketing research:  
Online research and international research



Print ISBN: 9781770259812

Editors:

**Adele Berndt and Danie Petzer**

Copyright: 2011

Extent: 416 pp.

# Entrepreneurship and Small Business Management

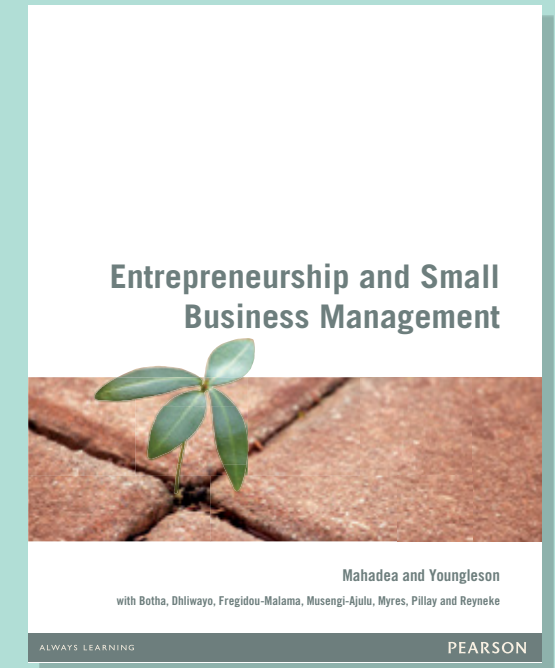
Written by leading local and international academics and practitioners, *Entrepreneurship and Small Business Management* focuses on the relationship between entrepreneurship and small business management from an interdisciplinary point of view. The text is written from both a local and international perspective and addresses key 21st century issues.

## Features

- Chapter outcomes outline the key content and skills.
- Chapter summaries assist students to prepare for tests and examinations.
- Instructor resources are available to prescribing lecturers.

## Contents

1. Entrepreneurship in perspective
2. Types of entrepreneurs and the economic significance of small firms
3. Innovation and creativity
4. The new business venture
5. Getting started
6. Business planning and the business plan
7. Entrepreneurial management functions
8. Marketing for small businesses
9. Raising and managing finance
10. Procurement, supply and contract management
11. Growth, business valuation and entrepreneurial exit strategies
12. Leading small business
13. Turnaround strategies and business failure
14. The family business
15. Corporate entrepreneurship
16. Women and entrepreneurship
17. The social economy
18. Technopreneurship and university transfer
19. Black economic empowerment
20. Sustainability and business ethics



Print ISBN: 9781770259836

Authors:

**Mahadea and Youngleson with Botha, Dhliwayo, Fregidou-Malama, Musengi-Ajulu, Myers, Pillay and Reyneke**

Copyright: 2012

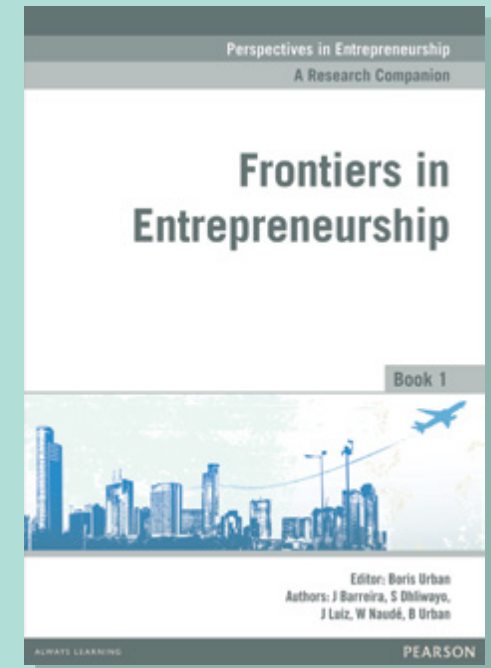
Extent: 608 pp.

# Frontiers in Entrepreneurship

*Frontiers in Entrepreneurship*, Book 1 in the *Perspectives in Entrepreneurship* series, provides insight into how entrepreneurship evolved and how it has emerged as a field of inquiry in its own right. Topics discussed include historical and early thinking on entrepreneurship, the discipline and field of study, the absence, yet crucial role of entrepreneurship in the economics realm, corporate entrepreneurship and value creation, as well as innovation through social entrepreneurship.

## Contents

1. Early thinking and the emergence of entrepreneurship
2. Entrepreneurship as a discipline and field of study
3. Economic perspectives of entrepreneurship
4. Entrepreneurship in the field of development economics
5. Creating value and innovation through social entrepreneurship
6. The entrepreneurial organisations
7. Theoretical perspectives on culture and entrepreneurship



Print ISBN: 9780796225917

Editor:  
**Boris Urban**

Copyright: 2010  
Extent: 288 pp.

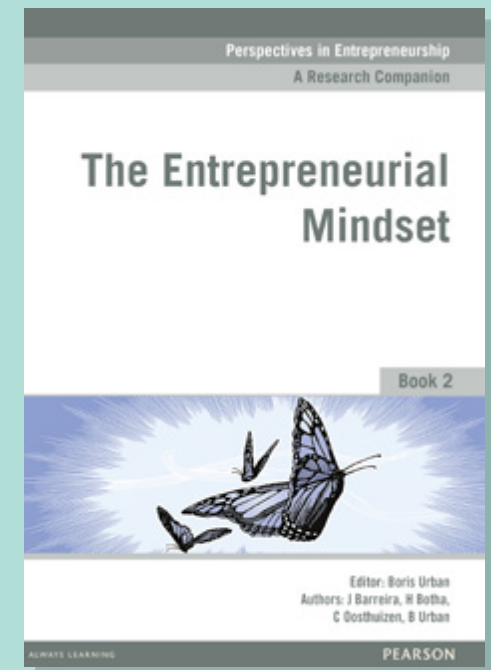
# The Entrepreneurial Mindset

Book 2 in the *Perspectives in Entrepreneurship* series, *The Entrepreneurial Mindset*, is based on the recent application of ideas, concepts and research from the cognitive sciences. This book indicates that the foundation of the entrepreneurial mindset is cognitive adaptability. This is the ability to be dynamic, flexible, and self-regulating in one's cognitions given dynamic and uncertain environments, as typically faced by entrepreneurs.

Essentially, the entrepreneurial mindset perspective helps educators, policy makers and researchers to understand how entrepreneurs think and why they do some of the things they do.

## Contents

1. Entrepreneurial cognition
2. Entrepreneurial human capital
3. Entrepreneurial social capital
4. Entrepreneurial intentions and motivations
5. Entrepreneurship and ethical behaviour
6. Entrepreneurial leadership



Print ISBN: 9780796225900

ePDF ISBN: 9781775788546

Editor:  
**Boris Urban**

Copyright: 2011  
Extent: 288 pp.

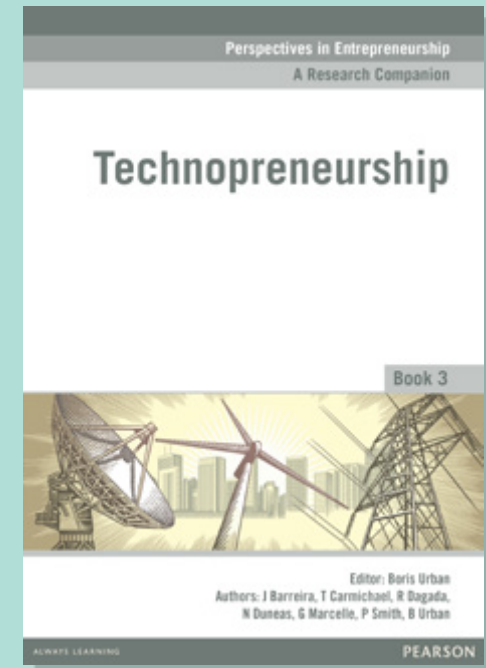
# Technopreneurship

## Strategy, Innovation and Entrepreneurship

*Technopreneurship* is Book 3 in the *Perspectives in Entrepreneurship* series. The 21st century is tilting towards an economy primarily driven by technology, innovation and knowledge. It is crucial to grow entrepreneurial capital within developing societies in order to improve overall socio-economic circumstances. Strategic choices are of particular concern to technology-based ventures. Radical innovations are important not only for the positive economic impact they typically create, but also because they fundamentally change the behaviour of consumers.

### Contents

1. The confluence of entrepreneurship, innovation and technology
2. Strategic corporate entrepreneurship
3. High-growth technology ventures
4. The role of human capital in technopreneurship
5. Entrepreneurship and information and communications technology



Print ISBN: 9780796225894

ePDF ISBN: 9781928330271

Editor:  
**Boris Urban**

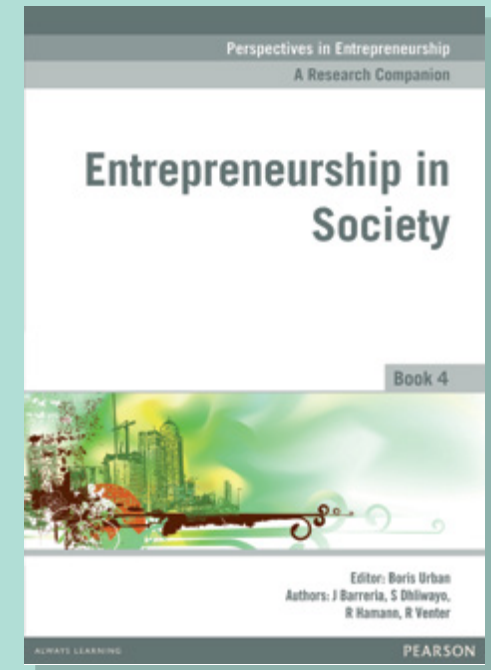
Copyright: 2012  
Extent: 288 pp.

# Entrepreneurship in Society

The final volume in the series *Perspectives in Entrepreneurship* includes integrative case studies. Being entrepreneurial is a socio-economic phenomenon. In developing countries, social interventions need to be designed to curb unemployment through entrepreneurship. New ventures offer the promise of empowering marginalised segments of the population, and therefore women and youth entrepreneurship serve as relevant topics under discussion for this volume. Another interesting feature of this volume is the investigation of the internationalisation of SMMEs and how ethics is imperative for sustainable entrepreneurship.

## Contents

1. Entrepreneurship in emerging economies
2. Indicators of entrepreneurial activity
3. Sustainability entrepreneurship
4. Reflections on the informal economy: Beyond survivalism
5. Public sector entrepreneurship
6. Internationalisation and global entrepreneurship research
7. Integrative case studies



Print ISBN: 9780796225887

ePDF ISBN: 9781776101993

Editor:  
**Boris Urban**

Copyright: 2012  
Extent: 288 pp.

# Human Resource Management

## Global and Southern African Perspectives

This is a South African adaptation of the international text by Dessler, *Human Resource Management*.

### Features

- Engaging chapter openers
- Theory and practical HRM issues very well integrated
- Relevant SA case studies
- Extensive critical thinking exercises and questions
- SA sections on strategic HRM, the impact of BBBEE and how HRM is linked to the process and important labour law issues and codes of practice

### Contents

#### Introduction

1. Introduction to human resource management
2. Equal opportunity and the law
3. The manager's role in strategic human resource management

#### Recruitment and placement

4. Job analysis
5. Personnel planning and recruiting
6. Employee testing and selection
7. Interviewing candidates

#### Training and development

8. Training and developing employees
9. Performance management and appraisal
10. Coaching, careers and talent management

#### Compensation

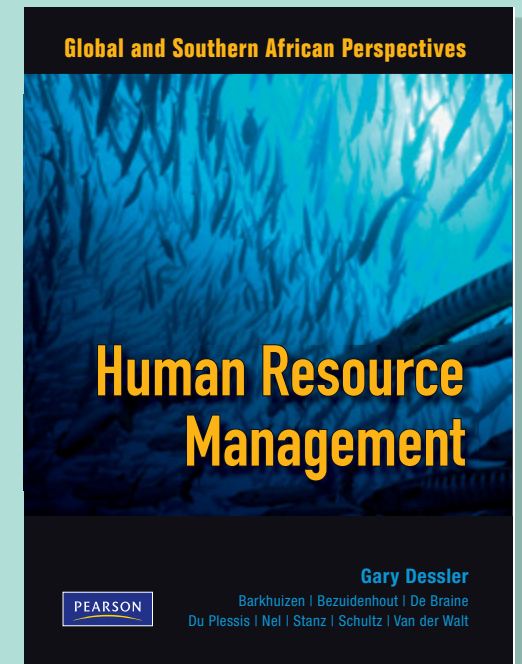
11. Establishing strategic pay plans
12. Pay-for-performance and financial incentives
13. Benefits and services

#### Employee relations

14. Ethics, justice, and fair treatment in HR management
15. Employee relations
16. Employee safety and health and well-being

#### Trends and challenges in HRM

17. Trends and the future of HRM



Print ISBN: 9781770259164

Authors:

Emmerentia Barkhuizen, Adele Bezuidenhout, Roslyn De Braine, Yvonne du Plessis, Petrus Nel, Cecilia Schultz, Karel Stanz and Hugo van der Walt

Copyright: 2010

Extent: 864 pp.

# Navigating Information Literacy

## Fifth Edition

NEW EDITION  
AVAILABLE IN 2020

*Navigating Information Literacy* is the perfect tool to help guide students through the 21st century information world. The book, now in its fifth edition, has been updated to cover the information literacy skills and topics needed to study and work. In these environments, being information literate is no longer a special skill; it is an everyday skill we all need.

This book builds student awareness of information literacy, and provides clear instruction on how to learn the skills required to fully function in the information knowledge economy.

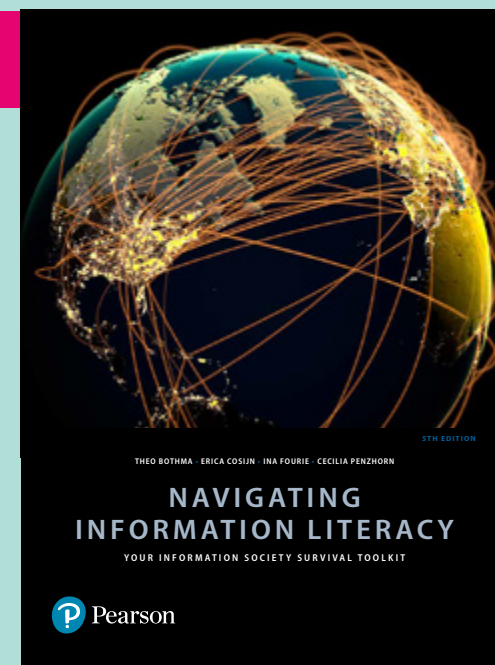
### Features

- Easy and accessible language
- A new, engaging design so students can work through the text in a logical and practical way
- Full-colour screenshots and other illustrative examples to provide students with a real-world 'feel'
- Critical thinking activities such as Try it Yourself, Read This, Watch This and Example boxes to stimulate further interest, reinforce skills and break down otherwise abstract concepts
- Chapter openers with clearly stated learner outcomes
- A list of key terms at the beginning of every chapter introducing important to know terminology and concepts

Navigating Information Literacy is also available as a fully interactive eBook. This eBook is a digitally interactive educational experience that allows users to engage with the book's content in a broad and exciting way. There are 15 interactive digital assets that allow users to practise and review content learned.

### Contents

1. Introducing information literacy
2. Information sources and resources
3. Libraries and portals
4. The search query
5. Searching the web
6. Searching databases and online journals
7. Organising and retrieving
8. Ethical and fair use
9. Referencing
10. Evaluating
11. Documenting information and creating



Print ISBN: 9781776101818

ePUB ISBN: 9781776101634

Authors:

Theo Bothma, Erica Cosijn,  
Ina Fourie, Cecilia Penzhorn

Copyright: 2017

Extent: 272 pp.



# Basic Programming Principles

## Second Edition

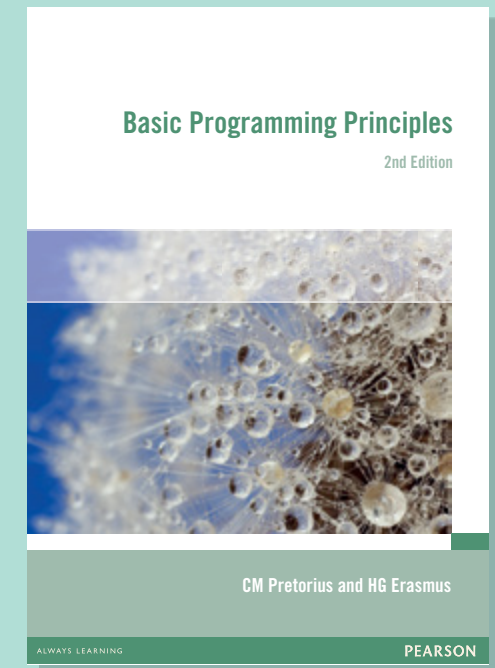
The ability to clearly specify each step to create a problem-free computer program is a primary skill needed by programmers. *Basic Programming Principles* 2nd edition guides beginner programmers through the challenges of planning a computer program by presenting the text in a simple and straightforward manner. It contains many examples and exercises with explanations and answers that promote learners' understanding. New exercises provide opportunities for students to apply the principles of programming and problem-solving and learning outcomes highlight the key learning areas. This book is an update of *Basic Programming Principles: Using Visual Basic.NET* 2nd edition without reference to the Visual Basic.NET.

### Authors

Correlie Pretorius and Hetsie Erasmus have been in tertiary education for more than 30 years and understand the anxiety of beginner programmers and the abstract reasoning the subject requires. It has always been their passion to encourage students to become logical thinkers and to assist them to develop problem-solving skills. This book lays a solid foundation for students who are exposed to programming for the first time.

### Contents

1. General concepts and arithmetic
2. Capturing and processing transactions
3. Writing algorithms and programs in sequential steps
4. The selection control structure: Part 1
5. The selection control structure: Part 2
6. Iteration using a fixed count loop
7. Iteration using the Do-loop
8. Arrays
9. Function procedures and sub procedures
10. Sequential text files
11. Introduction to object-oriented programming



Print ISBN: 9781775786030

ePDF ISBN: 9781775955580

Authors:

**Correlie Pretorius and Hetsie Erasmus**

Copyright: 2012

Extent: 240 pp.

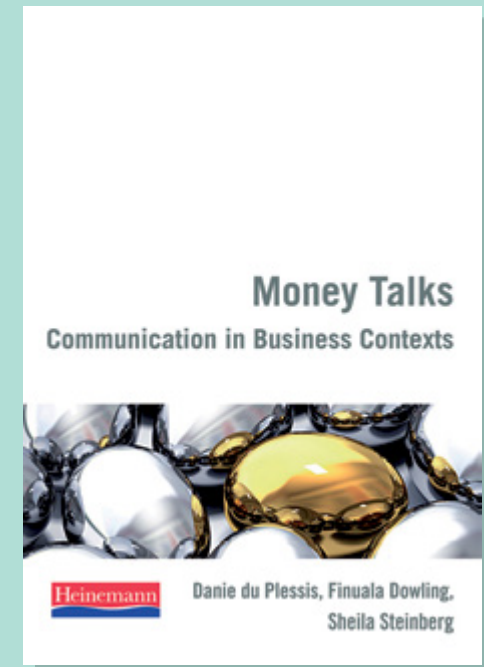
# Money Talks

## Communication in Business Contexts

To help prepare accounting and auditing students for written and spoken interaction during their working life, *Money Talks: Communication in Business Contexts* is a communication textbook like no other. The book guides students through the vital soft skills to function optimally in a business environment. These include proposal and report writing, as well as lessons on how to conduct meetings and prepare both oral and written presentations.

### Contents

1. Introduction to communication
2. The reading process
3. English grammar toolkit
4. Format
5. The writing process
6. Persuasive writing
7. Non-verbal communication and listening
8. Interpersonal communication in the workplace
9. Communication in groups and teams
10. Oral presentations



Print ISBN: 9780796231758

Authors:  
Danie du Plessis, Finuala Dowling  
and Sheila Steinberg

Copyright: 2009  
Extent: 244 pp.

# Development and Public Health Communication

Students and scholars of development and public health communication often grapple with different paradigms in order to understand why so many people still contract HIV/AIDS, why communities keep living in abject poverty, why children die of hunger and continue to get inadequate schooling in spite of millions being spent on development, research and communication campaigns.

## Features

This book attempts to equip students with ways of making sense of the world through different, and often opposing paradigms, by providing:

- introductions to sections in the book that orientate the reader
- Southern African examples and various case studies from different sectors
- a tabular summary of the most important development communication paradigms and their positions
- points to ponder, activities and questions.

Moving between practice and theory, the authors provide the student with a unique position that will enable them to make sense of the real world and the contradictions they encounter in everyday life.

## Contents

### Section 1: Mapping the Development and Health Communication Territory

1. Sham reasoning and pseudo-science: Myths and mediatisation of HIV/AIDS in South Africa
2. Development and health communication for HIV/AIDS prevention
3. Aspects of health communication
4. Stakeholders and their impact on community development: The case of the OneVoice South Africa Schools Programme
5. Theories of business in society
6. Why participation? by Colin Chasi

### Section 2: Application and Case Studies

7. Tools, techniques and channels for communication
8. South Africa, democratisation and development
9. Development support communication and the AIDS Foundation of South Africa
10. Health communication: The case of TB information leaflets
11. Poverty and unemployment
12. Corporate social responsibility
13. Commercialising the HIV/AIDS crisis: Public service broadcasting, rainbowism and media advocacy
14. The value of entertainment-education: The case of Soul City



Print ISBN: 9780796231765

Authors:  
**Keyan Tomaselli and Colin Chasi**

Copyright: 2011  
Extent: 400 pp.

# Let's Talk about Interpersonal Communication

## Fourth Edition

Building on the success of the previous three editions, the fourth edition of *Let's Talk about Interpersonal Communication* is a lively, challenging and interactive communication course that is fully updated, offers new research studies and covers all major aspects of interpersonal communication.

Elements that enhance learning include the following:

- More examples of interpersonal communication in the workplace
- More South African examples "In a nutshell" tables that summarise the content
- Cartoons that illustrate concepts in a humorous way
- Suggested test and exam application questions

**Special additional features in the Interactive ePUB include:**

- Interactive infographics that visually summarise each chapter
- Videos that bring the theory to life
- E-learning modules for each chapter with interactive activities and case studies based on the videos, self-reflection activities, and tips for communicating better.

### Contents

1. The communication process
2. Frame of reference
3. Verbal communication
4. Non-verbal communication
5. Interpersonal relationships
6. Creating a climate for effective communication
7. Interaction management
8. Conflict management



Print ISBN: 9781775788300  
ePDF ISBN: 9781775788768  
ePUB ISBN: 9781776102396

Authors:  
Marianne Louw and  
Franzél du Plooy-Cilliers

Copyright: 2014  
Extent: 304 pp.

# Tuning in

## State of Television in South Africa

This publication deals specifically with television in South Africa across both the apartheid and post-apartheid periods. The aim of this text is to offer a widely representative range of views. This exciting new book will provide readings of political economy and of practices and productions of television in South Africa couched in considerations of historical and theoretical perspectives. A series of important junctures and usages are explored, as are roles and genres, and questions of ownership and control in the uniquely rich South African historical, political and cultural landscape.

Within the culturally disparate society of South Africa, television has much to offer scholars and students as a method of exploring identity, public opinion and the making of meaning within a diverse audience. This volume provides material that will be of interest to the general reader, and of significant use to the undergraduate media student. In addition, all scholars of television should find the book useful.

### Contents

#### Section 1: Policy

1. Politics and Programming
2. Negotiating National Broadcasting

#### Section 2: Genre

3. Reality television in South Africa: the ultimate survivor of television genres
4. Local documentaries on the SABC 2000 to 2010: the imaging of national identity, transformation and commercial imperatives.
5. Sport and television
6. The Significance of Televising Parliament in South Africa
7. "We are all equals there": selected viewers' reception of multiculturalism in the Afrikaans soap opera 7de Laan
8. 7de Laan and selected Afrikaans viewers



Print ISBN: 9781775780519

ePDF ISBN: 9781775956341

Authors:

**Michele Tager and Colin Chasi**

Copyright: 2014

Extent: 192 pp.

# Looking at Media

## An Introduction to Visual Studies

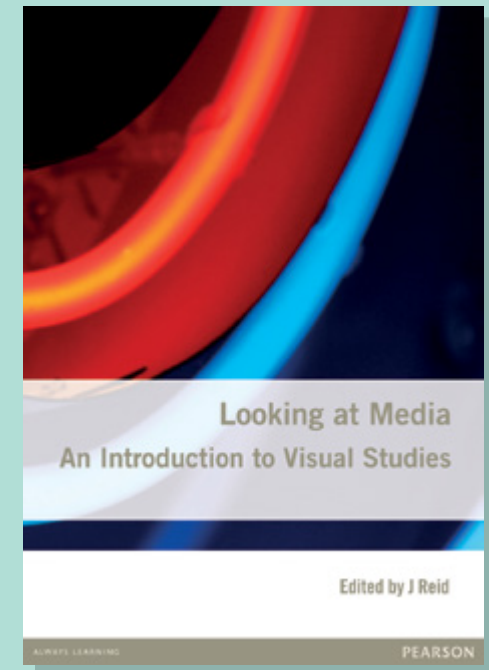
This exciting publication will guide South African students of visual studies and media studies into understanding and interpreting their world in a meaningful way. Written specifically for media students, the book is filled with interesting examples and case studies.

The book should assist students to gain a basic intellectual understanding of the field, while learning how these academic fields can be used to critically deconstruct visual texts produced by the South African media industry.

### Contents

#### Introduction

1. Representation and making meaning
2. Representation, language and discourse
3. Ideology
4. Visual semiotics
5. Visual rhetoric
6. Myth and stereotype
7. Popular culture
8. Genre and narrative
9. Postmodernism
10. Postcolonialism
11. Identity politics
12. Globalisation
13. Television news
14. Ubuntuism and the media
15. Film and film theory
16. The digital media



Print ISBN: 9780796231789

ePDF ISBN: 9781775788997

Editor:  
**Julie Reid**

Copyright: 2013  
Extent: 320 pp.

# Public Relations

## African Perspectives

### Second Edition

This book revisits the powerful concept of public relations from an African perspective. It integrates African and South African cases and practical examples to illustrate the impact of public relations on current global issues and critical new developments.

#### Contents

##### Theoretical background to public relations in Africa

1. Integrated communication in communication practice and theory: Its evolution and beyond
2. The place of public relations in an organisation
3. A relational perspective on public relations in Africa

##### Public relations research in Africa

4. Public relations research
5. Measuring public relations

##### Public relations education in Africa

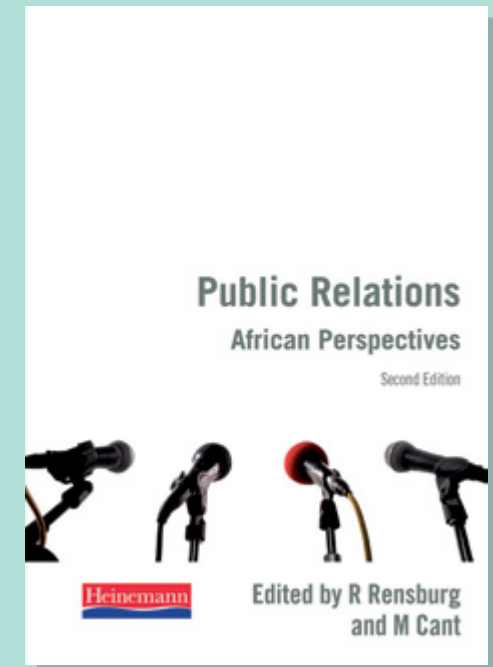
6. A global education model for public relations in Africa

##### Public relations practice in Africa

7. Public relations, marketing and the media
8. Online public relations within the New Economy
9. The performance dimensions of public relations in Africa: Campaign/programme planning and management

##### Critical issues currently facing public relations in Africa

10. Corporate social responsibility and public relations in Africa
11. Ethics, public relations and civil society in Africa
12. The professionalisation of public relations in Africa



Print ISBN: 9780796223524

ePDF ISBN: 9781775954842

Editors:

**Ronél Rensburg and Michael Cant**

Copyright: 2009

Extent: 336 pp.



## Multilingual Glossary of Economics Terms

ISBN: 9781868915379

Copyright: 2005  
Extent: 60 pp.

The Multilingual Glossary of Economics Terms was developed to help students understand the most important terms and concepts in Economics. Key terms are explained in all South Africa's 11 official languages and are listed in alphabetical order so that they are easy to find.



## Multilingual Glossary of Business Management Terms

ISBN: 9781868915637

Copyright: 2006  
Extent: 29 pp.

The Multilingual Glossary of Business Management Terms was developed to help students understand the most important terms and concepts in Business Management. Key terms are explained in all South Africa's 11 official languages and are listed in alphabetical order so that they are easy to find.



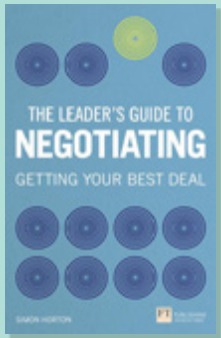
## Multilingual Glossary of Financial Management Terms

ISBN: 9781770256804

Copyright: 2006  
Extent: 90 pp.

The Multilingual Glossary of Financial Management Terms was developed to help students understand the most important terms and concepts in Business Management. Key terms are explained in all South Africa's 11 official languages and are listed in alphabetical order so that they are easy to find.





## The Leader's Guide to Negotiating

Getting your best deal

Print ISBN: 9781292112800

Author: **Simon Horton**

Copyright: 2016

Extent: 296 pp.

A highly practical book that will take the reader from best practice in the field of negotiation through to advanced bargaining skills and beyond. It's thoroughly researched, drawing upon cutting-edge material from many disciplines, and presented in a very accessible style. Written in a direct, 'How to...' format with bullet-pointed action points, it outlines techniques and tactics – right down to the level of 'If they say x, you say y'. Not only does it succinctly represent where current best practice stands, it goes further, outlining advanced techniques, beyond the normal negotiation literature.



## Banquet of Consequences

The reality of our unusually uncertain economic future

Print ISBN: 9781292123806

Editor: **Satyajit Das**

Copyright: 2016

Extent: 352 pp.

The goal of a job security, a home, a comfortable retirement and a good life for our children is receding. In this brilliantly clear-eyed account, Satyajit Das links past, present and future to show that it's not just unrealistic expectations, but the poor performance of those governing us that are to blame.

## The Financial Times Essential Guide to Writing a Business Plan

Second Edition

Print ISBN: 9781292085142

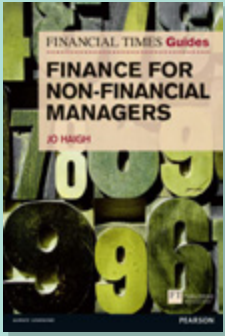
Editor: **Vaughan Evans**

Copyright: 2015

Extent: 304 pp.

In one engaging, outcome-oriented book, The FT Essential Guide to Writing a Business Plan gives you:

- the essential knowledge you need to write a winning business plan – quickly and without fuss
- guidance on how to focus throughout on the plan's purpose – to win backing
- samples of what a good plan looks like, so you can benchmark your own as you write it
- checklists, tips, examples and milestones to ensure you're on target
- prompts to reflect on, evaluate and learn from your experience.



## The Financial Times Essential Guide to Finance for Non-Financial Managers

Print ISBN: 9780273756200  
Authors: Jo Haigh  
Copyright: 2011  
Extent: 288 pp.

Gives you the confidence to ask the right business questions, make the correct finance decisions and competently speak the language of commerce to your colleagues, managers, customers and stakeholders.



## The Financial Times Guides to Investing

Print ISBN: 9781292005072  
Editor: Glen Arnold  
Copyright: 2014  
Extent: 488 pp.

A perennial bestseller, this is a comprehensive guide to successful stock market investing for the beginner and intermediate investor. It covers everything from the practicalities of buying and selling shares, through to managing a more sophisticated portfolio and measuring performance and risk.



## Financial Times Guide: Business Start Up 2017

Print ISBN: 9781292175867  
Editor: Sarah Williams  
Copyright: 2016  
Extent: 512 pp.

Whether you're about to start your own business or have already taken the plunge and want to keep everything on track, make sure you have a copy of *The Financial Times Guide to Business Start Up* on your shelf. Regularly updated, this edition covers all the latest legal and financial changes you need to be aware of following the 2016 Budget.



## Global Teams

How the best survive and success

Print ISBN: 9781292171913

Author: Jo Owen

Copyright: 2016

Extent: 288 pp.

The challenges of making decisions, setting goals, communicating, building trust and managing the team are far harder when you are separated by time, language, culture and priorities.



## The Strategy Book

Second Edition

Print ISBN: 9781292123806

Editor: Max Mckeown

Copyright: 2016

Extent: 264 pp.

This 2nd edition of the award-winning *The Strategy Book* has been updated to feature the latest strategic thinking and essential strategic decision-making tools.



## The Finance Book

Print ISBN: 9781292123646

Editor: Stuart Warner

Copyright: 2017

Extent: 392 pp.

*The Finance Book* will help you think and manage like a financial strategist. Written specifically for non-finance professionals, it will give you all you need to know to manage your business more effectively and think more strategically.

# Custom Solutions

## The most valuable learning takes place when content is tailored to address the needs of your students.


Custom Solutions give you the freedom to design your course materials based on exactly what you want to teach and in the way you would like to. Personalised content means greater engagement with your students.

Because we design the end-product to align to your course or academic programme, there is no unnecessary or missing content. You can confidently prescribe your custom solution in the knowledge that it will save your students money and give them access to everything they need in one solution.

There is a wide range of formats available for you to choose from, such as traditional print books, eBooks, online learning platforms, and blended solutions.

Once your custom solution is created, we regularly review your requirements for amendments and changes. This means that you control the edition of your solution, and avoid unexpected edition changes.

We are always looking for new ways to customise our content, so have a conversation with us to see what is possible.

 **Contact your Pearson Key Account Manager to learn more about our custom solutions.**  
See page 74 for details.

### Personalisation options



Choose your own cover from our high-quality modern designs or provide your own image to create a completely bespoke cover.



Add your name, course code and university logo to the cover or platform home page. Write your own preface.

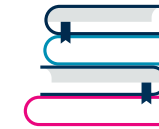


Adapt the order of content to match your course.



Tailor online resources to reflect your institution's needs. Choose to receive your book in print or eBook format.

### Content choices



Chapters from one or more of our textbooks in the subject areas of your choice.



Your own authored content.



Case studies from any of our partners, including Harvard Business School Publishing, Darden, Ivey and many more.



Digital resources and content from Pearson's MyLab and Mastering platforms.



# Digital solutions



# Moving towards a *connected future*

The digital sphere has become an intrinsic part of our everyday lives – from the way we stay in touch with our friends to the way in which learning solutions are delivered.

By providing digital learning solutions, we at Pearson are making sure that your students receive content in an engaging medium and are geared towards success in a world where digital skills are irreplaceable.

Our digital learning solutions include mastery-based resources like *MyLab* and *Mastering*, eBooks and online courses that assist students in finding employment once their studies are completed.

Mindful of the possibilities that digital content brings to the learning environment, we have specifically designed our solutions to be locally relevant (yet in touch with the global market) and to work across a variety of devices including smartphones, laptops, desktop computers and tablets. This is done with the aim to help unlock the potential within students and lecturers and to ensure that they enjoy the benefits of going digital.

Our dedicated support team is here to help you get the best out of your chosen solutions so that your students can thrive.



# Breakthrough to improving results with MyLab and Mastering

**Pearson MyLab™ and Pearson Mastering™** are the world's leading collection of online homework, tutorial and assessment products and are trusted by 11 million students around the world. In South Africa, almost 100 000 students have already used *MyLab* and *Mastering* to help them better understand course material and ultimately flourish.

*MyLab* and *Mastering* reacts to how students are actually performing, offering data-driven guidance that identifies stumbling blocks and supports them in understanding difficult subject matter. By offering a rich environment of pre-built or customised assessments, personalised learning plans and highly interactive learning activities, the system enables students to master skills at their own pace and succeed in their chosen career path.



Learn more and explore the full range of products at [www.pearsonmylabandmastering.com](http://www.pearsonmylabandmastering.com)

## Benefits of *MyLab*

- Personalised homework: *MyLab* analyses a student's test results to provide personalised homework assignments, so students can focus on only those topics and objectives they haven't yet mastered.
- Learning outcomes and mastery: The *MyLab* gradebook allows you to track student performance as it corresponds to the learning outcomes for the course.
- Mobile-friendly: Since 2014, *MyLab* courses have been designed with mobile devices in mind, allowing students to study anytime, anywhere.

## Benefits of *Mastering*

- Before class: reading quizzes, pre-lecture quizzes and formative assessments test students' knowledge of the material and ensure they come to class prepared.
- During class: *Learning Catalytics* and existing *Mastering* media, such as simulations and videos keep your students engaged and bring tough topics to life.
- After class: 'Traditional' homework, quizzes and testing automatically assess your students' comprehension of the material and provide opportunities for remediation.



*MyLab* and *Mastering* allows you to select content that aligns to your curriculum using the Study Plan Manager.

***"The online learning and teaching method is the standard for the future, and it is beneficial to be partnered with Pearson, a company that is very efficient at doing that."***

– Eshwar Soriakumar  
Lecturer at UNISA

## MyLab Foundational Skills

To help students reach the heights they are destined for, it is important that you help them build a solid foundation that they can use as a platform to launch their learning from.

Across the world, 290 million young people are out of work. At the same time, almost 40% of employers tell us that they can't fill their vacancies\*. We developed *MyLab Foundational Skills*™, previously known as MyFoundationsLab to help lecturers fill the gaps where employers are experiencing shortcomings.

Our system is a complete online, mastery-based resource that allows for assessing university and career-readiness skills in reading, writing and arithmetic, and aims to make students more employable when they graduate from university.

*MyLab Foundational Skills'* engaging tutorial system offers a rich environment of pre-built or customised assessments, personalised learning plans and highly interactive learning activities that enable students to effectively master foundational skills at their own pace.

Each *MyLab Foundational Skills* Learning Path includes competency-based learning activities designed to help students build confidence and proficiency in specific skills. Students become actively engaged in their own learning processes and break traditional barriers to learning at their own pace.

This course now offers new modules on digital literacy, math-reading connections, student and career success skills, as well as several additional Path Builders, expanded treatment of the writing process and rhetorical situation, revised research skills material and new reading literature coverage. All content is easily customisable to the specific objectives of your programme.

Ideal for students of various levels and ages, including continuing education or workforce readiness programmes, *MyLab Foundational Skills* provides the skills development students need in order to be successful in university-level courses and to progress in their careers.



Watch how *MyLab Foundational Skills* can help your students.



Learn more at [myfoundationslab.com](https://myfoundationslab.com)

\*Ready for work, Employability Summit, 2016



## MyEnglishLab

*MyEnglishLab* is an online learning solution created to aid lecturers in teaching English as a second language. Our studies have shown that using *MyEnglishLab* can help improve student results. From motivating students to helping manage mixed-ability classes, *MyEnglishLab* makes a positive impact on learning outcomes.

*MyEnglishLab* delivers your Pearson course content online, with the added benefits of automated marking and extra support for your students.

Exchange your workbook for *MyEnglishLab* to get online hints, tips and feedback, and take your course with you anywhere.

## MyLab IT

One of the cornerstones of being career ready is being digitally literate. We developed *MyLab IT* to be the most innovative and personalised way in which to teach and learn digital literacy, as well as the Microsoft Office productivity skills that students need for university and career success.

*MyLab IT* offers quality content, developed by practising IT educators that can effectively integrate into training and assessment exercises to enhance students' knowledge of Microsoft Office applications and computer concepts. By doing this, we can equip them with the skills and know-how they will need to flourish in the workplace.

### Innovative

- Cloud-based, HTML5 Microsoft® Office simulations – no installations or downloads required. Realistic, high-fidelity, skill-based training and assessment scenarios with content that directly matches Pearson textbooks
- Empower all students to experience MyLab IT – Simulations are the most accessible with ADA 508 compliance guidelines
- Project Creation Tool – Create Grader Projects from scratch and assign and score using MyLab IT Grader
- Learning Design – MyLab IT is designed with the learner in mind, helping students transfer what they learn in the classroom to the workplace, promoting career readiness



See how *MyLab IT* creates personalised online learning experiences that help students make real progress in their courses and in their lives.



Learn more at  
[pearsonmylabandmastering.com](https://www.pearsonmylabandmastering.com)

## MyLab for Business

MyLab creates personalised learning experiences that help each student improve their results. To find the perfect fit for your course, choose from among the following titles, now available with MyLab:

**Marketing: An Introduction, Global Edition**  
Thirteenth Edition

**Authors:** Opresnik, Armstrong, Kotler

**Copyright:** 2017

**Integrated Advertising, Promotion, and Marketing Communications, Global Edition**  
Seventh Edition

**Authors:** Clow, Baack

**Copyright:** 2016

**Advertising & IMC: Principles and Practice, Global Edition**  
Tenth Edition

**Authors:** Moriarty et al

**Copyright:** 2015

**Operations Management: Processes and Supply Chains, Global Edition**  
Eleventh Edition

**Authors:** Krajewski et al

**Copyright:** 2016

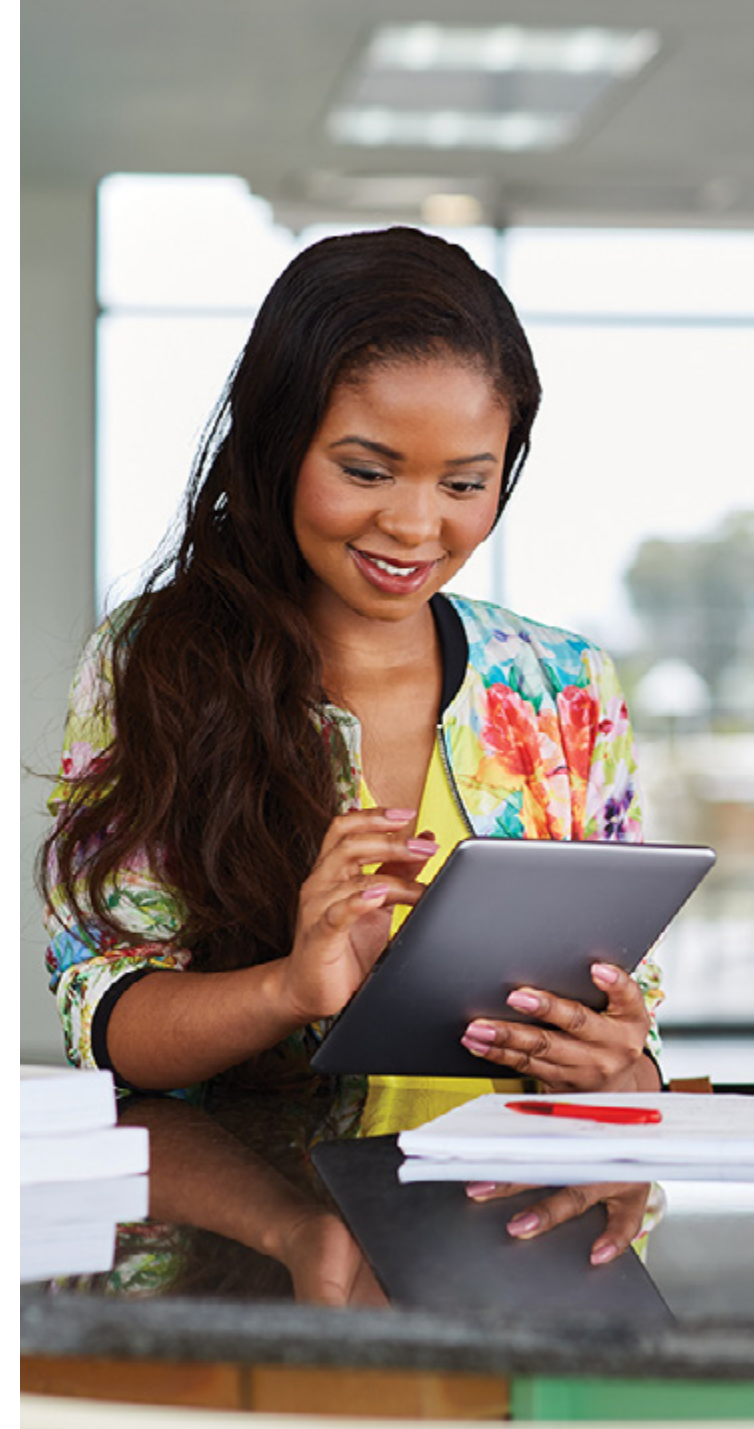
**Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition**  
Sixteenth Edition

**Authors:** Fred R. David, Forest R. David

**Copyright:** 2017



For more information on MyLab products please go to [www.pearsonmylabandmastering.com](http://www.pearsonmylabandmastering.com)



# *Grow engagement with* **Learning Catalytics**

**Learning Catalytics™** is an interactive student response tool that encourages team-based learning by using students' smartphones, tablets or laptops to engage them in interactive tasks and thinking.

As an instructor, you can pose a variety of open-ended questions that help your students to develop critical thinking skills, while monitoring responses with real-time analytics to find out where they are struggling. With this information, you can adjust your instructional strategy in real time and try additional ways of engaging your students in class.

You can also manage student interactions by using *Learning Catalytics* to automatically group students for discussions, team-based learning, and peer-to-peer learning.

The open-ended, multiple-choice, and image upload questions encourage collaboration among students for team-based and group learning. The system also enables instructors to monitor student responses and keeps tabs on how well students understand what is being taught and discussed.

*"Because Learning Catalytics allows for collaboration, digital literacy and more critical thinking, I can ask much more difficult and applied questions. Plus, when the questions are more relevant to the students' future, they are more motivated. Application questions = relevance; relevance = motivation."*

– D.J. Hennager

Associate Professor, Science,  
Kirkwood Community College



Learn more at

[www.pearsonmylabandmastering.com](http://www.pearsonmylabandmastering.com)



Click here to see *Learning Catalytics* in action.

# *Dive into digital* with our eBooks

To facilitate engaging learning, lecturers across South Africa are making the switch from traditional textbooks to eBooks.

At Pearson, we provide a comprehensive range of eBooks to enhance learning in your lecture room and to help your students reach their potential. eBooks are also offered at a reduced price compared to that of the printed textbook.

We are proud to offer you the support of a trusted partner with widespread experience in implementing eBook solutions at educational institutions. Pearson eBooks are downloaded to your computer and are accessible both online and offline through the VitalSource Bookshelf app. To get the most out of your Pearson eBook, you will need to download the VitalSource Bookshelf software to your personal computer, laptop or tablet.



## What to consider when purchasing eBooks

- How will I use the eBook in my classroom?
- Does my eBook provider offer training to help me and my students use eBooks effectively?
- Will I receive dedicated support to assist me with any technical issues I might experience?
- What devices will my students need in order to access their eBooks? Can my students access the eBook when they are not connected to the Internet?

Our dedicated Implementation and Support team makes it easy to set up an eBook platform at your university. We have a successful track record of eBook implementation at educational institutions across South Africa.


We provide our eBooks in a variety of formats based on the needs of institutions. We provide post-implementation support and will assist you with training, if needed, to ensure that you get the most out of your Pearson eBook in order to enhance the learning experience. Our dedicated Implementation and Support team will advise you on the best way to implement eBooks based on the needs and infrastructure of your institution.


## How do I purchase Pearson eBooks?


Pearson eBooks can be purchased in two ways:


- If you are a lecturer and you require eBooks for your institution, contact your Pearson Key Account Manager or Customer Services, who will assist you in implementing eBooks based on your needs.
- If you are purchasing eBooks in small quantities, visit the Pearson eStore at <http://shop.pearson.co.za> for more information on downloading the eBooks you need. On purchasing a Pearson eBook access code, you will receive instructions on how to redeem your code and download your Pearson eBook.
- Pearson eBooks are also available from your nearest Van Schaik bookstore. Enquire in-store.


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# Interactive eBooks

Pearson's interactive eBooks are enhanced with digital assets – also known as learning objects – that can be accessed by clicking on buttons and links embedded in the text.

*Navigating Information Literacy*, one of our range of interactive eBooks, is a toolkit that includes all of the skills and topics essential for students who intend to position themselves in academic or workplace environments that are globally connected and competitive.

*Navigating Information Literacy* is prescribed by the University of Pretoria for its new undergraduate students. A comprehensive user survey confirmed that the majority of users found that the enhanced eBook is a good way to practise and apply skills learnt during the course, that content is more easily assimilated, and that the design and functionality is user-friendly.

Our new series of interactive eBooks offer a variety of links, interactive activities, case studies and media rich content that bring the text vividly to life, stimulate critical thinking and reinforce study skills.

***"Students pointed out that videos, glossary definitions and chapter review activities were the most effective learning objects that contributed successfully towards improving the learning experience."***

– Research on the use of Pearson Interactive eBooks at the University of Pretoria, 2015.

## Features of interactive eBooks



An informative introductory animation on how to use Pearson eBooks



Highlighting and note taking



Exercises, such as matching pairs and drag-and-drop activities



Animations that bring the content across in an accessible and fun way



Glossary pop-ups, some of which are multilingual



Videos showing scenarios and highlighting big issues



Infographics, some of which are interactive, providing a summary of information in one place



Interactive e-learning activities, including chapter reviews, case studies, scenario-based activities and self-assessment exercises



Audio podcasts of practitioners or lecturers putting theory into practice, or to provide concept revision



# Online courses open doors and minds

## Millions of students around the world take online courses every year.

At Pearson, we have developed various online courses to help students along their journey to a successful career. The different online courses we offer teach students how to behave in an online sphere and equip them with the skills they will need in order to become employable once their studies are completed.

## More than half of lecturers surveyed would like eLearning access for students.

- Pearson Quantitative Market Segmentation study, Post-School Lecturers, 2015

## CourseConnect

With more than 5.2 million students taking at least one online course each year, it is more vital than ever to deliver quality online courses. *CourseConnect* is not only built by subject matter experts and credentialed instructional designers - it also incorporates learning design principles to promote a top-quality teaching experience for instructors and an impactful educational experience for students.

Our award-winning *CourseConnect* courses are customisable online courses designed for lecturers to deliver blended or online learning.

Now you can bring your students into a stimulating world of multimedia content and rich imagery, where high engagement is the norm and retention follows. *CourseConnect* minimises the time you spend looking for and compiling the best learning assets, so that you can focus on what you do best - teaching.

*CourseConnect* integrates with any learning management system, is compatible with multiple devices, and offers built-in tools, including:

- a library of rich media, including personalised study guides and audio/video elements
- flexible discussion questions, syllabi and assessment content
- a lecturer resource guide and rubrics to support facilitation in the online environment.

*CourseConnect* is a CODIE Award-winning suite of software ("Best Post-Secondary Instructional Solution") brought to you by Pearson.



Learn more at  
[www.pearsonlearningsolutions.com/courseconnect/](http://www.pearsonlearningsolutions.com/courseconnect/)



# The Digital Literacy Citizenship course

At Pearson, we recognise the importance of acquiring the digital skills students need to flourish in South Africa.

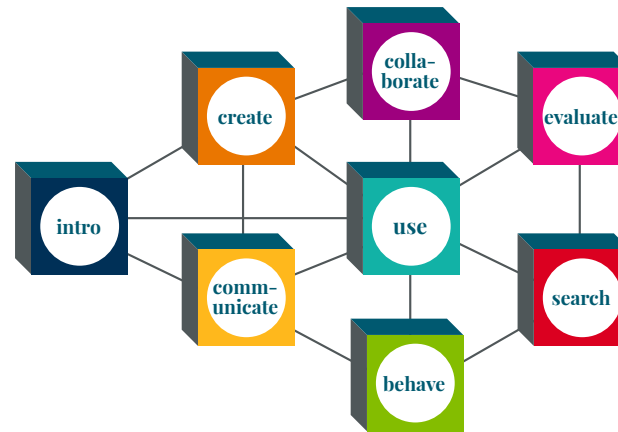
Our *Digital Literacy Citizenship* course is an online, modular and nonlinear programme for South African students who need to build their 21st-century digital literacy skills.

The 21st century digital citizen understands the consequences of his or her online actions and can confidently and effectively navigate the online world.

## Digital literacy is your passport to the future

In completing our Digital Literacy Citizenship course, students will learn what it means to **create** digital content, **communicate** and **collaborate** online, **use** digital technology safely and effectively, **behave** appropriately, competently **evaluate** online activity and **search** the internet efficiently.

We refer to this as the CUBES framework.



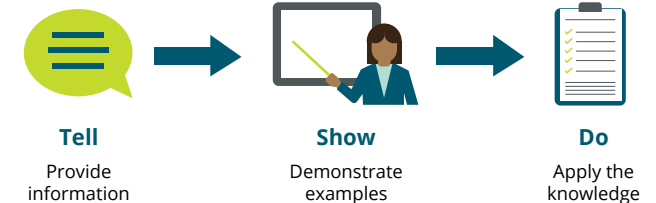
Each CUBE has content that sits in three levels of ability.



The course includes:

- pre-assessments
- content presentation
- practical and interactive activities
- animations and videos.

The training module is based on the 'Tell, Show, Do' approach which breaks away from the traditional lecture-based learning.



Individuals who complete this course can easily share this achievement to popular online destinations, and employers can instantly verify their skills.

 To learn more about the Digital Literacy Citizenship Online Course, watch the animated video on [za.pearson.com](https://za.pearson.com)



# Services and support



# Services and support that *allow you to prosper*

**At Pearson, we believe that by empowering you, the lecturer, your students will flourish.**

Giving you comprehensive support is as important to us as providing you with quality content. That is why we have set up different platforms aimed at supporting you in any area where you may feel like you need help.



## Lecturer support

The people who work for us care passionately about learning and are driven by the knowledge that education changes lives.

Our dedicated team of Key Account Managers is able to support you and your students with the solutions you need at every stage of your learning journey.

If you have any queries kindly contact:

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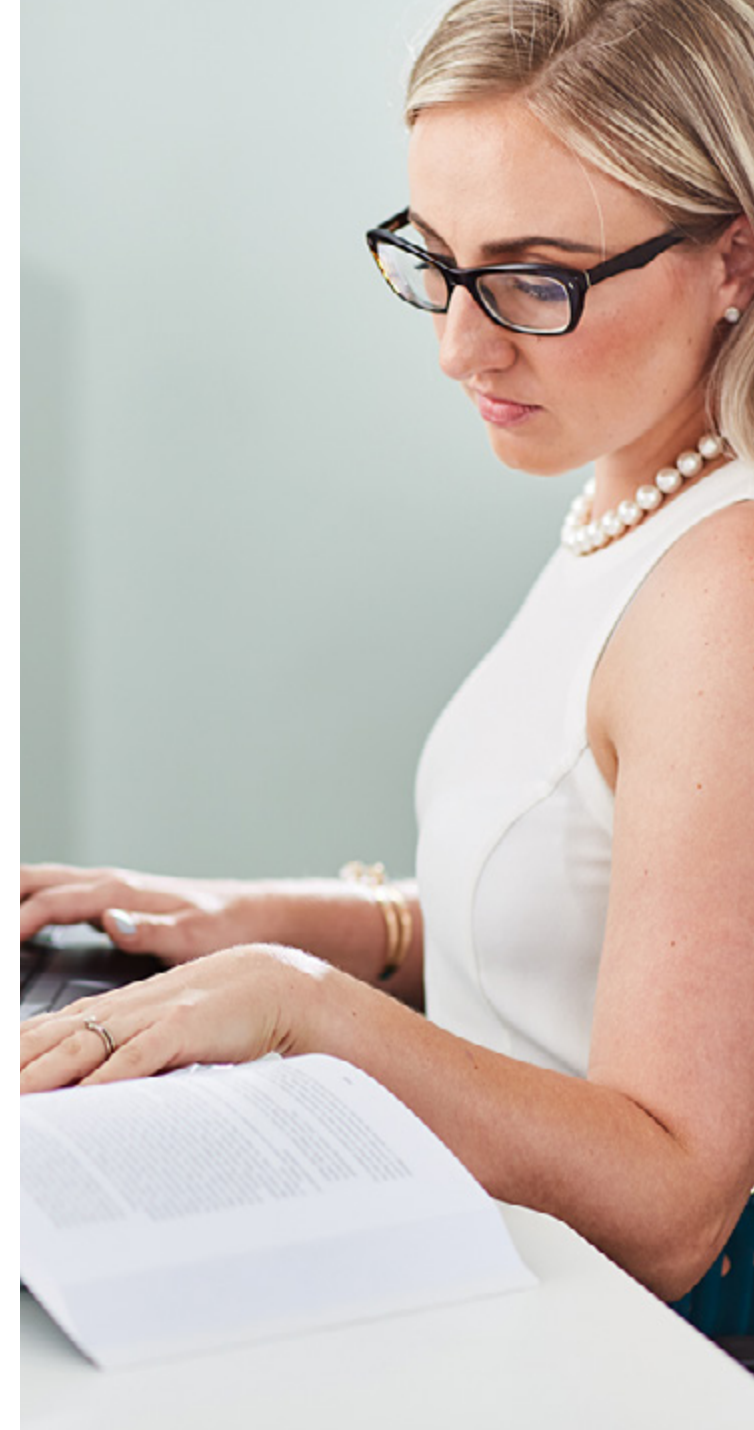
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Tel: 021 532 6008

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[pearsonza.orders@pearson.com](mailto:pearsonza.orders@pearson.com)



## Pearson Support

Our Pearson Support website has been set up to assist you with registration, signing in, browser settings, plug-ins, or other system requirements for any of our digital solutions.

## Implementation support

Because support during and after implementation is important, our team offers short (10–15 minute) student orientation sessions at the start of each implementation and help thereafter, whenever it is needed.

## Professional development

Digital education is changing the way lecturers instruct and students learn. It is important for lecturers to embrace technology and learn how it can be applied in higher education to challenge, engage and render students more employable.

Our ICT training offers competency-based professional development for lecturers, empowering you to become confident in using technology in the classroom.

Modular courses offer you the opportunity to use technology to inspire, motivate and engage your students in order to enhance their learning experience. Our training is designed to enable you to:

- integrate technology in the classroom to engage with all types of learners
- match course material to individual student needs and abilities
- add value to assessments, making them more effective and varied
- immediately apply practical course material in your classroom.



# Contact us

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[pearsonza.orders@pearson.com](mailto:pearsonza.orders@pearson.com)

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