MANAGEMENT CATALOGUE

2019
Dear Instructor,

Welcome to our 2019 Management catalogue, featuring our recent and bestselling titles, specially developed to support students, lecturers/instructors and researchers at every stage of their academic career. Our featured imprints highlighted in this catalogue are:

- **SAGE Texts** — Pedagogically rich content, written by leading academicians and experts, available at affordable prices. These textbooks have been suggested as core readings for several courses in various esteemed colleges and universities. Each of the textbooks is accompanied by additional web-resources for use by students and instructors.

- **SAGE South Asia** — SAGE originals brought to South Asian students and scholars at a fraction of their original cost.

- **SAGE Response** — Practice-based business books which are reader-friendly and include a wealth of examples and cases.

Since we couldn’t fit everything in this catalogue, so be sure to browse our complete collection online at www.sagepub.in/textbooks. If you would like to publish a textbook with SAGE, please send us your proposal to publishtextbook@sagepub.in.

We wish you every success in your academic journey.

Happy Browsing,
Team SAGE

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SELLING AND NEGOTIATION SKILLS
A Pragmatic Approach
Prashant Chaudhary Faculty, Sinhgad Institute of Management and Computer Application (affiliated to University of Pune), Pune

An indispensable companion to every student and professional who hopes to master the art of negotiation and selling. The book’s practical and highly effective framework aims to help the readers harness the much-needed selling and negotiation skills to their advantage.

Key features:
• Complex concepts elaborated through innovative examples, tables and schematic diagrams
• Illustrations from mythology, movie scenes and simulated role plays
• Caselets in each chapter; three major case studies from international affairs, diplomatic dialogues and war-based negotiations

CONTENTS
Preface • Acknowledgements • Selling: Fundamentals and Modern Practices • Selling Process: Journey towards Closing the Deal • Fundamental Concepts, Types and Conceptual Instruments of Negotiation • Styles, Strategies and Tactics of Negotiation • Negotiation Process • Dealing with ‘Difficult’ People and Situations • Case Study: Negotiated Resolution of Doklam Standoff • Bibliography • Index

THE ESSENTIAL MBA
Edited by Susan Miller University of Durham

The Essential MBA is a must read for all MBA students and those thinking of embarking on such a course. It is equally essential for all those who wish to refresh or pick up the basics of Business and Management but cannot enroll in a course that teaches the subject. Each chapter is written by a specialized contributor and offers readers a helpful introduction to each topic of study, including - Chapter overview and key concepts: A brief chapter overview and list of key concepts that will help the reader navigate through each chapter-Case illustrations: Case illustrations that reinforce understanding of the key concepts.

CONTENTS
Introduction and Overview Susan Miller • Organizational Behaviour Susan Miller • Human Resource Management Peter Hamilton • Marketing Dr Dianne Deane • Accounting and Finance Tony Boczko • Economics Professor Tony Cockerill • Operations Management Dr. Christos-Dimitris Tsinopoulos and Dr. Emmanuel Adamides • Corporate Social Responsibility Dr. Timothy Campbell • Strategy Susan Miller • Research Approaches Susan Miller • Study Skills Susan Miller • Index

CASES IN THE ENVIRONMENT OF BUSINESS
International Perspectives
David W Conklin Thunderbird, The Garvin Graduate School of International Management

Cases in the Environment of Business offers an outstanding collection of relevant, classroom-tested cases. In discussing the cases, students participate in managerial decisions in an international context. Most cases deal with a variety of environmental forces, but generally a single set of forces plays a predominant role.

ABRIDGED CONTENTS
INTRODUCTION TO THE IVEY CASEBOOK SERIES PAUL W. BEAMISH • THE DEPENDENCE OF PROFITABILITY ON INDUSTRY STRUCTURE • UNDERSTANDING AND MANAGING MACROECONOMIC RISKS: A GLOBAL MANAGER’S GUIDE TO CURRENCY RISK MANAGEMENT • MANAGING WITHIN ALTERNATIVE GOVERNMENT STRUCTURES: MEKONG CORPORATION AND THE VIET NAM MOTOR VEHICLE INDUSTRY • RESPONDING TO SOCIETAL FORCES: UNITED BEEF PACKERS • INVESTMENT DECISIONS IN THE CONTEXT OF TECHNOLOGICAL CHANGES: PRIVATIZING POLAND’S TELECOM INDUSTRY: OPPORTUNITIES AND CHALLENGES IN THE NEW ECONOMY AND E-BUSINESS • INTEGRATIVE CASES: GM IN CHINA

SAGE SOUTH ASIA
2008 • 624 pages • Paperback (9788178298658) • ₹925.00

Sales rights restricted to South Asia only!
Leadership and Entrepreneurship

ENTREPRENEURSHIP IN DEVELOPING AND EMERGING ECONOMIES
Ali J Ahmad Senior Teaching Fellow, University of Warwick, Punta Bhatt Senior Lecturer, De Montfort University and Iain Acton Partner, Disruptive Lemonade

Entrepreneurship in Developing and Emerging Economies breaks away from these two predominant trends to effectively deal with the subject from the perspective of developing economies, and makes the subject approachable and accessible to not only students of business and management courses but also those from other areas of specialization.

Key features:
• Closely follows a learning-by-doing approach, with case study analyses and reflective exercises
• Chapters carefully designed to build familiarity, with photographs, illustrations and tables to aid readability and retention
• Valuable resources for instructors including multimedia content, relevant preparatory materials, learning outcomes, assignments, examination questions and associated marking criteria, among others

CONTENTS
Preface • SECTION A: THE PRACTICES OF ENTREPRENEURSHIP • An Introduction to Enterprise and Entrepreneurship • Practicing Creativity • Understanding and Doing Innovation • Making Entrepreneurial Decisions with Effective Thinking • SECTION B: ENTERPRISE DESIGN • Customer Research • Applying Jobs-to-be-Done for Framing Problems • Designing New Value Propositions • Testing Value Propositions with Lean Start-up • SECTION C: START-UP ENTERPRISE MANAGEMENT • Pitching to Potential Investors • Sales and Sales Management • Entrepreneurial Finance • Ethics and Professional Practice • Implementation and Operations Management • References • Photo Credits • Index

MANAGEMENT FOR SOCIAL ENTERPRISE
Bob Doherty Liverpool Hope University, George Foster, Chris Mason, John Meehan, Karon Meehan, Neil Rotheroe and Maureen Royce all at Liverpool John Moores University

Management for Social Enterprise is an essential text for Management students and practitioners studying social enterprise. The book overviews the key business topics required by social entrepreneurs, and managers in social enterprises, with perspectives on strategy, finance, ethics, governance, marketing and people management. Chapters include brief overviews, further reading, suggested web resources and, importantly, international case studies, drawing on real-life business examples. This book is essential reading for students and practitioners of Social Enterprise and Social Entrepreneurship, but will also be of use to anyone with an interest in management, corporate social responsibility, ethics or community studies.

CONTENTS
Introduction to the Landscape for Social Enterprise • Social Enterprise in Context - The Story So Far • Strategic Management for Social Enterprises • Managing People in a Social Enterprise Environment • Social Enterprise and Financial Management • Marketing for Social Enterprise • Business Ethics and Social Enterprise • Governance and SEs • Index

CASES IN ENTREPRENEURSHIP
Eric Morse The University of Western Ontario and Ronald K Mitchell Texas Tech University

Cases in Entrepreneurship is the first book to be based upon a cognitive framework of entrepreneurship. This casebook has been organized based on the following concepts:
• Searching for ideas
• Screening those ideas for business opportunity
• Planning how to exploit the opportunity
• Financing the opportunity
• Setting up, Starting and Growing the business
• Harvesting the value created in the business

CONTENTS
Introduction To The Ivey Casebook Series Paul W. Beamish • Preface • Introduction: The Venture Creation Process • Searching For Venture Opportunities: Leveraging Wal-Mart, Ebay And Usps • Barrie Charity Bingo • Takahiko Naraki, The Three Million Yen Entrepreneur • Cascadia Water Corporation • Russki Adventures • Screening Venture Opportunities: Kalista’S Fine Chocolate • Siam Canadian Foods Co., Ltd. • Asiasports: Hockey Night In Hong Kong • Crystal Corporation Of The Philippines • Sequel To Success: The Follow-Up To Abatix Systems • Planning And Financing The Venture: Frontier Adventure Racing: Pack Lightly, Go Like Hell, Never Give Up • Borders Hotel Corp. • Simes Inc. • Extreme Packet Devices (A)— • Diabetogen— • Alpha Personal Dental Care Systems • Venture Setup: Policeprep • Ben & Jerry’s - Japan • Textron Ltd. • Tapp Technologies Inc. (A) • Blinds To Go - Wanted: People To Lead Explosive Growth (A) • Venture Start-Up: Dcf Innovations: Goalie Pad Covers (A) • Catfish Creek Canoe Company • Waverider Communications, Inc.; Selling Wireless Internet Access Equipment • Omega Paw Inc. • Ongoing Venture Operations And Growth: Extreme Cctv • Vancity Savings Credit Union: Corporate Venturing Into Uncharted Waters • Krave’s Candy Co. - Clodhoppers (A) • Trojan Technologies Inc.; Organizational Structuring For Growth And Customer Service • Mainstreet Equity Corp. (A) • Venture Analytics: Beyond Venture Creation: Creemore Springs Brewery: Branding Without Advertising • Fernando Rego And The Fitter • Drawn And Quarterly • Innomedia Logic Inc. • Quadra Logic Technologies Inc. (A)
CASES IN LEADERSHIP, 3e
W Glenn Rowe Western University and Laura Guerrero University of Houston-Clear Lake

This is a unique collection combining 32 real-world leadership cases from Ivey Publishing with 16 practitioner readings. This updated casebook helps you gain a better understanding of leadership, which will be invaluable to you throughout your career. Each of the selected cases is about complex leadership issues that require the attention of the decision maker.

Key features:
• Real-world cases illustrate the complex nature of leadership in organizations from around the world
• This book includes summaries of concepts discussion questions, and readings for each chapter
• This edition offers more than 20 new cases and 7 new readings

CONTENTS
Introduction to the SAGE-Ivey Casebook Series • Preface • Leadership: What Is It? • Leadership Trait Approach • Leadership Skills Approach • Leader Style Approach • The Situational Approach to Leadership • The Contingency Theory of Leadership • The Path-Goal Theory of Leadership • The Leader-Member Exchange Theory of Leadership • Transformational Leadership • Servant Leadership • Authentic Leadership • Team Leadership • Strategic Leadership • Women and Leadership • Culture and Leadership • Ethical Leadership

LEADERSHIP, 6e
Theory and Practice
Peter G Northouse Western Michigan University

Adopted at more than 1,000 colleges and universities worldwide, the market-leading text owes its success to the unique way in which it combines an academically robust account of the major theories and models of leadership with an accessible style and practical exercises that help students apply what they learn. Each chapter follows a consistent format, allowing students to contrast the various theories. Three case studies in each chapter also provide practical examples of the theories discussed.

CONTENTS
Preface • Special Features • Audience • Introduction • Trait Approach • Skills Approach • Style Approach • Situational Approach • Contingency Theory • Path-Goal Theory • Leader-Member Exchange Theory • Transformational Leadership • Servant Leadership • Authentic Leadership • Team Leadership • Psychodynamic Approach • Women and Leadership • Culture and Leadership • Ethical Leadership • Summary • References • Author Index • Subject Index

THEORY AND PRACTICE OF LEADERSHIP, 2e
Roger Gill Durham University

If you are looking for a more holistic and critical take on the field of leadership, look no further! The second edition of this engaging and highly-respected text offers an exploration of leadership in a variety of contexts, both profit-oriented and non-profit. New to this edition:- Refined to capture and delineate the essential theories more clearly, with broader coverage taking in the latest developments in areas such as change, politics, assessment and development of leadership, and multiple intelligences. Further development of a new integrative model of core leadership themes and practices. - Abundant examples and illustrations, together with detailed explanations of how they apply in practice.

CONTENTS
Preface • Introduction: The Nature and Importance of Leadership • Sectoral Similarities and Differences in Leadership • Leadership Theory: A Critical Review, Synthesis and Redefinition • Leadership and Vision • Leadership and Purpose • Leadership and Values • Leadership and Strategy • Leadership and Empowerment • Leadership and Engagement • Multiple Intelligences of Leadership • The Assessment and Development of Leadership • Leadership Brand: Sustaining Leadership Excellence • Index
It is time to address the elephant in the room: Is the existing literature on marketing management contextually sufficient for Indian students? How about the book on marketing management—for Indian marketing students by Indian marketing scholars? Staying relevant to contemporary times, the sixth edition of the transformational textbook comes with an even mightier foundation with its practical, research-based content. Why this particular text? Because it is not just another ‘adaptation of a foreign book’ or a textbook on marketing ‘with few Indian examples.’ It has remained, since its first edition (published 35 years ago), the unparalleled text that presents an India-centric approach to the discipline of marketing.

- Addresses ‘marketing’ for what it is—Equip students of marketing with concepts and theories applicable to the Indian business environment
- Taps every transition and change—The uniqueness of the text flows from its aforementioned vision
- Engaging and comprehensive—The text re-visits the basic as well as contemporary concepts of marketing and contains a fine blend of mini cases on the experiences of companies, both Indian and global
- For the love of studying marketing—With its lucid readability, exciting presentation and innovative design, the book comes with a brand new feature: Marketing Insight, through which more than 250 exhibits explain why high-performing Indian and global companies keep on excelling

**CONTENTS**

Preface • Acknowledgements • Fundamentals of Retailing • Retail Formats and Classification of Retailers • E-Retailing • Business environment for E-Retailing • Positioning and Promotion: Pragmatism with Romanticism • Merchandise Management and Private Label Brands • Retail Pricing: Strategies and Techniques • Managing People: HRM in Retailing • Physical Environment and Pervasive Creativity: Bringing the Retail Store Alive • Location Strategy • The Pyramid of Performance • Patronage Loyalty and Customer Relationship Management • Public Relations and Strategic CSR • Store Management • Mall Management • Bibliography • Index
BUSINESS-TO-BUSINESS MARKETING, 3e
Ross Brennan Professor of Industrial Marketing, Hertfordshire Business School, University of Hertfordshire,
Louise E Canning Associate Professor of Marketing, Kedge Business School and Raymond McDowell Associate Dean of Resources and Planning, Bristol Business School, University of the West of England
This book combines multiple approaches to B2B marketing theory with up-to-date international examples, thereby making the text valuable for faculty and students worldwide.
Key features:
• Detailed coverage of digital marketing and social media in relation to B2B
• Discussion on issues relating to sustainability and corporate social responsibility
• More visual features and an update of the ‘B2B Snapshots’
• New international examples and case studies including Zara, eBay, DHL, LinkedIn and the horsemeat scandal
CONTENTS
Preface to the Third Edition • Acknowledgements • Guided Tour • PART I: FUNDAMENTALS OF BUSINESS-TO-BUSINESS MARKETING • Business-to-Business Markets and Marketing • Buyer Behaviour • Inter-Firm Relationships and Networks • PART II: BUSINESS-TO-BUSINESS MARKETING ANALYSIS AND STRATEGY • Responsible Business-to-Business Strategy • Researching Business-to-Business Markets • Business Market Segmentation • PART III: COMMUNICATING AND INTERACTING WITH CUSTOMERS • Market Communication • Relationship Communication • Relationship Portfolios and Key Account Management • PART IV: MANAGING MARKETING PROCESSES • Managing Product Offerings • Routes to Market • Price-setting in Business-to-Business Markets • Glossary • References • Index
SAGE TEXTS
2017 • 408 pages • Paperback (9789386062734) • ₹475.00
Sales rights restricted to South Asia only!

MARKETING
A Critical Textbook
Nick Ellis Durham University, James Fitchett, Matthew Higgins University of Leicester, Gavin Jack
Monash University, Ming Lim University of Leicester, Michael Saren University of Birmingham and
Mark Tadajewski Durham University
This book is a cutting-edge text that offers a different way for you to look at and understand marketing. The authors successfully use examples and ‘real world’ cases to illustrate and discuss major alternative and critical perspectives, enabling you to constructively question the conventional assumptions, concepts and models with which you are already familiar.
Key features:
• Provides practical and innovative demonstrations of abstract concepts through classroom exercises and individual and group activities
• Includes a glossary of critical marketing terms
CONTENTS
Introduction • Introducing the History of Marketing Theory and Practice • Marketing ‘Science’ and the Paradigm Debates • What’s the Story? Analyzing Marketing Discourse • Interrogating the Ideological Function of Marketing • The Management of Marketing • Taking a Different Look at Business-to-Business Marketing • Consumer Surveillance and Marketing Research • Consumer Rights and Resistance • Consumer Society and the Production of Identity • Marketing and the Sign • Globalization and Ethics • Glossary • Index
SAGE TEXTS
2012 • 256 pages • Paperback (9788132110408) • ₹595.00
Sales rights restricted to South Asia only!

CASES IN MARKETING MANAGEMENT
Edited by Kenneth E Clow University of Louisiana at Monroe and Donald Baack Pittsburg State University, Pittsburg
This comprehensive collection of 38 cases selected from Ivey Publishing helps students understand the complex issues that marketing professionals deal with on a regular basis. The cases were chosen to help students apply conceptual, strategic thinking to issues in marketing management.
Key features:
• Presents a variety of real-world cases: Cases were chosen from around the world—from small and large corporations
• Includes a majority of very recent cases: Many cases are from 2009 or later Ultimate Fighting Championships
• Provides an introductory review of the topic area of each chapter prior to the set of cases
• Includes questions after each case: Helping students to think critically
CONTENTS
Preface • The Nature of Marketing Management • Market Analysis • Data Warehousing • Building a Customer-Oriented Marketing Department • Customer Acquisition Strategies and Tactics • Pricing • Advertising, Alternative and Direct Marketing • Sales Promotions • Personal Selling • Internal Communications • External Communications • Distribution and Supply Chain Management • Web Site and Internet Management • Customer Retention and Recovery • Marketing Control
SAGE TEXTS
2012 • 560 pages • Paperback (9788132110194) • ₹845.00
Sales rights restricted to South Asia only!
SOCIAL MEDIA MARKETING, 2e

Tracy L Tuten University of Michigan and Michael R Solomon Professor of Marketing, Saint Joseph’s University, Philadelphia

This book effectively demonstrates how social media fits into and complements the marketer’s toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these into the execution of the brand’s marketing communications and harnessing social media data to yield customer insights. It outlines methods that marketers can use as a part of their strategic planning processes to achieve their core objectives.

Key features:
- Comprehensive, strategic, well-organised and result-oriented coverage and outlines the ‘Four Zones’ of social media (namely, community, publishing, entertainment and commerce)
- Integration of latest examples and research data available in a user-friendly layout

CONTENTS
Preface • Acknowledgement • Keys to Icons • Dedication • Foundations of Social Media Marketing • The Horizontal Revolution • Social Media Marketing Strategy • Social Consumers • Network Structure and Group Influence in Social Media • The Four Zones of Social Media • Social Community • Social Publishing • Social Entertainment • Social Commerce • Social Media Data Management and Measurement • Social Media for Consumer Insight • Social Media Metrics • Case: Bellisio Foods’ Michelinia Engages Frozen Foodies—Jacqueline Rae Evans • Case: A Startup Seeks to Solve Age-Old Problem with Social App—Amanda Steeley • Case: The Gnome Experiment—Steve Shugart • Appendix • Introduction • The Experience Strategy • Activation Plan • Management and Measurement • Index

SAGE TEXTS
2016 • 344 pages • Paperback (9789351509240) • ₹500.00

SOCIAL MARKETING, 4e

Influencing Behaviors for Good

Nancy R Lee University of Washington and Social Marketing Services, Inc and Philip Kotler Northwestern University

This is the definitive textbook for the planning and implementation of programs designed to bring about social change. The authors take key marketing principles and show readers how to apply them to campaigns and efforts to improve health, decrease injury, protect the environment, build communities, and enhance financial well-being.

CONTENTS
Foreword—Alan R Andreasen • I: UNDERSTANDING SOCIAL MARKETING • Defining Social Marketing • 10 Steps in the Strategic Planning Process • 16 Tips for Success • II: Analyzing the Social Marketing Environment • Determining Research Needs and Options • Choosing a Purpose and Focus for Your Plan and Conducting a Situation • III: Establishing Target Audiences, Objectives, and Goals • Segmenting, Evaluating and Selecting Target Audiences • Setting Behavior Objectives and Goals • Identifying Barriers, Benefits, the Competitions and Influential Others • IV. Developing Social Marketing Strategies • Crafting Desired Positioning • Product: Creating a Product Platform • Price: Determining Monetary and Nonmonetary Incentives and Disincentives • Place: Making Access Convenient and Pleasant • Promotion: Deciding on Messages, Messengers, and Creative Strategies • Promotion: Selecting Communication Channels • V: Managing Social Marketing Programs • Developing a Plan for Monitoring and Evaluation • Establishing Budgets and Finding Funding • Creating an Implementation Plan and Sustaining Behavior • Appendix A: Social Marketing Planning Worksheets • Appendix B: Social Marketing Resources • Chapter Notes • Name Index • Subject Index

SAGE SOUTH ASIA
2012 • 520 pages • Paperback (9788132110200) • ₹1295.00

RURAL MARKETING

Challenges and Opportunities

Dinesh Kumar former Associate Professor (Marketing), Birla Institute of Management Technology (BIMTECH), Greater Noida and Punam Gupta Associate Professor; Dev Samaj College for Women, Chandigarh

This textbook closely analyses two crucial components of the rural market—marketing to rural areas and empowering the ‘bottom-of-the-pyramid’ (BoP) markets to create successful business ventures. This book will prove to be an extremely useful resource in understanding the uniqueness, dynamics and challenges of marketing in rural areas.

Key features:
- Rich pedagogy including opening and closing case studies, mini case studies, engaging chapter-end exercises
- Inclusion of references to recent research data, important journal articles and videos for classroom teaching
- Comprehensive overview of the future of rural marketing through BoP approach, social enterprises and use of big data

CONTENTS
Preface by Payson E. Johnston • Foreword—Payson E. Johnston • Preface • Acknowledgements • PART I THE RURAL MARKET • Introduction to Rural Marketing • The Rural Market • The Rural Consumer • PART II STRATEGIES FOR RURAL MARKETING • Rural Marketing Strategy • Marketing Approach and Rural Research • Distribution Channels for Rural Areas • Pricing and Marketing Communication in Rural Markets • PART III MARKETING FOR RURAL AREAS • Agribusiness • Marketing of Agricultural Produce • Internet and Communication Technology in Rural Marketing • Management of Sales Force in Rural Marketing • Future of Rural Marketing • Index

SAGE TEXTS
2017 • 536 pages • Paperback (9789386062765) • ₹550.00
Corporate Communication

CORPORATE COMMUNICATION, 2e
Principles and Practice
Jaishri Jethwaney Visiting Professor, Media and Communications, Institute for Studies in Industrial Development (ISID), New Delhi

The second revised edition of this book—a well-accepted textbook designed for the students of mass communication, public relations and journalism—offers a fresh perspective into all basic and critical aspects of corporate communication. It incorporates the latest changes in governmental policies and industry trends in the country to aid students relate to the contemporary environment and become industry-ready.

Highlights of the Second Edition:
• Incorporates the changes brought about by Companies Act 2013 (CSR practices), tax reforms by Government of India (GST in place of multiple indirect tax structure) and others
• Includes citations from Encyclopedia on Corporate Reputation for global perspectives on issues
• New global and Indian case studies with points for discussion and analytical inputs

CONTENTS
Preface • Acknowledgements • Understanding Corporate Communication • Media: Dynamics and Strategies • Corporate Reputation Management • Employee Communication • Managing Government Relations • Writing for Media and Media Relations • Corporate Communication in Brand Promotion • Corporate Social Responsibility • Financial communication • Crises Communication • Corporate Communication Research • Laws and Ethics in Corporate Communication • Index

SAGE TEXTS
2018 • 460 pages • Paperback (9789386446190) • ₹450.00

Corporate Communication THROUGH SOCIAL MEDIA
Strategies for Managing Reputation
Asha Kaul Professor, Communication Area, Indian Institute of Management, Ahmedabad and Vidhi Chaudhri Assistant Professor, Media and Communication, Erasmus School of History, Culture and Communication (ESHCC), Erasmus University, Rotterdam

Corporate Communication through Social Media provides a comprehensive look at social-mediated developments in corporate and organizational communication and examines the consequent implications for reputation management. It takes a grounded approach in bringing together perspectives from communication and management and from scholarship and practice.

Key features:
• Blend of theory and practice of social-mediated communication and implications for reputation management
• Link with professional practice in “Voices from the Field” feature
• Discussion questions and activities to encourage critical reflection and informed application

ABRIDGED CONTENTS
PREFACE • PROLOGUE • THE NEW ANTHEM FOR OPEN SOURCE BRANDING: PARADOX OF GAINING RESONANCE AND CEDING CONTROL • ON - DEMAND MARKETING: SOCIAL SELLING, CUSTOMER ENGAGEMENT AND ADVOCACY • SOCIAL MEDIA @ WORK: EMPLOYEES AS REPUTATION AGENTS • INFLUENCE OF SOCIAL MEDIA ON CRISIS COMMUNICATION • UNDER THE MICROSCOPE: CORPORATE RESPONSIBILITY IN A SOCIAL-MEDIATED ERA • MEASURING THE $ SPEND ON SOCIAL MEDIA • EPILOGUE • INDEX

SAGE TEXTS
2017 • 252 pages • Paperback (9789386446190) • ₹325.00

BUSINESS AND PROFESSIONAL COMMUNICATION
KEYS for Workplace Excellence
Kelly M Quintanilla Texas AandM University—Corpus Christi and Shawn T Wahl Missouri State University

This text presents an exciting new approach to teaching the core concepts and techniques of business and professional communication, and is organized by the sequence of experiences readers will face as they transition from student to professional, and from interviewee to team member to leader.

Key features:
• Thought-provoking opening narratives provide context and content for each chapter
• To help prepare students for the business world, realistic What Went Wrong? scenarios are embedded into every chapter

CONTENTS
Preface • Business and Professional Excellence in the Workplace • I: ENTERING THE WORKPLACE • Landing the Job • Getting to Know Your Diverse Workplace • II: DEVELOPING IN THE WORKPLACE • Building Relationships Through Interpersonal Communication • Strengthening Connections With Team Communication • III: EXCELling IN THE WORKPLACE • Communicating Excellence With Technology • Writing With Professional Excellence • Leading With Professional Excellence • IV: PRESENTING IN THE WORKPLACE • Informing and Persuading With Professional Excellence • Designing a Speech with Professional Excellence • Delivering a Speech With Professional Excellence • V: SURVIVING IN THE WORKPLACE • Balancing Work and Life Through Communication • Epilogue • References • Index

SAGE SOUTH ASIA
2011 • 376 pages • Paperback (9788132106241) • ₹795.00

Sales rights restricted to South Asia only!
INDUSTRIAL RELATIONS AND LABOUR LAWS FOR MANAGERS

Parul Gupta Faculty of Law, Management Development Institute (MDI), Gurgaon

A lucid and exemplary introduction to Indian labour laws and a thorough discussion on the legislations dealing with industrial relations and labour issues. This book focuses on the application of labour laws to and within businesses, and deals with legal postulations from the perspective of a manager.

Key features:
• Comprehensive coverage of labour and industrial relations laws along with contemporary developments
• Each act supported by carefully curated cases to exemplify the practical facets and their implications
• Each case followed by judgement and explanation unveiling the application of the legal concept
• Each chapter aided by objective and descriptive exercises and case-based questions

CONTENTS
Preface • Acknowledgements • Fundamental Aspects of Industrial Relations • Evolution of Labour Legislation in India • The Factories Act, 1948 • Contract Labour (Regulation and Abolition) Act, 1970 • The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986 • The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959 • Index

SAGE TEXTS
2019 • 512 pages • Paperback (9789353281830) • ₹495.00

ORGANIZATION CHANGE, 3e

Theory and Practice

W Warner Burke Teachers College, Columbia University

This best-selling text shows how effective organization change is grounded in sound knowledge about human behavior in the workplace. The author reviews various models and cases to demonstrate how to diagnose change issues in organizations. The text discusses different types of change and also shows that organization change is initiated by changing behavior. Now an updated Third Edition includes: A new Chapter 11, “Organizational Culture Change”. This chapter focuses on changing an organization’s culture—“the way we do things”—the most difficult aspect of organization change.

CONTENTS
Preface • Sources for Understanding Organization Change • Rethinking Organization Change • A Brief History of Organization Change • Theoretical Foundations of Organizations and Organization Change • The Nature of Organization Change • Levels of Organization Change: Individual, Group, and Larger System • Organization Change: Research and Theory • Conceptual Models for Understanding Organization Change • Integrated Models for Understanding Organizations and for Leading and Managing Change • The Burke-Litwin Causal Model of Organization Performance and Change • Organizational Culture Change • Transformational Leadership • Leading Organization Change • Organization Change: Integration and Future Needs • Appendix: Annotated Bibliography • References • Index

SAGE SOUTH ASIA
2012 • 384 pages • Paperback (9788132110149) • ₹625.00

CHANGE MANAGEMENT, 3e

A Guide to Effective Implementation

Robert A Paton University of Glasgow and James McCalman Portsmouth Business School

This updated third edition of a popular text on change management guides readers through the technological, organizational and people-oriented strategies that managers use to implement change. Change Management provides readers with frameworks for applying different models of change to different scenarios; offers proactive approaches to change that relate to business performance and gives practical, step-by-step guidance on handling change. Undergraduate and post graduate students as well as practitioners who use this book will gain a greater understanding of how best to approach and manage complex change situations.

CONTENTS
I: THE IMPACT AND DEFINITION OF CHANGE • Introducing Change Management • The Nature of Change • Change and the Manager • Managing Change from a Gender Perspective • Mapping Change • II: INTERVENTION STRATEGIES • The Systems Approach to Change • Cases in Intervention • Total Project Management • Compelling Narratives • III: THE ORGANIZATION DEVELOPMENT MODEL • People Management • Organizations Can Develop • The Objective Outsider • Organizational Politics and Change • The Learning Organization • IV: PRACTICAL CASES IN CHANGE MANAGEMENT • Managing Knowledge and Change: an IBM Case Study • A Case Study in Business Growth: Change at Smokies • Intervention Cases • Organizational Development Cases • Epilogue • References • Index

SAGE SOUTH ASIA
2008 • 440 pages • Paperback (9788178299238) • ₹850.00
PRACTICAL APPLICATIONS OF HR ANALYTICS

A Step-by-Step Guide

Pratyush Banerjee Faculty, Department of Management, Birla Institute of Technology and Science (BITS) Pilani,
Jatin Pandey Faculty, Organizational Behaviour and Human Resource Management Area, Indian Institute of
Management Indore (IIMI) and Manish Gupta Faculty, Department of Human Resource, ICFAI Business School
(IBS), Hyderabad

Practical Applications of HR Analytics equips readers with the required techniques to effectively identify and utilize
the vast amount of available data in making better informed business decisions. The book provides chapter opening
vignettes, industry examples and real-world case studies on application of HR analytics.

Key features:
• Practical understanding of a range of open-source statistical GUI software
• Focus on both descriptive and predictive analytics in HR
• Chapter opening vignettes, industry examples and real-world case studies on application of HR analytics in organizations
• Supplementary exercises and soft copy of datasets provided on Google Drive Link to facilitate hands-on training

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Foreword by G. Raghuram • Preface • Acknowledgements • Chapter Outline • MODULE 1: INTRODUCTION TO HR ANALYTICS • Evolution of Business Analytics
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COMPETENCY-BASED HUMAN RESOURCE MANAGEMENT

Anindya Basu Roy Director, Prime on Line Private Limited, Kolkata and Sumati Ray Professor, Indian Institute of
Social Welfare and Business Management (IISWBM), Kolkata

This textbook presents a practice-oriented approach for building organizational competency at workplace. Useful for
students and practitioners of HRM, this book adequately balances theory and illustrations to elucidate the application
of analytics in competency modelling.

Key features:
• Emphasis on how to design and roll out competency-based HRM applications
• Includes case studies and real-life examples
• Includes crucial post-implementation phase of a competency mapping project

CONTENTS

Preface • Acknowledgements • PART 1: ABOUT COMPETENCY, MAPPING AND MODELLING • Introduction to the Concept of Competency • History of the Competency Movement • Developing a Competency Model • PART 2: ABOUT COMPETENCY ASSESSMENT • Principal Approaches to Assessing Competencies • Designing an Instrument for Competency Assessment • PART 3: HRM APPLICATIONS USING COMPETENCY • Competency-Based Recruitment and Selection • Competency-Based Performance Management • Competency-Based Career and Succession Planning • Role of HR Department in Setting Up a Competency-Based HRM System • Index

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NEGOTIATION

Closing Deals, Settling Disputes, and Making Team Decisions

David S Hames

Negotiation provides students with a comprehensive understanding of the fundamental components of the negotiation
process and the challenges that face negotiators. It contains text material on current theory and research, readings
from diverse perspectives, cases that demonstrate how negotiation has been effectively or ineffectively applied in
practice, role-playing exercises etc.

Key features:
• Includes Negotiation in Action vignettes in each chapter, bringing the content to life through vivid illustrations
• Provides two readings per chapter, with critical-thinking questions and self-assessment questionnaires

CONTENTS

Preface • I: THE FUNDAMENTALS • The Nature of Negotiation: What it is and Why it Matters • Preparation: Building the Foundation for Negotiating • Distributive Bargaining: A Strategy for Claiming Value • Integrative Bargaining: A Strategy for Creating Value • Closing Deals: Persuading the Other Party to Say Yes • II: SPECIAL CHALLENGES • Communication: The Heart of All Negotiations • Decision Making: Are We Truly Rational Beings? • Power & Influence: Changing others’ attitudes and behaviors • Ethics: Right and Wrong Do Exist when you Negotiate • Multi-party Negotiations: Managing the Additional Complexity • Individual Differences • International Negotiations • Difficult Negotiations • Third-Party Intervention: Recourse When Negotiations Sputter or Fail? • Appendix • Glossary • Index

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HR ANALYTICS
Understanding Theories and Applications
Dipak Kumar Bhattacharyya
Professor, School of Human Resource Management, Xavier Institute of Management, Bhubaneswar

The introduction of analytics has induced a shift in the traditional HR function from human resource management (HRM) to human capital management (HCM). HR Analytics reflects on this crucial role of analytics and predictive modelling in human resource settings within modern-day organizations. It offers interesting insights into the use of analytics to aid strategic decision making.

Key features:
• Discusses the major advances and application of big data in HR decision making
• Chapter opening cases, industry insights and case-lets throughout the book to give real-life perspectives
• Engaging exercises and assignments for students

CONTENTS
Preface • Acknowledgements • Human Resource Management Function over the Years • HR Decision Making and HR Analytics • Introduction to HR Analytics • HR Business Process and HR Analytics • Forecasting and Measuring HR Value Propositions with HR Analytics • HR Analytics and Data • HR Analytics and Predictive Modelling • HR Analytics for Future • Glossary • Index

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2017 • 256 pages • Paperback (9789386062710) • ₹350.00

TRAINING AND DEVELOPMENT
Theories and Applications
This book provides readers with a suitable backdrop to understand the complexities of training and development theories. It aims at making the concepts relevant and easier to understand and put them to practice in real-life situations. It has been developed after a thorough study of the syllabuses of major universities and management institutes in India, with adequate inputs from various professional bodies specializing in training and development.

Key features:
• Balanced discussions on theories and applications with examples from the corporate world in India and abroad
• Opening vignette in each chapter, case-lets and chapter-end comprehensive case study
• Rich chapter-end features including general and critical review questions and ‘Special Activity for Practitioners’, a practice-based assignment

CONTENTS
Preface • About the Author • Human Resource Management and Training and Development • Training and Development and Human Resource Development • Learning and Training • Personality Development through Training • Competency-based Training and Development • Training Needs Analysis • Training Policy, Plans and Resources • Designing Training Programmes • Training Methodology • E-training or E-learning Methods of Training • Training Evaluation • Training for Career Planning and Development • Training for Organizational Development • International Training and Development • Glossary • References • Index

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2015 • 348 pages • Paperback (9789351501404) • ₹385.00

HUMAN RESOURCE INFORMATION SYSTEMS, 2e
Edited by Michael J Kavanagh University at Albany, State University of New York, Mohan Thite Griffith University and Richard D. Johnson Nottingham Trent University, Nottingham

Human Resource Information Systems was the first textbook to provide a thorough introduction to the field of HRIS, combining two major management fields that impact the competitive advantage of companies: human resources and information systems. This thoroughly updated Second Edition provides students with a survey of current knowledge and practice in IT, HRM, and HRIS.

New to the Second Edition:
• Includes a new Chapter 6 on HR Metrics and Workforce Analytics
• Reworks the chapter on Job Analysis and HR Planning into a new Chapter 11 on Talent Management
• Provides a new HRIS in Action features, new cases to a number of chapters, with expanded discussion questions

ABRIDGED CONTENTS
Preface • I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND HUMAN RESOURCE INFORMATION SYSTEMS • II: DETERMINING HUMAN RESOURCE INFORMATION SYSTEMS NEEDS • III: HUMAN RESOURCE INFORMATION SYSTEMS IMPLEMENTATION AND ACCEPTANCE • IV: HUMAN RESOURCE INFORMATION SYSTEMS APPLICATIONS • V: SPECIAL TOPICS IN HUMAN RESOURCE INFORMATION SYSTEMS • APPENDIX: ADDITIONAL RESOURCES • GLOSSARY • INDEX

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2011 • 648 pages • Paperback (9788132108726) • ₹1400.00

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HUMAN RESOURCE MANAGEMENT
Theory and Practice
R C Sharma Founder Vice Chancellor, Amity University Haryana and Nipun Sharma Executive Vice-President and Business Head – UP East, Vodafone Mobile Services Ltd

This textbook provides conceptual clarity of Human Resource Management (HRM) and helps understand the current problems in this domain that require pragmatic research and realistic solutions. The book is a fine blend of concepts, theories, tools, techniques and contemporary practices in HRM. The book covers all the essential topics of HRM.

Key features:
- Throws light on the recent developments and suggests management strategies for the issues concerned
- Embellished with rich pedagogical features and relevant case studies to enhance conceptual understanding
- Additional chapters on technological changes, HR records, audit and research in the companion website

CONTENTS
Preface • Acknowledgements • PART I – INTRODUCTION • HUMAN RESOURCE MANAGEMENT IN RETROSPECT AND PROSPECT • Importance, Nature, Scope, Objectives, Principles, Functions of HRM and HR Policy • PART II – ACQUIRING HUMAN RESOURCE • Human Resource Planning (HRP) • Job Analysis and Design • Recruitment, Selection, Placement, Induction • Socialisation • PART III – TRAINING AND DEVELOPING HUMAN RESOURCES • Training • Executive Development and Training, Managing Careers, Promotions and Transfers • PART IV – COMPENSATION AND REWARD MANAGEMENT • Performance Appraisal and Potential Appraisal • Wage and Salary Administration and Employee Compensation • Divergent Systems and Institutions for Wage Fixation • Fringe Benefits and Services • PART V – INTEGRATING, MAINTAINING AND RETAINING HUMAN RESOURCES • Employee Motivation • Job Satisfaction, Employee Morale and Communication • Supervision and Leadership • Managing Employee Discipline and Handling Grievances • PART VI – EMPLOYEE RELATIONS AND PERSONNEL RECORDS, AUDIT AND RESEARCH • Human Relations and Industrial Relations • Collective Bargaining and Workers’ Participation in Management • Trade Unions • International Human Resource Management • Technological Changes, Industrial Accidents and Safety, Industrial Health and Hygiene and Working Environment and Fatigue (on Companion Website) • HR Records, Reports, Audit and Research (on Companion Website) • Index

SAGE TEXTS
2018 • 740 pages • Paperback (9789352804955) • 7650.00

HUMAN RESOURCE MANAGEMENT
Concepts, Practices, and New Paradigms
Amitabha Sengupta K J Somaiya Institute of Management Studies and Research, Mumbai

This book aims to expose students to the emerging paradigms of HRM while retaining focus on the core practices of acquisition, retention, management and development of talent, rewards and compensation, and compliance of workplace laws and regulations.

Key features:
- System orientation: viewing HRM practices as part of the business system and their correlation with business outcomes
- Experiential perspective: extensive use of cases and exhibits drawn from private and public workplaces
- Robust pedagogy: over 40 case studies with discussion points, and over 20 exhibits on new HR initiatives and industry-wide developments in the HR sector, analytical exercises for classroom discussion, and much more

CONTENTS
Preface • SECTION I: OLD HR–NEW HR • Chapter 1: Human Resource Management Introduction • Chapter 2: Human Resources Business Partner • SECTION II: PLAN AND ACQUIRE • Chapter 3: Human Resources Planning • Chapter 4: Recruitment and Selection • SECTION III: DEVELOPMENT AND GROWTH • Chapter 5: Learning, Training, and Development • Chapter 6: Competency Management • SECTION IV: ENGAGE AND PERFORM • Chapter 7: Employee Engagement • Chapter 8: Performance Management and Appraisal • SECTION V: REWARD AND COMPENSATE • Chapter 9: Compensation and Benefits • Chapter 10: Compensation for Special Groups • SECTION VI: DECENT WORKPLACE: COMPLIANCE AND DIALOGUES • Chapter 11: Industrial Relations • Chapter 12: Workplace Legislations, Regulations, and Debates on Labour Law Reforms • SECTION VII: TRANSFORMATION OF WORK AND WORK RELATIONSHIPS • Chapter 13: HR Information System, HR Metrics, and HR Analytics • Chapter 14: Employment Relations • SECTION VIII: HR BLUE OCEAN • Chapter 15: Human Resources Management in Small and Medium Enterprises • Chapter 16: Human Resources Management in the Service Sector • SECTION IX: INNOVATE AND TRANSFORM • Chapter 17: Organization Transformation and the HR Leadership • Chapter 18: Human Resources Management Innovations • Index

SAGE TEXTS
2018 • 504 pages • Paperback (9789352805112) • 7495.00

HUMAN RESOURCE DEVELOPMENT
Theory and Practice
David McGuire Glasgow Caledonian University, Scotland and Kenneth Mølbjerg Jørgensen Aalborg University

Human Resource Development encourages students and academics out of their comfort zones by offering the first comprehensive overview that encompasses all the constituent components of HRD. This book serves as a comprehensive introductory text to the field of HRD, as well as an ideal platform for a more in-depth advanced study of the field.

CONTENTS
Preface • Foundations of Human Resource Development • Assessing the Effectiveness of Training Solutions • Evaluating Training Outcomes • Performance Management and HRD • Human Resource Accounting • Creativity and HRD • Adult Learning Theories • Workplace Learning and HRD • Organizational Learning and HRD • Organizational Development and HRD • Identity and HRD • Futures and Strategic Learning - Strategy Narrative and Storytelling • Leadership Development • Diversity and HRD • International HRD • Reflections on HRD • References • Index

SAGE SOUTH ASIA
2011 • 264 pages • Paperback (9788132107453) • 7645.00

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AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Nick Wilton  University of the West of England

This exciting new introductory text in human resource management moves beyond a prescriptive approach to provide a holistic overview of the role of HRM in its contemporary context. Acknowledging and reflecting upon key trends in HRM, the labour market and the broader economy, the author offers critical discussion of the theoretical and practical issues surrounding HRM. Includes accessible learning features to help you best explore the material, including:

- ‘research’, ‘ethics’ and ‘international’ insight boxes
- Chapter summaries, objectives and self-test questions
- Recommended reading and end of chapter case studies

CONTENTS
Preface • I: HRM IN CONTEXT • What is HRM? • HRM and the Individual • HRM, Strategy and Performance • The Labour Market Context of HRM • The National and International Context of HRM • II: HRM IN PRACTICE • People Resourcing • Managing Performance • Managing Reward • Human Resource Development • Employment Relations • III: CONTEMPORARY ISSUES IN HRM • HRM, Equality and Diversity • Careers and Career Management • The Management of Workplace Conflict • HRM, Work and Well-being • Current Trends and Future Challenges in HRM • Glossary • References • Index

SAGE SOUTH ASIA
2011 • 544 pages • Paperback (9788132106258) • ₹745.00

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APPLIED HUMAN RESOURCE MANAGEMENT

Strategic Issues and Experiential Exercises

Kenneth M York  Oakland University

This book gives business students in-depth, hands-on experiential learning applications to help them develop the skills they will need as human resource professionals who deal with people in diverse settings and situations. Providing maximum teaching flexibility, each chapter presents ten different issues that organizations must resolve to manage their human resources effectively.

Key features:
- Offers four Strategic Issues in HRM exercises in each chapter for group presentations
- Includes two Applications per chapter—brief projects that require students to apply a human resource management concept
- Provides two Experiential Exercises in each chapter to provide students with hands-on learning experiences within a realistic context

CONTENTS
Preface • Introduction to the Management of Human Resources • Equal Employment Opportunity • Job Analysis • Recruitment and Socialization • Selection • Performance Appraisal • Training and Developing Employees • Compensation and Benefits • Occupational Safety and Health • Employee Relations and Labor-Management Relations • Organizational Change and Development • International HRM • References • Index

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THE COACHING MANAGER, 2e

Developing Top Talent in Business

James M Hunt  University of Arizona and Joseph R Weintraub  Babson College

The Coaching Manager presents a developmental coaching methodology that managers can use to guide employees to achieve higher levels of skill, experience greater engagement with organizations, and promote personal development. Clearly written, without jargon, specific coaching techniques are illustrated through short case studies and self-assessment exercises that help readers apply the principles in their own lives.

CONTENTS
Preface • Introduction: The Coaching Manager • An Overview of Developmental Coaching • Defining Success as a Coaching Manager • Creating a Coaching-Friendly Context • The Development of a Coaching Manager and the “Coaching Mind-set” • The “Coachable” Learner • Stopping the Action and Starting a Coaching Dialogue • The Coaching Mirror • Providing Balanced and Helpful Feedback • What Does It All Mean? Collaboratively Interpreting Learning Needs • Goal Setting and Follow-Up: Making Change Happen • Coaching and Career Development • Developmental Coaching and Performance Problems • Using Coaching to Leverage the Investment in the Classroom • Epilogue: The Coaching Manager • Appendix • References • Index

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2010 • 328 pages • Paperback (9788132105699) • ₹995.00

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CHANGE MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT

Ratan Raina  
Former Director General, Dev Bhoomi Group of Institutions, Dehradun

An engaging, jargon-free and practical text, this text offers a comprehensive account of the theory, practice and research related to change management and organizational development. Drawing upon and integrating current theories and practices, the book provides a pragmatic insight into all aspects of organizational change and development. Focussing especially on issues related to India, the author evaluates the key concerns underlying the dynamics of change and implements a framework to maximize value-based development in any organization.

Key features:
• Includes subjects affecting growth of an organization such as Mergers and Acquisitions, Quality Management, Performance Management and Organizational Health Survey
• All complex topics and concepts have been supplemented with abundance of figures, tables, industry examples and flow charts to ensure clarity and better understanding
• Covers recent literature and future trends in change management and organization development

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Preface • Acknowledgement • PART I: OVERVIEW OF ORGANIZATIONAL CHANGE • PART II: OVERVIEW AND PROCESS OF ORGANIZATIONAL DEVELOPMENT • PART III: HUMAN PROCESS INTERVENTION • PART IV: HUMAN RESOURCE MANAGEMENT INTERVENTION • PART V: TECHNOSTRUCTURE INTERVENTION • PART VI: STRATEGIC INTERVENTION • PART VII: RECENT TRENDS IN ORGANIZATIONAL DEVELOPMENT • PART VIII: CASE STUDIES • Index

ORGANIZATION DEVELOPMENT, 2e

The Process of Leading Organizational Change

Donald L Anderson  
University of Denver

Organization Development is a comprehensive text on individual, team, and organizational change that covers all classic and contemporary organization development (OD) techniques. In-depth case studies that follow major content chapters allow students to immediately apply what they have learned. In today’s challenging environment of increased globalization, rapidly changing technologies, economic pressures, and expectations in the contemporary workforce, this book is an essential tool.

CONTENTS
Preface • What is Organization Development? • History of Organization Development • Core Values and Ethics of Organization Development • CASE STUDY 1: ANALYZING OPPORTUNITIES FOR ORGANIZATION DEVELOPMENT WORK AT NORTHERN COUNTY LEGAL SERVICES • Foundations of Organizational Change • The Organization Development Practitioner and the Consulting Process • Entry and Contracting • Data Gathering • CASE STUDY 2: PROPOSING A DATA GATHERING STRATEGY AT AEROTECH, INC • Diagnosis and Feedback • CASE STUDY 3: SORTING THROUGH THE DATA FROM LOGAN ELEMENTARY SCHOOL • An Introduction to Interventions • Individual Interventions • CASE STUDY 4: INDIVIDUAL TYPE STYLES AT THE PARKS DEPARTMENT • Team Interventions • CASE STUDY 5: SOLVING TEAM CHALLENGES AT DOCSYSTEMS BILLING, INC • Whole Organization and Multiple Organization Interventions • CASE STUDY 6: REORGANIZING HUMAN RESOURCES AT ASP SOFTWARE • Sustaining Change, Evaluating and Ending an Engagement • The Future of Organization Development • References • Index

CASES IN ORGANIZATIONAL BEHAVIOUR

Gerard Seijts  
The University of Western Ontario, Canada

Cases in Organizational Behavior has been designed to help develop an understanding of, and appreciation for, the various challenges, dilemmas, and constraints that decision makers face in real organizational settings. The cases are made up of actual events and address globalization, managing a diverse workforce, motivation, and leadership. Together, these cases provide students with the opportunity to practice and hone analytical skills, decision making skills, application skills, planning skills, and oral communication skills. The casebook is divided into four chapters:
• Building Effective Organizations
• Leading People
• Team Management
• Change Management

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Gerard Seijts  
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ORGANIZATIONAL BEHAVIOR

Afsaneh Nahavandi University of San Diego, Robert B Denhardt, Janet V Denhardt University of Southern California and Maria P Aristigueta University of Delaware

This book challenges the readers to develop greater personal, interpersonal, and organizational skills, and utilize these strengths competently in the organizational environment. The book adopts a strengths-based and action-oriented approach while integrating important concepts such as leadership, creativity, and innovation and their role in the global society.

Key features:
- Focus on understanding and applying concepts to real world scenarios through creative and innovative thinking
- Emphasis on building inner-strength, positive outlook, and improved self-awareness
- Encourages self-learning through Cases, Critical Thinking Questions, Self-Assessment Features
- 'Global Perspective' feature in each chapter
- Chapter-end ‘Applications for Managers’ section provides additional practical tips

CONTENTS
Preface • About the Authors • I: INTRODUCTION • Introduction to Organizational Behavior: History, Trends, and Ethics • II: INDIVIDUAL BEHAVIOR AND CHARACTERISTICS • Culture and Diversity: Developing a Cultural Mindset • Self-Awareness, Personality, Emotions, and Values • Perception and Attribution • Motivation and Engagement • Managing Stress • III: GROUP AND TEAM PROCESSES • Decision Making • Working in Groups and Teams • Managing Conflict and Negotiation • Leadership: Classic to Contemporary • IV: ORGANIZATIONAL CONTEXT • Organizational Power and Politics • Organizational Strategy and Structure • Organizational Culture and Change • Photo Credits • Index

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ORGANIZATIONAL CHANGE, 2e
An Action-Oriented Toolkit
Tupper F Cawsey, Gene Deszca both at Wilfrid Laurier University and Cynthia Ingols Simmons College

Plan, implement, and evaluate organizational change. With the growing influence of the external environment on internal operations, organizations need to be able to adapt and change. Managers at all levels must diagnose organizational issues, develop a compelling vision, engage others in this collective journey, and bring change to fruition. This book helps leaders, managers, and students do just that.

Key features:
• Takes a pragmatic, action-oriented approach: Frameworks are given to help readers understand, plan, implement, and evaluate change
• Emphasizes the measurement of change: Students will learn that measurement is crucial not only to determine the progress of change plans but also that measurement itself is a change tool
• Demonstrates principles and applications: Engaging, real-world examples, 'Toolkit' exercises, and cases illustrate theory and concepts

CONTENTS
Preface • Changing Organizations in Our Complex World • Change Frameworks for Organizational Diagnosis "HOW" to Change • Change Frameworks for Organizational Diagnosis "WHAT" to Change? • Building and Energizing the Need for Change • Navigating Change Through Formal Structures and Systems • Navigating the Informal Organization: Power and Culture • Managing Recipients of Change and Influencing Internal Stakeholders • Becoming a Master Change Agent • Action Planning and Implementation • Measuring Change - Designing Effective Control Systems • Summary Thoughts on Organization Change • Case Study • Index

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2011 • 512 pages • Paperback (9788132108733) • ₹895.00

ESSENTIALS OF STRATEGIC MANAGEMENT
Martyn R Pitt and Dimitrios Koufopoulos both at Brunel University

This exciting new textbook is built on the belief that strategic management principles are more straightforward than they seem. You will find focused, clearly articulated coverage of the key topics of strategic management, encouraging critical reflection and deeper exploration on your own terms.

CONTENTS
Preface • The Essence of Strategy and Strategic Management • Understanding the External Environment • Industry Sector Environments • Enterprise Stakeholders, Identity and Purpose • Enterprise Resources Distinctive Capabilities • Strategic Decision-Making • Enterprise-Level Strategy Frameworks • Scale, Non-Scale and Vertical Strategies • Innovation Strategies • Diversification Strategies in the Multi-Activity Enterprise • Acquisition, Merger and Alliance Strategies • Multinational and Global Strategies • Strategy Implementation and Change Management • References • Glossary • Index

SAGE SOUTH ASIA
2012 • 472 pages • Paperback (9788132110378) • ₹795.00

STRATEGIC CORPORATE SOCIAL RESPONSIBILITY, 2e
Stakeholders in a Global Environment
William B Werther, Jr University of Miami and David Chandler University of Colorado Denver Business School

Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Part I provides an overview of the field, defining CSR and placing it in the context of wider corporate strategy. Part II contains chapters on CSR issues related to the organization, the economy, and society, and provides detailed case studies on a variety of well-known firms.

Key features:
• Chapter 2 on corporate strategy in relation to CSR contrasts the resources perspective with Michael Porter’s five-forces model, and outlines a third viewpoint: the stakeholder perspective
• Part II presents 24 in-depth and topical CSR issues and cases, including cases related to the financial crises of 2008
• An expanded set of questions for Discussion and Review and Online Resources supplements

CONTENTS
Glossary of Terms • Foreword to the Second Edition Mallen Baker • Preface • Plan of the Book • PART I STRATEGIC CORPORATE SOCIAL RESPONSIBILITY • What Is CSR? • Corporate Strategy: A Stakeholder Perspective • How Much Does CSR Matter? • The Strategic Context of CSR • Implementation: The Integration of CSR into Strategy and Culture • PART II CSR: ISSUES AND CASE STUDIES • Organizational Issues and Case Studies • Economic Issues and Case Studies • Societal Issues and Case Studies • Index

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2010 • 448 pages • Paperback (9788132105725) • ₹795.00

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Enhance your communication skills for better employability and social success

Learn English, 2e
A Fun Book of Functional Language, Grammar, and Vocabulary
A one-book army that will demolish your fear of and troubles with English!
If you wish to improve your English but don’t know where to begin, try reading this book. Learn English is a complete package that presents the fundamentals of the English language in an enjoyable, reader-friendly style.
From basic sentences to complex grammatical forms, from essential English words to modern business vocabulary, and from common errors to elements of style, this book covers them all! As you work through the book, you will find answers to your questions in easy-to-understand, informal language.

Key features:
• This textbook can be used either by self-learners or in a classroom
• The book is based on modern concepts of second language acquisition
• Deals with linguistic challenges and cultural aspects from a South Asian perspective

About the Author:
Santanu Sinha Chaudhuri, taught at the British Council Teaching Centre (Kolkata). He is a freelance English teacher and corporate trainer specializing in business communication and training IELTS examinees.

Functional English for Communication
A lucid, comprehensive yet compact text focusing on core language skills in English.
Functional English for Communication will help readers enrich their listening, speaking, reading and writing skills through a large number of practice exercises and examples from academic and professional areas. The modules of the book have been specially designed to help readers use English language with clarity and confidence, thereby enhancing their communication skills and employability.

Key Features:
• Encourages readers to think critically and use English effectively in academic, social and professional contexts
• Aims at improving professional communication and employability skills of students
• Aids self-learning in a creative and competent manner through a wide range of practice exercises and activities
• Provides carefully designed units to familiarize students with the test patterns of various competitive examinations such as CAT, TOEFL, GMAT, IELTS, TEFL

About the Authors:
Ujjwala Kakarla, Faculty, English, Department of Humanities & Sciences, School of Engineering, Guru Nanak Institutions Technical Campus (Autonomous), Hyderabad
Tanu Gupta, Faculty, Department of Humanities and Social Sciences, Maharishi Markandeswar (Deemed to be University), Mullana, Ambala
Leena Pundir, Faculty, IMS Unison University, Dehradun
Life Skills for Success

Gain critical insight into the vital aspects of everyday life challenges.

*Life Skills for Success* uses the basics of psychology to explain and help deal with everyday challenges like stress, health, work, personal relationships, communication, assertiveness and self-esteem. It has been written to serve the requirements of students across all courses who will gain critical insight into vital aspects of life by understanding their nature, cause and effect.

This book will be an indispensable resource for students to help them improve their interpersonal skills, social interactions and self-management ability to gain success in personal and professional life.

**Key features:**
- Helps understanding of nature, cause, effect and ways to deal with critical challenges in everyday life
- Perspectives from daily aspects like communication difficulties, stress management, anger and fear, team work, proactive thinking, creativity, time management, etc.
- Application-oriented content provides examples and assignments for self-assessment

**About the Author:**
*Alka Wadkar,* Former Faculty Member, Department of Psychology, University of Pune

**Campus to Corporate**

A fresh perspective on transitioning from a relaxed campus life to a professional corporate environment.

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—Jiten Sandu, Chief Operating Officer, TalentMAT

**Key Features:**
- Pragmatic and practice-oriented approach
- Insight into high-in-demand soft skills and technology-based skills
- Information on professional certification and membership of professional associations

**About the Author:**
*Gangadhar Joshi,* Former Director, Symbiosis Institute of Operations Management (SIOM), Nasik.
FINANCIAL MANAGEMENT
A Contemporary Approach
Rajesh Kothari, Dean, Faculty of Management Studies, University of Rajasthan, Jaipur

Financial Management builds concepts and strengthens understanding by providing relevant illustrations, recent examples, and reference to MS Excel applications where necessary. Written in simple, lucid language, each chapter begins with a crisp introduction to the constituent topics, offers a related background of the corporate environment, and ends with numerous activities for students to practise.

Key features:
• India-specific examples and insights in each chapter
• Step-wise explanations of numerical examples for clearer understanding and practice
• Numerical examples and problems provided in progressive order of complexity

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FINANCIAL MANAGEMENT
A Strategic Perspective
Nikhil Chandra Shil, Assistant Professor, Department of Business Administration, East West University, Dhaka and Bhagaban Das, Head, PG Department of Business Management, Fakir Mohan University, Balasore, Odisha

Financial Management discusses the concepts of financial management by using real-life corporate strategies to help understand the decision-making process of modern-day business enterprises. This book stresses upon the importance of applying knowledge and techniques of financial management to the planning, operating and monitoring of financial functions.

Key features:
• Incorporation of real-life cases providing a critical view of the application of the theories discussed
• Extensive coverage of various forms of corporate expansion through financial restructuring as per the Indian regulatory framework
• Integration of mathematical problems and solutions for understanding the practical aspects of financial decision-making

CONTENTS
Preface • Acknowledgements • PART A: INTRODUCTION • Introduction • Strategic Cost Management • Value-Based Management • PART B: FINANCIAL MANAGEMENT • Capital Budgeting and Investment Decisions • Risk in Capital Budgeting • Capital Structure • Dividend Policy • PART C: CORPORATE RESTRUCTURING • Corporate Restructuring: An Overview • Takeover • Merger and Acquisition • Demerger • Joint Venture • Strategic Alliance • Leveraged Buyout • Employee Stock Ownership Plans • PART D: STRATEGIC FINANCE • Financial Engineering • Option Pricing • SWAP • Forward and Futures • Stock Market Index • Corporate Sickness (available online) • Corporate Restructuring: A Strategic Perspective (available online) • Benchmarking (available online) • Time Value Tables • Index

FINANCIAL PLANNING
Theory and Practice
Sid Mittra, Emeritus Professor of Finance, Oakland University, Shailendra Kumar Rai, Management Development Institute, Gurgaon, Anandi P Sahu, PhD, Chair of Economics, School of Business Administration, Oakland University, Michigan and Harry Starn, Jr, California Lutheran University, California

This comprehensive text is the outcome of decades of teaching and practical experience of the authors in the field of financial planning. It is the first Indian adaptation of Practicing Financial Planning for Professionals (now in its 11th edition in the United States), which is already a classic textbook.

Key features:
• Extensive coverage of topics—from basics of planning process, insurance, investment to tax and retirement planning
• Text interspersed with examples, cases/case-lets, quizzes, and tabular data
• Up-to-date coverage of financial planning essentials specific to the India context

ABRIDGED CONTENTS
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CORPORATE FINANCE, 3e

Text and Cases

Vishwanath S R Professor, School of Management and Entrepreneurship, Shiv Nadar University, Uttar Pradesh

This book examines financial decision-making by firms and discusses how these decisions can create value for the shareholders. Woven around the theme of value-based management, *Corporate Finance* offers a rigorous understanding of the role of finance in supporting other functional areas of a business, how and why firms arrive at particular financial decisions and the impact of these decisions on the shareholders.

**Key features:**
- All topics summarized with real-life examples and anecdotes
- Twelve full-length teaching cases based on emerging market scenarios to accentuate practical understanding
- Robust companion website with detailed teaching notes, questions for classroom discussion & additional references

**CONTENTS**

Preface • Acknowledgements • BUILDING BLOCKS • Introduction • Time Value of Money • Risk and Return • Estimation of Cost of Capital • Financial Statements and Firm Value • CAPITAL INVESTMENTS • Overview of Capital Budgeting • Free Cash Flow Valuation • Risk Analysis in Capital Investments • A Real Option’s Perspective of Capital Budgeting • A Follow-up Note on Capital Budgeting • MANAGING CURRENT ASSETS • Working Capital Estimation and Financing • Cash Management • Receivables Management • THE FINANCING DECISION • Optimal Capital Structure • An Overview of Financing Choices • Initial Public Offerings • Bank Loans • A Follow-up Note on Financing • Project Financing • The Leasing Decision • DIVIDEND POLICY • The Dividend Policy • FINANCIAL POLICY, COMPETITIVE STRATEGY AND SHAREHOLDER VALUE • Growth and Shareholder Value • Mergers and Acquisitions • EVA and Divisional Performance Measurement • TEACHING CASES • MODULE 1: RISK AND RETURN • ICICI Prudential • MODULE 2: COST OF CAPITAL, CAPITAL BUDGETING AND CAPITAL STRUCTURE • The Bolivian Tropical Wood Consortium • Hutchison Whampoa and the Shanghai Deep Water Project • Shanghai Disneyland • MODULE 3: FINANCING YOUNG AND MATURE FIRMS • Iceland Submarine Cable Project • Air Deccan Initial Public Offering • Wockhardt Limited: Will it rise from the ashes? • MODULE 4: PROJECT FINANCE • The Dalian Water Supply Project • AES Corporation: Building a LNG Power Plant in Honduras • MODULE 5: DIVIDENDS AND STOCK REPURCHASES • Dividend Policy at SRF Limited: Buyback of Shares • MODULE 6: ACQUISITIONS AND CORPORATE RESTRUCTURING • Restructuring at Suzlon Energy Ltd • Lanco Infratech Limited • Index

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Sujata Kapoor Faculty, Jaypee Business School, Jaypee Institute of Information and Technology, Noida and Jaya Mamta Prosad Faculty, Delhi Metropolitan Education (GGSIPU), Noida

Designed as a core textbook for the students of finance, *Behavioural Finance* discusses theoretical concepts of investment behaviour in the dynamic environment of financial markets. It explains the role and impact of psychological biases and sociological influences underlying the financial behaviour.

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- Focuses on both past and contemporary research findings to simplify theories and concepts
- Provides psychological insights to investors and practitioners to identify their biases in financial decision-making process
- Module-based chapterization for better understanding of concepts

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Pru Marriott University of Winchester, J R Edwards and Howard J Mellett both at Cardiff University

*Introduction to Accounting* provides an extremely accessible text for those students coming to the subject for the first time. It embraces the basic techniques and underlying theoretical concepts in accounting and shows how these are applied in various practical circumstances. This textbook offers fully illustrated, worked examples, student activities, end of chapter questions, many from major accounting examination bodies and solutions to the activities and questions.

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MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING, 2e
Texts and Cases
Edited by Chandrashekhar Krishnamurti, Professor of Finance, School of Commerce, University of Southern Queensland and Vishwanath S R, Professor of Finance, School of Management and Entrepreneurship, Shiv Nadar University

This revised edition of the well-known text provides a comprehensive overview of the entire spectrum of activities in merger transactions, acquisitions, and corporate restructuring process. It incorporates seven brief cases and six full-length teaching cases that instructors can use for classroom discussion and for in-depth understanding of the issues at hand. It comprises of insightful modules on search for acquisitions, value drivers and target valuation, accounting and tax factors, and the restructuring of equity and debt contracts. The book will help the readers answer crucial questions such as:

- When does it make sense to acquire or restructure a firm’s operations?
- How much value will the acquisition or restructuring create?
- What are some of the post-merger integration issues that managers face?
- How does the structure of the deal affect the value creation potential?

CONTENTS

Preface to the First Edition • Preface to the Second Edition • Diversification via Acquisition Sankaran and Vishwanath S R • Searching for Acquisitions Vishwanath S R and Sankaran • Value Drivers and Target Valuation Vishwanath S R and Chandrasekhar Krishnamurti • Valuation of Privately Held Companies Pitabas Mohanty • Real Options Analysis in Mergers and Acquisitions Vishwanath S R and Chandrasekhar Krishnamurti • Design of Consideration in Acquisitions: Cash and Stock Offers Vishwanath S R and Chandrasekhar Krishnamurti • Accounting and Tax Issues in Mergers and Acquisitions Vishwanath S R • Cross-border Acquisitions Vishwanath S R and Chandrasekhar Krishnamurti • The Empirical Evidence on Merger P Raghavendra Rau • Takeover Defenses Sharon Hannes • Post-merger Integration Vishwanath S R • Spin-offs, Equity Curve-outs and Targeted Stock Offerings Vishwanath S R and Chandrasekhar Krishnamurti • Bankruptcy and Reorganization Vishwanath S R and Chandrasekhar Krishnamurti • Employee Share Ownership Plans Corey Rosen • Teaching Cases • Corporate Governance Scandal at Satyam Computer Services Ltd. • Financing Strategy at Tata Steel • Kingfisher Airlines Ltd.: Debt Restructuring • Reliance Communications Ltd.: A House of Cards? • Wipro Ltd.: The Demerger Decision • Suzlon Energy Ltd.: Debt Restructuring • Index

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2018 • 468 pages • Paperback (9789352803491) • 795.00
ACCOUNTING AND FINANCE FOR NON-FINANCE MANAGERS
Jai Kumar Batra Director and Professor (Accounting and Finance), Jagannath International Management School, (JIMS), New Delhi

This book introduces the basic concepts of accounting and finance in an easy-to-understand manner. It comprehensively covers the fundamental concepts of financial accounting, cost accounting, management accounting and financial management. It also introduces international accounting standards covering US GAPP and IFRS. This text helps to develop the generic skills of application, problem-solving, evaluation and communication in the areas of accounting and finance to aid young managers in making appropriate business decisions.

Key features:
- Text and theory supported by numerous examples, diagrams, activities, solved illustrations, practice modules, unsolved exercises, case studies and suggestions for project work
- Cases and examples extracted from newspapers, annual reports and financial reports of real-time companies to help practical understanding

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Preface • Acknowledgements • PART A: FINANCIAL ACCOUNTING • Overview of Business and Accounting • Basic Terminology and Source Documents of Accounting • Conceptual Framework for Financial Reporting • Theory Base of Financial Reporting: Accounting Standards • Scope of Accounting and Its Relationship with Other Disciplines • Primary Books of Accounts • Subsidiary Books of Accounts • Depreciation Accounting • Inventory Valuation • Trial Balance, Errors Rectification, Bank Reconciliation, Reserves and Provisions • Preparation of Financial Statements of a Sole Trader • Understanding Financial Statements of a Company • PART B: COST AND MANAGEMENT ACCOUNTING • Cost Accounting: An Overview-Concept, Classification and Analysis • Cost Elements:- Material, Labour and Overheads • Management Accounting: An Overview • Budgeting and Budgetary Control • Standard Costing and Variance Analysis • Marginal Costing Analysis and Decision Making • PART C: FINANCIAL MANAGEMENT • Financial Management: An Overview • Sources of Business Finance • Working Capital Management • Investment Analysis • Analysis of Financial Statements • Cash Flow and Fund Flow Analysis • Appendices • FDI Policy • Rates of Depreciation • References and Further Readings • Index

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MANAGEMENT ACCOUNTING
Principles and Applications
Hugh Coombs, Ellis Jenkins both at University of Glamorgan and David Hobbs Office for National Statistics

This book adopts a new and accessible approach to helping readers understand how management accounting contributes to decision making by examining a variety of organizational contexts. It sets out clear explanations of practical management accounting techniques and analyses the issues that often influence decision makers operating within private and public sector organizations.

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- Key learning objectives and end of chapter questions

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Kathrin Köster Heilbronn University

International Project Management systematically links the key elements of cross-cultural management and the particularities of an international context, with the tools and techniques of project management. With full pedagogical support including a wide variety of examples and illustrations, including an in-depth, end-of-chapter case study.

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2009 • 392 pages • Paperback (9788132104469) • ₹745.00
India’s Trade Analytics

Patterns and Opportunities

Edited by Biswajit Nag Professor of Economics and Debashis Chakraborty Associate Professor of Economics, both at Indian Institute of Foreign Trade (IIFT), Kolkata

Designed as a practical guide for management graduates, researchers, corporate executives and policy-makers, this textbook familiarizes the readers with various technical approaches to the analysis of international trade flows, market identification and competitiveness measurement procedures.

Key features:

• Critical analysis of data drawn from important multilateral trade databases
• Application of crucial methodologies like ex post and ex ante analyses, and partial and general equilibrium models
• Discussion on identifying the non-tariff barriers (NTBs)
• Explains the role of trade facilitation measures and trade costs in international business

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Foreword by L. Alan Winters CB • Preface • Introduction: Trade Analyt Transmitted: ic Tools for Policy-making and Business Decisions Application and Interpretation • PART A: STRUCTURE AND USE OF TRADE DATA AND INDICES • India’s Trade Pattern and Opportunities with Central Asian Countries: An Application of Select Trade Indices • Emerging Patterns in Intra-industry Trade: An Analysis of India–EU Trade with Select Sectors • PART B: SECTOR-BASED TRADE OUTCOME ANALYSIS • Export Competitiveness of India’s Leather Exports: Application of Select Indices • A Constant Market Share Analysis of India’s Export to ASEAN Countries • Shift Share Analysis: An Application to Analysis of Indian Exports • International Production Networks (IPNs) and Global Value Chains (GVCs) between India and Northeast Asia: An Analysis of Value-added Trade in Selected Industries • PART C: ASSESSMENT OF OPEN ECONOMY INDICATORS • Balance of Payment Analytics: Application of Select Indices • Exchange Rate Dynamics and Measuring Balance of Payment Implication • PART D: TRADE IN SERVICES • Measuring Services Trade: Major Challenges in India and the Way Forward • Services Trade Restrictiveness Index, Methodology and Application: The Indian Context • PART E: TRADE FACILITATION • Interpreting Trade Facilitation Indices Towards a Smooth Regional Trade in Asia-Pacific • Assessing Linkages between Trade Costs and Trade Flows: Applications of Gravity Model • PART F: ANALYSIS AND MODELLING OF TRADE BARRIERS • Modelling Non-tariff Measures in RTAs • Non-tariff Barriers on Auto-components’ Exports: Application of Select Indices • PART G: PARTIAL AND GENERAL EQUILIBRIUM MODELLING TECHNIQUES • Implication of Tariff Reduction Through Partial Simulation Using Smart: An Analysis of India’s Import of Passenger Vehicles from Japan and Germany • Gravity Model of International Trade: Understanding the Underlying Dynamics • Use of Computable General Equilibrium Model in Trade Research: An Application of GTAP Model on India–ASEAN Trade • Advances in Global CGE Modelling and Trade Policy Formulations: Some Issues • Conclusion: Trade Analytic Tools: For Whose Benefits? • Index

International Business

Theory and Practice

Ehud Menipaz Chairman, The Ira Centre for Business, Ben Gurion University, Amit Menipaz Vice President, Structured Data, ebay and Shiv S Tripathi Assistant Professor, Strategic Management, Management Development Institute, Gurgaon

International Business provides a broad overview of the multidimensional aspects of international business by using examples and cases from around the world. It gives a comprehensive coverage and in-depth analysis of the fundamental challenges and emerging trends of international business practices in contemporary times.

Key features:

• Inclusion of concepts of cultural quotient, types of strategic alliances, global value chain, and more
• Introduction of corporate governance practices in international financial reporting and focus on CSR and sustainability
• Introduction of various models on international business strategy including parent–subsidiary relationships

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Shifting Paradigms in the Fourth Industrial Revolution

Mansi Kapoor  Faculty, Symbiosis Centre for Management Studies, Pune

Global Business Environment provides a comprehensive account of the Fourth Industrial Revolution. It captures the current shifts in the global environment for business caused mainly by the disruptive nature of rapid technological advancements and the consequences of globalization.

Key features:

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- Insights on modern concepts in economic thinking such as concept of circular economy and behavioural economics
- Latest topics enriching the contextual knowledge in which businesses operate such as migration crisis, climate change, existential threats and new age idealism

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FINANCING INTERNATIONAL TRADE

Banking Theories and Applications

Gargi Sanati  Assistant Professor, Department of Money International Banking and Finance, National Institute of Bank Management (NIBM), Pune

This first-of-its-kind textbook presents an overview of the fundamental nature and regulatory structure of forex transactions operating within the Indian banking system. This textbook discusses different types of forex transactions, the regulatory framework within which they take place and the associated risks and solutions.

Key features:

- Caselets and problem definitions weaved throughout the chapters to aid understanding of forex in different realms
- Discussion on the roles of institutions other than banks and corporate houses such as RBI, FEDAI, ECGC and DGFT in international trade finance

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Foreword by Shri G Mahalingam • Preface • Acknowledgements • International Trade Finance and Payment Methods • Regulatory and Institutional Framework • Product Structure under Documentary Credit • Documentary Collection and Documentary Credit: CASELETS under URC 522 and UCP 600 • Documents in International Trade • Trade Terms or International Commercial Terms (INCOTERMS) and its Application • Export Trade and Export Credit or Pre- and Post-shipment Credit • Trade Credit: Buyer’s Credit and Suppliers Credit for Import Financing • Merchanting Trade • Foreign Exchange Markets, Merchant Deals and Interbank Cover Operation: CASH, SPOT and Forward • Bank Guarantees in International Trade • Index

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MARKETING RESEARCH

A Global Outlook

V Kumar  Regents’ Professor, Georgia State University, Atlanta

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Key features:

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ESSENTIALS OF BUSINESS RESEARCH, 2e
A Guide to Doing Your Research Project

Jonathan Wilson  Principal Lecturer in Marketing, Lord Ashcroft International Business School, Anglia Ruskin University

Written specifically for business students with an interactive approach, this bestselling, jargon-free textbook highlights each stage of the research process, guiding you through actionable steps and explicitly setting out how best to meet a supervisor’s expectations. Easy to navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy-to-follow tips and detailed screenshots and diagrams.

Key features:
• Integrated with ‘You’re the Supervisor’ sections—helpful in learning methods to meet research objectives
• Illustrated case studies and examples from different types of international businesses
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• Engaging questions and answers
• Annotated further reading

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MACROECONOMICS
From Short Run to Long Run

Dibyendu Banerjee  Department of Economics, Serampore College, Hooghly, West Bengal
and
Ramesh Chandra Das  Department of Economics, Katwa College, Burdwan, West Bengal

This textbook presents a clear explanation of how the incomes of a country, prices of goods and services, level of employment, interest rates and so on are determined and how an economy progresses. The book attempts to re-establish the existing theories behind the determination of macro variables and Keynesian modernism and its implications.

Key features:
- Provides empirical verification of theories where necessary
- Offers insightful content and critical analysis of environmental factors in the study of macroeconomics
- Chapters aided by mathematical explanations, quantitative problems and their solutions, and a plethora of objective review questions

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Foreword by Asis Kumar Banerjee  •  Preface  •  Basic Issues of Macroeconomics  •  National Income and Its Measurement  •  National Income–Some Related Issues
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MACROECONOMICS
Theories and Applications for Emerging Economies

Sreejata Banerjee  Visiting Professor, Madras School of Economics, Chennai
and
P Nandakumar Warrier  Visiting Professor, School of Business Economics, Sodertorn University, Stockholm

This textbook presents macroeconomic theory and its implications in policy formulation in a unique manner, continuously weaving in scenarios from India and other emerging economies. While the book meticulously guides the reader through the workings of key macroeconomic models, it also discusses at length the assumptions that make the models applicable to developing market nations.

Key features:
- Boxed text highlighting experiences of emerging market economies
- Use of charts and tables with current data for better comprehension and illustration of the theories
- Supplemented by relatable examples and case studies based on policies undertaken by the Indian economy

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Foreword  •  Preface and Acknowledgements  •  Introduction to Macroeconomics  •  National Income Accounts: The Toolbox for Macroeconomics  •  The Basic Keynesian Demand Model and the Hidden Cross  •  Economic Growth  •  Introduction to the Financial Sector: Bonds and Interest Rates  •  Money, Money Supply and the Banking System  •  The Demand for Money  •  The IS–LM Model: The Demand Side of the Economy  •  The IS–LM Model: Fiscal Policy and Compatibility with the Keynesian Model  •  Monetary Policy, the Policy Mix and Constraints on Policy-making  •  Consumption and Investment Demand  •  The Role of the Government and the Government Budget Balance  •  The Supply Side: A Complete Macroeconomic Model of the Economy  •  The Budget: Links to Unemployment, Inflation and the Debt Burden  •  The Open Economy  •  Capital Mobility  •  Determination of Exchange Rates in an Open Economy  •  Business Cycle Theory  •  The Labour Market as the Kingpin: The Various Schools of Macroeconomic Thought  •  Disaggregated Multi-sector Models for Industrial Nations and Developing Countries  •  Index

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A TEXTBOOK OF MICROECONOMIC THEORY
Pankaj Tandon Boston University

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MICROECONOMICS FOR BUSINESS
Satya P Das Indian Statistical Institute, New Delhi, India

This book breaks away from standard microeconomics textbooks for management students in numerous ways. Some of its relevant and useful features are:
• A strong emphasis on concepts, their explanation, understanding and application
• Graphical and logical derivations supplemented by economic intuition in easy-to-understand English, while retaining the rigour of algebraic treatment
• Numerous real-life examples, largely pertaining to India
• Two unique chapters: Demand for Assets and Game Theory and Economic Applications
• Questions at the end of each chapter, emphasising the application of concepts

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FAIR TALK
Three Steps to Powerful Feedback

Sergey Gorbatov Director General Manager of Development, AbbVie, Madrid, Spain and Angela Lane Vice President of Talent and Development, AbbVie, Chicago, Illinois

Fair Talk focuses on the relevance of honest and objective feedback. The authors propose a systematic approach to giving fair feedback in ways that improve performance while developing employees. Bringing together science and real-world experience, they have tried to cut through complex human behavior.

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Simon M Rory Founder and CEO, ODD Company
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Devendra Agochiya Training and Development Consultant
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Anne-Mette Røsting CEO and Founder, Natural Force
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The Ten Commandments
John Hoover University of Colorado at Boulder
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8-Dimensional Approach
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The Making of the Quintessential People Champion
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The Great Indian Retailing Business  
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As the world grows more complex and uncertain, opportunities for people with critical thinking, innovation and imagination are on the rise. Through this book, the authors show us how we can stay relevant in this unforgiving business environment. The VUCA Learner: Future-proof Your Relevance showcases various sources and methods for self-learning. It underlines the need for developing a learner’s mindset, scanning the business environment for green shoots of opportunities, regularly conducting skill gap analyses and using all the tools available to continuously reinvent yourself to be ready for new episodes in your career. This book is a roadmap to making you future-ready!

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