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Accounting Ethics Education
Making Ethics Real
Edited by Alberto J. Costa and Margarida M. Pinheiro
Series: Routledge Studies in Accounting
Accounting education ought to prepare future professionals to enter a principle-based, rules-oriented field of activity wherein technical knowledge of accounting standards (principles, rules and decision-procedures) and ethical awareness (capacity to discern moral issues and resolve ethical dilemmas) are crucial. Examining multiple perspectives, the book improves the scholarly debate by providing cutting edge and insightful research, vital for all those interested and immersed in these matters. It will be of great value to academics, students, researchers, and professionals in the fields of accounting, accounting education and ethics.

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Capabilities and Challenges
Edited by John O.S. Wilson, University of St Andrews, UK, Georgios A. Panos and Chris Adcock, University of Sheffield, UK
In an era of mounting student debt, increased (digital) financial inclusion, and threats arising from instances of (online) financial fraud, financial education and enlightened financial advising appropriate policy interventions that enhance financial and overall well-being. This book engages in this important academic and policy agenda by presenting a set of seven chapters emanating from four parallel streams of literature related to financial literacy and responsible finance. The chapters in this book were originally published as a special issue of European Journal of Finance.

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Matias Laine, Helen Tregidga and Jeffrey Unerman, Royal Holloway, University of London, UK
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Measuring Brand Efficacy along the Customer Journey
Jacek Kall
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International Luxury Brand Strategy
Edited by Pierre Xiao Lu, Fudan University, China
This book looks at luxury brand management and strategy from theory to practice and presents new theoretical models and solutions for how to create and develop a worldwide luxury brand in the twentieth-first century. From the international brand management perspective this book is a useful resource for anyone who wants to learn more about luxury brand management and to better understand how the international market has evolved and how products may change the rules of the game.

Building Corporate Identity, Image and Reputation in the Digital Era
Edited by T C Melewar, Middlesex University London, Business School, UK, Charles Dennis, Middlesex Business School, UK and Pantea Foroudi, Middlesex University London, UK
Series: Routledge Studies in Marketing
Brands - corporate, products, service - today are collectively defined by their customers, deriving from personal experiences and word-of-mouth. This book acts as a forum for examining current and future trends in corporate branding, identity, image and reputation. The book provides scholars, researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies, brands, and stakeholders in different areas and regions of the world.

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Corporate Brand Design
Developing and Managing Brand Identity
Mohammad Mahdi Foroudi and Pantea Foroudi, Middlesex University London, UK
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Edited by João Freire

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Penelope Przekop
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Edited by Sourya Datta, Sudip Das and Debasis Bagchi
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Tiko Iyamu, Cape Peninsula University of Technology, Cape Town, South Africa
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Arnaud De Meyer and Jovina Ang

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Edited by Steven Si, David Ahlstrom, Wei Jiang and John Cullen, Washington State University, USA

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The chapters in this book were originally published as a special issue of the Entrepreneurship & Regional Development.

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Kawana W. Johnson, North Carolina State University, USA

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Sandra Duhé

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Sampsa Hyysalo, Aalto University, School of Art, Design and Architecture
Series: Routledge Studies in Innovation, Organizations and Technology

This book addresses the rapidly changing citizen roles in innovation, technology adoption, intermediation, market creation and legitimacy building for low-carbon solutions. It links research in innovation studies, sustainability transitions and science & technology studies and builds a new approach for the study of user contributions to innovation and sociotechnical change. Academics, policy makers and managers are given a new resource to understand the “demand side” of sociotechnical change beyond the patterns of investment, adoption and social acceptance that have traditionally occupied their attention.

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Contemporary Selling
Building Relationships, Creating Value
Mark W. Johnston, Rollins College, USA and Greg W. Marshall, Rollins College, USA
Contemporary Selling is the only book that combines full coverage of up-to-date personal selling processes with a straightforward look at sales management practices, delivered in a way that students want to learn, and instructors want to teach. The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers. This fully updated new edition is an invaluable resource for students of personal selling at both undergraduate and postgraduate levels. Supplementary resources include an instructor’s manual, PowerPoints, and other tools to provide additional support for students and instructors.

Engineering Sustainable Life on Earth
Alleviating Adverse Climate Change Through Better Design
John F. Coplin
Climate scientists have clarified the main causes of climate change, and the tight timescale within which humans must change behaviour, and implement effective solutions, wherever they are needed across the world. This book uncovers many of the powerful actions and use them effectively to achieve sustainable human life, of improved quality, in a way that is affordable out of earned income for all humans, wherever they live. The book is written in a language for all. It is small enough to be used as a practical guide to where some of the most useful improvements are to be found and as a way to start the important conversations.

Delivering Impact in Management Research
When Does it Really Happen?
Robert Macintosh, Katy Mason, Nic Beech, Middlesex University London, UK and Jean M. Bartunek
Series: Management Impact
Impact is of increasing importance to all researchers, given its growing centrality to those who fund, assess and use research around the world. Delivering Impact in Management Research sets out a detailed and nuanced analysis of how research impact is best delivered in practice. Starting with a rich conceptualisation, the authors move on to discuss models through which meaningful impact is framed and delivered. The book explains processes, skills and approaches to impact, along with examples and insights into potential pitfalls and solutions.
Knowledge Management

Dependency, Creation and Loss in Industrial History
Edited by John F. Wilson, Northumbria University, UK, Ian Jones, Northumbria University and Steven Toms, University of Leeds, UK
Series: Routledge Focus on Industrial History
This shortform book presents key peer-reviewed research selected by expert series editors and contextualised by new analysis from each author on the subject of knowledge management in industrial history. Of interest to business and economic historians, this shortform book also provides analysis and illustrative case-studies that will be valuable reading across the social sciences.

Management Education and Automation
Hamid H. Kazerony and Denise Tsang, Henley Business School, UK
Series: Routledge Advances in Management and Business Studies
Due to automation, nearly half of the jobs will vanish over the next two decades in the USA. However, the problem is not confined to any particular country. Management educators in the higher education are faced with two fundamental questions: (a) how we prepare our students for new required technology competencies when conducting international business and (b) how we work with new technologies to prepare our students. While the next generation of employees requires competencies in working with artificial intelligence, the emergence of artificial intelligence and new technologies in augmenting teaching is changing the nature of higher education across the globe.

Leading the Economic Risorgimento
Lombardy in the 19th Century
Edited by Silvia A. Conca Messina, University of Milan, Italy
Series: Routledge International Studies in Business History
Lombardy is today the most populated and prosperous region of Italy, and Milan is a renowned capital of art, fashion and design. During the 19th century until WWI, the region gradually became the leader in Italy’s economic development and distinguished itself in the European economic landscape for its long-standing industrial strength and diversified economy, which included one of the Europe’s most productive agricultural systems. Aimed at scholars, researchers and students in the fields of early modern and modern history, economic and social history, the book provides a clear explanation of Lombardy’s economic development during the long 19th Century.

Ship Management
Theory and Practice
Pengfei Zhang, Solent University, Southampton and Lijun Tang, University of Plymouth, UK
Series: Routledge Maritime Masters
This book unpacks the complexity of this crucial maritime activity by spelling out its key elements, and the connections and linkages between them. It offers dedicated chapters on strategic management, commercial management, operations management, technical management, human resource management and compliance management, weaving in numerous international examples throughout, then looks to the future, exploring the challenges facing ship management, and the impact of digitalisation. It will be valuable for upper-level students of shipping management and maritime operations, and can also serve as a one-stop reference for researchers and industry practitioners.

Management Control Systems, Decision-Making, and Innovation Development
The CDI Model
Dawid Sztaworzewski, Poznan University of Economics and Business, Poland
Series: Routledge Advances in Management and Business Studies
The systematic approach to innovation development today is one of the world’s most prominent scientific fields, and with good reason. When applied correctly, such system produces regular outcomes, which consistently drive lasting competitive advantage. Unfortunately, as much as it is beneficial, the orchestration of an undisturbed flow of multiple complex, dynamic, and flexible innovation development processes is structurally demanding. In this book, a recognised innovation management specialist sets the record straight, offering a comprehensive approach to the improvement of innovation efficiency with the use of management control system.

Supply Chain Processes
Developing Competitive Advantage through Supply Chain Process Excellence
Peter W. Robertson
Supply Chain Processes introduces readers to the view that genuine supply chain competitive advantage is achieved via supply chain excellence which in turn is underpinned by supply chain process excellence. The ultimate supply chain goal is to deliver the right product, of the right quality, in the right quantity, to the right place, at the right time and for the right cost. The author identifies four core supply chain processes – strategy, design, execution and people – to which the process improvement techniques explained can be applied to ensure superior supply chain performance.

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Technological Change and Industrial Transformation
Edited by Vicky Xiaoyan Long, Stockholm Business School, Stockholm University, Sweden and Magnus Holmén, Chalmers University of Technology, Sweden
Series: Routledge Studies in Innovation, Organizations and Technology

Industrial transformation is a research and teaching field with a focus on the phenomenon and mechanisms of industrial development and renewal. In this book, the authors present the key theories, frameworks and concepts of industrial transformation and use empirical cases to describe and explain the causes, processes and outcomes of transformation in the context of digitalisation and sustainability. The areas under investigation are of great relevance for strategic management decisions and for industrial and technology policies, and for understanding the mechanisms underlying transformation and sustainable growth.

The Case Study Companion
Teaching, Learning and Writing Business Case Studies
Scott Andrews, University of Worcester, UK

The Case Study method of teaching and learning, adopted by business schools and management centres globally, provides an important function in management education, but employing it effectively can often be a challenge. This book provides practical insights, tools and approaches for both case teaching and writing, drawing on perspectives from expert practitioners around the world. This book is designed for lecturers using cases within their teaching across all management disciplines, as well as those training for Professional Development and Management Education qualifications. It will also be useful for postgraduate, MBA and Executive Education students.

The Business Model Innovation Process
Preparation, Organization and Management
Yariv Taran, Aalborg University, Denmark, Harry Boer, Aalborg University, Denmark and Christian Nielsen, Aalborg University, Denmark
Series: Routledge Studies in Innovation, Organizations and Technology

The book offers a detailed account of the relatively unknown process of business model innovation by looking into the intersection of strategic, operations and innovation management, organizational design, decision-making and performance management. In doing so, this book addresses fundamental issues, and introduces new ideas and theoretical perspectives. In envisioning and thinking about various potential scenarios of business model innovation and understanding how to organize for each of these under different conditions, the book provides original arguments and suggestions for practitioners.

The Development of Professional Management
Training, Consultancy, and Management Theory in Industrial History
Edited by John F. Wilson, Northumbria University, UK, Ian Jones, Northumbria University and Steven Toms, University of Leeds, UK
Series: Routledge Focus on Industrial History

This shortform book presents key peer-reviewed research selected by expert series editors and contextualised by new analysis from each author on the development of professional management. With contributions on consultancy and training consultants, Taylorism and its appeal to socialists, the social position of managers, and the growth of the managerial class. Of interest to business and economic historians, this shortform book also provides analysis and illustrative case-studies that will be valuable reading across the social sciences.

The Business of Less
The Role of Companies and Households on a Planet in Peril
Roland Geyer

The Business of Less rewrites the book on business and the environment. This book introduces new paradigms designed to finally reconcile business and the environment in an accessible way. The first is called ‘net green’, which means that in these times of ecological overshoot green business activities need to reduce total environmental impact and not just improve the eco-efficiency of individual products. The second paradigm of the book is called ‘labor, not materials’ and builds on the insight that substituting material and energy inputs with labor is virtually guaranteed to reduce environmental impact.

The Fashion Business
Theory and Practice in Strategic Fashion Management
Dario Golizia

This book provides a clear understanding of the different business strategies and models across all markets of the fashion industry. It provides a holistic and practical approach to strategic fashion management and marketing, the book covers brand image, supply chain, communication, price point, and social media. Each chapter features interviews with experts, student activities and reflection points. Theoretically grounded yet practical in its approach, this is important reading for advanced undergraduate and postgraduate students of Strategic Fashion Management, Fashion Marketing and Communications, Fashion Merchandising and Luxury Fashion.

The Innovation Engine for Growth
An Actionable Roadmap to Thriving in a Hyper-Competitive World
Sanjay Mazumdar and Cheryl Perkins
Written by experts on innovation and growth, this book provides the necessary tools to systematically develop and sustain profitable innovation pipelines. Managers and leaders will welcome the innovation insights and examples, as well as the templates to build an organization’s plan to diagnose patterns of innovation, identify opportunities, and apply emerging innovations in their own industries and businesses.

The One Belt One Road (OBOR) Initiative and the Port of Piraeus
Understanding Greece’s Role in China’s Strategy to Construct a Unified Large Market
Tatiana Gontika
One Belt One Road (OBOR), a signature initiative of Chinese President Xi Jinping, is currently one of the most frequently discussed enterprises. This controversial mix of worldwide projects has put China and Xi in the center of attention, and not always in a positive way.

The Routledge Companion to Global Value Chains
Reinterpreting and Reimagining Megatrends in the World Economy
Edited by Renu Agarwal, Christopher Bajada, Roy Green, University of Technology Sydney, Australia and Katrina Skellern, University of Technology Sydney, Australia
Series: Routledge Companions in Business, Management and Marketing
This Companion provides a review of Global Value Chains (GVCs) and the megatrends that are shaping them and will continue to reshape them in deep-set trajectories of change over the next few decades, providing a timely analysis of leading edge global megatrends and practices in one volume.

The Sustainable Fashion Quest
Innovations in Business and Policy
Nikolay Anguelov
When thinking about lowering or changing consumption to lower carbon footprints, the obvious offenders come easily to mine: petroleum and petroleum products, paper and plastic, even food. But not clothes.

Transforming Museum Management
Evidence-Based Change through Open Systems Theory
Yuha Jung
Series: Routledge Research in the Creative and Cultural Industries
Based on a unique longitudinal ethnographic study, Transforming Museum Management illustrates how a traditional art museum attempted to transform into a more inclusive and community-based institution. Valuable reading for researchers and advanced students of museum studies, cultural management, arts administration, non-profit management, and organizational studies.

Using the ISO 56002 Innovation Management System
A Practical Guide for Implementation and Building a Culture of Innovation
Sid Ahmed Benraouane and H. James Harrington
Series: Management Handbooks for Results
The objective of this standard is to provide a framework on how to build an innovation ecosystem that can be sustained over time. Similar to the quality management system that ISO established decades ago, this standard provides instructions related to best practices on how to manage innovation activities, projects, and programs.
An Introduction to Cybernetic Synergy
Improving Decision-Making and Cost Efficiency in Business and Commercial Environments
Mark Rowbotham
Cybernetics is about having a goal and taking action to achieve that goal. Knowing whether you have reached your goal (or at least are getting closer to it) requires "feedback," a concept that was made rigorous by cybernetics.

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Formula 4.0 for Digital Transformation
A Business-Driven Digital Transformation Framework for Industry 4.0
Venkatesh Upadrista
A staggering 70% of digital transformations have failed as per McKinsey. The key reason why enterprises are failing in their digital transformation journey is because there is no standard framework existing in the industry that enterprises can use to transform themselves to digital

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Management in the Age of Digital Business Complexity
Edited by Bill McKelvey
Series: Routledge Studies in Innovation, Organizations and Technology
Management in the Age of Digital Business Complexity focuses on how the digital age is changing management thinking into the modern digital age and vastly improve the change capabilities of firms facing digital-oriented competition.

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Management, Organisations and Artificial Intelligence
Where Theory Meets Practice
Piotr Bula, Cracow University of Economics, Poland and Bartosz Niedzielski, Cracow University of Economics, Poland
Series: Routledge Studies in Innovation, Organizations and Technology
This book combines academic research with practical guidelines in methods and techniques to supplement existing knowledge relating to organisational management in the era of digital acceleration. It offers a simple layout with rich content presented in an engaging, accessible style and the authors’ holistic approach is unique in the field. From a universalist perspective, the book examines and analyses the development of, among others, Industry 4.0, artificial intelligence (AI), AI 2.0, AI systems and platforms, algorithmics, new paradigms of organisation management, business ecosystems, data processing models in AI-based organisations and AI strategies in the global perspective.

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Management and Information Technology after Digital Transformation
Edited by Peter Ekman, Mälardalens University, Sweden, Peter Dahlin, Mälardalens University, Sweden and Christina Keller, Lund University, Sweden
Series: Routledge Studies in Innovation, Organizations and Technology
With the widespread transformation of information into digital form throughout society – firms and organisations are embracing this development to adopt multiple types of IT to increase internal efficiency and to achieve external visibility and effectiveness – we have now reached a position where there is data in abundance and the challenge is to manage and make use of it fully. This book addresses this new managerial situation, the post-digitalization era, and offers novel perspectives on managing the digital landscape. The topics span how the post-digitalization era has the potential to renew organizations, markets, and society.

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Managing Digital Transformation
Understanding the Strategic Process
Edited by Andreas Hinterhuber, Università Ca' Foscari Venezia, Italy, Tiziano Vescovi, Ca’ Foscari University Venice, Italy and Francesca Checchinato, Università Ca' Foscari Venezia, Italy
This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Managing Digital Transformation is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing.

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Erik Beulen and Pieter M. Ribbers, Tilburg University, the Netherlands
For decades, outsourcing has been a major international phenomenon in business. The areas of Technology, Information Technology, and Management represent a unique case for outsourcing both in terms of benefits and potential interorganisational problems. This fully updated text focuses on both sides of the outsourcing relationship, providing a balanced exploration of the ways in which these partnerships can be managed successfully. Accessible and cutting-edge, this third edition provides an in-depth, practical perspective on this important and far-reaching challenge in information technology management. It is an ideal text for students, academics and practitioners alike.

Managed IT for Innovation
Dynamic Capabilities and Competitive Advantage
Mitsuru Kodama
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With recent advances in IT in areas such as AI and IoT, collaboration systems such as business chat, conferencing systems and unified communications are rapidly becoming widely used as new applications in global corporations' strategic activities. Through in-depth longitudinal studies of global corporations, the book presents a new theoretical framework and implications for IT-enabled dynamic capabilities using collaboration systems from the perspective of micro strategy theory and organization theory. Primarily written for academics, researchers and graduate students, but will also offer practical implications for business leaders and managers.

Publishing in the Digital Age
How Business Can Thrive in a Rapidly Changing Environment
Michael N. Ross
The world of publishing is evolving at an ever-increasing speed, with developments in digital workflows and products, customer expectation, enriched content curation, and user-generated content becoming commonplace. In Publishing in the Digital Age: How Business Can Thrive in a Rapidly Changing Environment, Ross discusses the most significant and recent developments in educational and trade publishing, educational technology, and marketing that has enabled a new generation of content creators reach more consumers. It is the only book that addresses disruption in the industry head on.
Effective Directors
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Edited by Charlotte Valeur and Claire Fargeot

Series: Questions to Ask (QTA)

The Effective Board: Questions To Ask (QTA) is a reference book for board members and executives globally to support them in their work. With chapters written by senior company board members and respected figures in corporate governance, the questions have been drawn together to offer food for thought and useful prompts that take Boards beyond operational discussions.

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Alan S. Gutterman

This is the first extensive and targeted guide for creating a governance framework for corporations that integrates all the recognized principles of sustainability. The book will provide a step-by-step approach on integrating sustainability principles into the activities of the board of directors including detailed guidance on legal, regulatory, and business aspects of organizing and operating board committees and designing the sustainability management unit. Corporate board members will appreciate the book’s practical forms and checklists, complete coverage of all facets of sustainability governance, summaries of relevant international and national guidelines and instruments.

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A Guide for Board Members and Executive Management

Waddah S. Ghanem Al Hashmi, Emirates National Oil Company and Bob Arnold, ICE Health & Safety Registered & Lead Consultant, Director, Managing Director, The BarGroup

It takes the high-level leadership and top management principles put forward in ISO 45001 and develops them into a comprehensive discourse on how, at the very top of any organization, large or small, leaders can drive the occupational health and safety (OHS) agenda and ensure the effective implementation of the OHS management systems. The book is written for top management teams of both non-executive and executive leadership, as well as senior advisors, in all organizations seeking to effectively implement OHS policies and management systems. It can also be utilized to create training and learning materials to assist with implementation.

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The Politics of Corporate Authority

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In an era of systemic crisis and of global critiques of the unsustainable perpetuation of capitalism, Pervasive Powers: The Politics of Corporate Authority critically questions the conditions for the maintenance and expansion of corporate power. The book explores empirical case studies in the realms of finance, urban policies, automobile safety, environmental risk, agriculture, and food in western democracies. It renews understanding of the power of big business, focusing on how the study of temporalities, of multi-sited influence and of sociotechnical tools is crucial to an analysis of the evolution of corporate authority.

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Corporate governance is not just about models of best practice organization or prescriptions following laws or social conventions. Corporate governance is also about persons of power-seeking performance, and they do so in ways that transcend structures and pre-conceived notions of the structural set-up of the business. This book emphasizes the decision-making dimensions of corporate governance, placing it right in the messy middle of the ever-changing world of capitalism, focussing on the interplay between professional managers and shareholders.

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Base of the Pyramid Markets in Latin America
Innovation and Challenges to Sustainability

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Climate Positive Business
How You and Your Company Hit Bold Climate Goals and Go Net Zero

David Jaber
The need for businesses to reduce their carbon footprint is now unquestioned, but how to achieve this is neither clear nor easy. This book lays out the path of business climate strategy, highlighting how your business can set goals, measure impact and improve performance. Rooted in real experience and written in an entertaining and engaging style, the book provides you with the tips, tools and techniques to tackle your company’s carbon footprint, and do so in a way that is credible and appropriately ambitious to meet the expectations of those watching you.

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Collaborating for Climate Resilience
Ann Goodman and Nilda M. Mesa
Series: Giving Voice to Values
Supporters of environmental wellbeing and climate resilience are awakening and mobilizing – cities, states, business, academia, community-based organizations, and the military. They understand the imminent and long-term risks of climate deterioration and they are creating new structures beyond the top-down government policy efforts of the past. Through case studies of key organizations such as the NYC Sustainability Office, IBM, and West Point Military Academy, readers will understand each party’s role in a cooperative enterprise and the means by which they support climate resiliency, their institutional goals, and their communities.

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Ethics and Business
A Global Introduction
Bart Wernaart

This book starts from the position that ethics in business should imply an open debate on norms and values, using a sound methodology to get there. Each chapter ends with an extensive literature list in which the original sources are listed for further reading. Furthermore, at the end of each chapter, a summary is written in which the most important definitions and viewpoints are highlighted. The frequent use of colorful and bold examples make this an accessible read for bachelor and master students at business schools and professionals in international business.

Exercising Your Ethics
Bringing Moral Strength to Business
Leslie E. Sekerka

Through a witty and engaging style, this book is for anyone who has a job (employees, managers, and leaders), and who wants to do the right thing, but aren’t always sure what that means, how to go about it, or how to withstand the forces that push all of us away from being ethical. In a world that seems to reward winning, regardless of how it is achieved, we need a clearer reason for wanting to be and become our best selves. HR professionals, team leaders, professional coaches, and organizational ethics trainers will find the book particularly insightful and useful.

Faithful Careers
Integrating the Catholic Faith and Work
Peter M. Smudde, Illinois State University, USA

In this book Peter Smudde contends that God calls us to live an “integrated life” that unifies both the spiritual and the secular aspects of life. Smudde demonstrates how the Catholic faith truly does apply to our labor, putting forth particular matters of the faith that pertain to faithful careers. He then applies pertinent teachings and concepts to real-world contexts, enabling lessons to be practically applied on a daily basis. Catholic professionals at all stages of their careers will welcome this insightful book, that explores the call to put spirituality in the foreground—to obtain ever-deeper faith and, thereby, greater integration of faith in everyday life and career.

Giving Voice to Values
An Innovation and Impact Agenda
Edited by Jerry Goodstein and Mary Gentile

This book shifts attention to the future of Giving Voice to Values (GVV) and provides thought pieces from leading experts in business ethics on the possibilities for sustaining the growth and success of the method. These include the creation of new teaching materials (content), reaching different audiences (context), and evaluating the ways Giving Voice to Values is making a difference in classrooms and the workplace (impact) and acts as a catalyst for organizational change.

Greed Gone Good
A Roadmap to Creating Social and Financial Value
Jane Elizabeth Hughes

Greed Gone Good: A Roadmap to Impact Investing brings the how-tos of impact finance to a broad-based audience of investors, from the individual to the institutional. Written in an engaging, jargon-free style and loaded with practical advice, it explores the pitfalls and potential of the burgeoning impact revolution – the increasingly widespread belief that business and financial leaders should weigh social value as well as financial value in all of their decisions, to create both a better business model and a better world. Green Gone Good will have widespread appeal to investors ranging from individuals to the world’s largest asset managers and investors.

Leading with Love
Rehumanising the Workplace
Karen Blakeley and Chris Blakeley

The book presents original research based on leaders who were nominated by their people for leading with love. It shows how they learned to lead with love for the benefit of themselves, their organisations and their people. It shows that leading with love is something that is practised by leaders who are more emotionally, morally and spiritually mature. Leading with love is a sign of psychological maturity whilst leading with fear is a sign of hindered emotional and spiritual development. Based on this research, the book presents a simple framework to help leaders who wish to develop this psychological maturity and apply practices which will enable them to successfully lead with love.
Purpose Delivered
Bigger Benefits for Society and Bigger Profits for Business – A CEO’s Experience

Alan Barlow
Going beyond the why and what of purpose-led business, this book sets out an innovative business model of how to lead and operate a company to deliver its purpose. Current and aspiring business leaders and executives will benefit from not only this new business model, but a fully documented route map for monitoring and reviewing successful impact, and highly focused non-financial and financial metrics for benchmarking. Completing the loop for ‘company purpose’ means that business can become a force for good for society.

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Market: Business / Corporate Social Responsibility
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Sustainability
A Key Idea for Business and Society

Suzanne Benn, University of Technology, Sydney, Australia, Melissa Edwards, University of Technology Sydney, Australia and Tim Williams, University of Technology Sydney, Australia
Series: Key Ideas in Business and Management

The heightening impact of ecological and societal crises makes sustainability an increasingly urgent imperative, requiring a fundamental shift in how we understand and practice business and management. In this book, the authors set out the key characteristics of sustainability such as its temporal and multilevel effects and highlight the complex array of sustainability risks and opportunities for business and management. It challenges students and scholars to draw from across the sciences and social sciences to understand, reflect upon and deliver responsible business outcomes in contemporary society.

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Sustainable Work and the Environmental Crisis
The Link between Labour and Climate Change

Chris Baldry and Jeff Hyman
Compared to twenty years ago, the jobs many people do today are increasingly characterised by low pay and insecurity, while countless others cope with workplace stress and ill-health. The consequences of our current model of economic activity are creating dangerous and critical changes in the planet’s climate. This book demonstrates that there are definite and complex connections between degraded jobs and a degraded environment. The book will be of interest to researchers, academics and students in the fields of HRM, labour studies, employment relations, sociology, environmental studies and sustainability.

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The Economics and Business of Sustainability

Peter Nemetz
Given the emergence of sustainability as the defining issue of our time, it is essential for university graduates, and especially business and economics students, to have a fundamental grasp of the key issues in this emerging multidisciplinary field of study. This book accentuates the value and importance of a strong sustainability approach in an age of climate change emergency. It is an ideal companion for instructors and students of sustainability in business, economics, and related disciplines such as geography and political science.

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The Handbook of Ethical Purchasing
Principles and Practice

Rob Harrison
From plastics to palm oil and from carbon footprints to modern slavery, buying ethically has now fully captured the public interest. The Handbook of Ethical Purchasing is designed to help people understand this new movement, its political background and, most importantly, how to become involved more effectively. By looking at companies, governments, citizens and campaigners in turn, this book operates as a practical handbook for people across all industries and sectors to become involved in the important changes that need to be made.

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The Living Wage
Advancing a Global Movement

Edited by Tony Dobbins and Peter Prowse
As wealth inequality skyrockets and trade union power declines, the living wage movement has become ever more urgent for public policymakers, academics, and—most importantly—those workers whose wages hover close to the breadline. Most governments’ minimum wages are falling short, meaning millions of workers struggle to cover their living costs. By including the voices of those workers earning at, or near, the living wage alongside the opinions of leading experts in this field, this book is a pioneering contribution for public policymakers, as well as students and academics of work and employment relations, public policy, organisational studies, social economics and politics.

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The Routledge Companion to Corporate Social Responsibility

Edited by Thomas Maak, Centre for Business Ethics and Responsible Leadership, University of South Australia, Nicola M. Pless, Marc Orlitzky and Sukhbir Sandhu

Series: Routledge Companions in Business, Management and Marketing

While the concept and domain of Corporate Social Responsibility (CSR) is not new - its beginnings can be traced back to the 1960s - its scope, urgency, and relevance have shifted dramatically in recent years. CEO responses show that the majority of business leaders understand that they operate in an environment of contested values and that stakeholders expect companies to do better and more. As a consequence, corporate social responsibility has become a widely accepted common denominator of the role and responsibilities of business in society.

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Trust, Organizations and the Digital Economy

Theory and Practice

Edited by Joanna Paliszkiewicz and Kuanchin Chen

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Trust is a pervasive catalyst of human and business relationships that has inspired interest in researchers and practitioners alike. It has been shown to enhance engagement, communication, organizational performance, and online activities. Despite its role to cultivate cooperation, knowledge-sharing, and innovation, trust through digital means or even trust on digital media has presented new opportunities and challenges in society. This book aims to bring together the theory and practice of trust in the new digital era and will present theoretical and practical foundations.

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Asia’s Social Entrepreneurs

**Do Well, Do Good... Do Sustainably**

Edited by Howard Thomas and Havovi Joshi

This book presents a collection of ten case studies that demonstrate the important role played by social enterprises in driving inclusive growth in Asia’s economies. The ten case studies in the book provide a ring-side view of how social enterprises operate and evolve to create, sustain and scale up their social impact. The readers will gain a practical understanding of how social enterprises struggle to maintain a balance between their two seemingly contradictory goals of creating social value and generating economic returns.

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Entrepreneurship As Practice

**Grounding Contemporary Theories of Practice into Entrepreneurship Studies**

Edited by Neil Aaron Thompson, Karen Verduijn, VU University Amsterdam, The Netherlands and William B. Gartner, Babson College, MA, USA

Entrepreneurship-as-Practice takes ordinary activities of entrepreneurship seriously by mapping out new pathways for scholars to consider the everyday practices through which entrepreneurship occurs. Each chapter draws on contemporary theories of practice to illuminate the nature, properties, and implications of studying the practices of entrepreneurship. The chapters in this book were originally published as a special issue of the Entrepreneurship and Regional Development.

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Culture, Innovation and Entrepreneurship

**New Directions in Theory and Research**

Edited by Michael Lounsbury, Joep Cornelissen, Nina Granqvist and Stine Grodal

Even though the study of innovation and entrepreneurship is a diverse, multi-disciplinary endeavour, the role of culture is often neglected or under-emphasized. Building on the cultural turn that has swept across the social sciences and humanities over the past couple of decades, Culture, Innovation and Entrepreneurship provides cutting-edge theoretical and empirical insights about how culture shapes innovation and entrepreneurship.

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Entrepreneurship Education

**Scholarly Progress and Future Challenges**

Gustav Hägg and Agnieszka Kurczewska

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The discussion around whether entrepreneurship can be taught is becoming obsolete as the number of entrepreneurship courses, specializations and degrees is rising at an unprecedented rate all over the world and the demand for entrepreneurial education teachers or instructors is constantly growing. This book is a solid reference point for all who are interested in conducting research on entrepreneurial education or engaged in teaching entrepreneurship. It provides practical insights for educators when developing their teaching practice and will be of interest to entrepreneurship educators and entrepreneurship education researchers.

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Digital Entrepreneurship and the Sharing Economy

Edited by Evgeni Vinogradov, Birgit Leick and Djamchid Assadi

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The digital and increasingly digitised world is shaped by the interplay of new technological opportunities and ubiquitous societal trends. These developments facilitate the rise of the sharing economy and open for a variety of new entrepreneurial opportunities that businesses can take up. The novel entrepreneurial opportunities, however, imply a paradigmatic shift in the understanding of entrepreneurship. This book combines digital entrepreneurship with the sharing economy. It presents cutting-edge research for scholars and practitioners interested in either one of the topics – digital entrepreneurship or sharing economy – or their connection.

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Entrepreneurship in China

Edited by QiHai Huang, Xueyuan Liu and Jun Li

China has grown to become the world’s second largest economy in merely three decades and entrepreneurship has been identified as a key driver of China’s fast growth. Since the mid-2000s, the country has transitioned from a predominance of necessity-based entrepreneurship to that of an opportunity-based entrepreneurship. This book attempts to deal with the unanswered queries as well as provide an insightful and updated understanding of entrepreneurship development in China.

The chapters in this book were originally published as a special issue of the journal, *Entrepreneurship & Regional Development*.

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September 2021: 6.85 x 9.69: 128pp
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Entrepreneurship in India

Alexander Newman, Deakin University, Australia, Andrea North-Samardzic, Deakin University, Australia, Madhura Bedarkar, Symbiosis Institute of Business Management Pune, India and Yogesh Brahmanwar, Symbiosis Institute of Business Management Pune, India

Series: Routledge Studies in Entrepreneurship

India is presently the world’s third largest source of start-ups, and was ranked the second most entrepreneurial country in the world in the recent Global Entrepreneurship Monitor (GEM) report, ahead of economic powerhouses such as the United States, China and the UK. This book looks examines the history of entrepreneurship in India, the different entrepreneurship models adopted, the entrepreneurial ecosystem and the future of entrepreneurship in the country. This book will benefit business people, policy makers and researchers looking to understand more about entrepreneurship in India, and offers guidance to foreign business looking to engage with Indian entrepreneurs.

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Entrepreneurship in Korea

From Chaebols to Start-ups

Martin Hemmert, Korea University, South Korea and Jae-Jin Kim, Republic of Korea

Entrepreneurship in Korea offers a fresh perspective on entrepreneurship in Korea by combining a historical review of the achievements of Korean entrepreneurs at each stage of economic development with an analysis of the activities of current entrepreneurs who are at the forefront of the new Korean age.

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Past, Present and Tools for the Future

Edited by Elisabetta Lazzaro, Nathalie Moureau and Adriana Turpin

Series: Routledge Research in the Creative and Cultural Industries

Researching Arts Markets brings together a chorus of contributors from various disciplinary perspectives. In doing so, this collection offers a unique multi-disciplinary contribution to disentangle key aspects and trends in art market practices from the past to nowadays, namely art collectors, the artist as an entrepreneur and career paths, and the formation and development of new markets. Overall, this book provides a valuable tool for understanding art markets within their wider context. The volume is of interest to scholars researching with the cultural and creative industries from any perspective.

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Small Business, Big Government and the Origins of Enterprise Policy

The UK Bolton Committee
Robert Wapshott, University of Nottingham, UK and Oliver Mallett, Durham University, UK

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The Report of the Committee of Inquiry on Small Firms (the Bolton Committee Report) was produced at a time of significant political change. The 1970s in the UK saw the beginning of the end for interventionism and ‘big government’ and the emergence of a new free market, economic liberalism. However, the same period also saw the creation of an agenda to intervene in the economy through an extensive range of government initiatives aimed at encouraging and enabling small firms and entrepreneurship. This book provides researchers with new insights into the tensions between these potentially contradictory political agendas that would come to shape our modern economy.

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Social Enterprise in China

Benedicte Brøgger, BI Norwegian Business School, Norway

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This book explores social innovation and entrepreneurship in China. Focusing on selected social enterprises and processes, it addresses the question of ‘why China?’, not in terms of military, economic or political ambitions, but in the terms of social innovation and welfare policies. The analyses range from detailed ethnography to discussions of broad global trends. This book will be of interest to researchers, students and academics in the fields of business and social entrepreneurship, especially to those with a particular interest in the Chinese case.

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November 2021: 6.14 x 9.21: 192pp
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Social Enterprise, Health and Wellbeing

Theory, Methods and Practice

Edited by Michael J. Roy and Jane Farmer

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In recent decades, governments have promoted social enterprise as a mean to address welfare and tackle disadvantage. Early academic work reflected this development and engaged with their ability to deliver and create jobs, work towards remedial environmental goals and address societal challenges. More recently, researchers have started to investigate the broader potential of social enterprise for the wellbeing of people and the planet. This book will be of interest to researchers, academics, policymakers, and students in the fields of entrepreneurship, public and social policy, community development, public health, human geography and urban planning.

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The New Arts Entrepreneur
Navigating the Arts Ecologies
Gary Beckman, North Carolina State University, USA
Series: Discovering the Creative Industries
The New Arts Entrepreneur is the first uniquely designed pedagogy for arts entrepreneurship educators and students. Melding an arts-first approach with understandable entrepreneurial concepts and newly formulated tools, the text helps arts students to envision themselves as an entrepreneurial CEO.

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Trademarks and Their Role in Innovation, Entrepreneurship and Industrial Organization
Edited by Carolina Castaldi, Joern Block and Meindert J. Flikkema
This book takes stock of the emerging academic research on how companies use trademarks. It collects a rich set of contributions from several research perspectives and disciplines and proposes an integrated view bridging different levels of analysis: individual, firm, industry, and country level. Specifically, the book combines an industrial organisation, innovation and entrepreneurship perspective to understand why, when and with what effects entrepreneurs, innovators and firms use trademarks.
The chapters in this book were originally published in Industry and Innovation.

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Women and Entrepreneurship in India
Governance, Sustainability and Policy
Edited by Harpreet Kaur
Series: Women and Sustainable Business
The Indian Constitution is the largest written constitution that guarantees equality to women and empowers the State to take affirmative actions in favour of women. Currently, India is the only country where the economic gender gap is larger than the political gender gap. Women are required to understand their own potential and overcome social barriers. With constant support of the government, change in stereotype mindset and skill development in women, India will continue witnessing gradual increase in women entrepreneurship in future.

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A Virtual Care Blueprint
How Digital Health Technologies Can Improve Health Outcomes, Patient Experience, and Cost Effectiveness

Robert Longyear

Mobile Health: The Digital Revolution in Healthcare examines innovation in U.S. healthcare with respect to digital health and mobile health technologies.

Crony Capitalism in US Health Care
Anatomy of a Dysfunctional System
Naresh Khatri

The US political system has come to depend upon money too much. The government regulatory agencies have been “captured” by the health industry interest groups meaning that the regulatory agencies respond to the interests of the industry but not those of citizens. This book employs a broad theoretical framework of crony capitalism to understand US health care system dysfunction. It will be of interest to researchers, academics, policymakers, and students in the fields of health care management, public and non-profit management, health policy, administration, and economics, and political science.

After a Life-Threatening Diagnosis...What’s Next?
A New Approach to Improve Healing Potential, Communications, and Life Quality
Carolyn Hornblow

Converging and replicated evidence indicate that psychological stress, fears and anxiety can affect the healing process of patients recovering from surgery or given the diagnosis of a life-threatening condition.

Careers in Healthcare and Beyond
Tools, Resources, and Questions to Prepare You for What’s Next
Evelyn Lee

This book is intended for someone curious to learn more about a career in healthcare, but not certain if it is right for them, or if the industry would be a good fit for them. For the person who is already interested in pursuing a career in healthcare, it provides added excitement to continue on this path. It will encourage readers to explore ways to gain hands-on experience to determine what is the best approach for them to take to start this journey. This book is also intended for those who currently work in healthcare but may be considering a different job in the field.

Health Tech
Rebooting Society’s Software, Hardware and Mindset
Trond Arne Undheim

Global healthcare will change drastically in the next decade due to key technologies, social dynamics, and systemic shifts that are already in motion.
Lean Healthcare Systems Engineering for Clinical Environments
A Step-by-Step Process for Managing Workflow and Care Improvement Projects

Bohdan Oppenheim

It has been almost 20 years since the Institute of Medicine released the seminal report titled, Crossing the Quality Chasm. In it, the IOM identified six domains of care quality (safe, timely, effective, efficient, equitable, and patient-centric) and noted a huge gap between the current state and the desired state.

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Salvatore Volpe
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This fourth edition of HIMSS’s award-winning, bestseller explores how clinicians, patients, and health IT stakeholders are collaborating to support high-value care through health IT. The revised and updated Fourth Edition continues to explore information technologies applied in hospital settings, at the physician’s office and in patients’ homes to provide high-value patient care. Developed for healthcare executives, the book looks at how clinicians, patients and health IT stakeholders are collaborating on a ‘team-based,’ IT-enabled approach to healthcare in today’s world of meaningful use and accountable care.

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Mobile Medicine
Overcoming People, Culture, and Governance

Edited by Sherri Douville

No topic in healthcare technology is more urgent and yet more elusive to date than mobile computing in medicine. It adheres to no boundaries, stagnates in silos, and demands not just the attention of dedicated professionals, but also teams of teams.

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Power from Within
A Guide to Success as a Medical Malpractice Defense Expert
Jeffrey A. Krompier, Esq.

There is no end in sight to the frequency with which health care providers become lawsuit targets in our litigious society. While politicians, practitioners, insurance companies and trial attorneys debate the nation’s “malpractice crisis”, suits continue to be filed.

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The Power of Virtual Reality Cinema for Healthcare Training

A Collaborative Guide for Medical Experts and Media Professionals

Edited by John Bowditch and Eric R. Williams

Cinematic Virtual Reality brings a combination of documentary, narrative and game design principles to the medical profession and, in the healthcare arena, collaboration is a key component for creating intellectually- and emotionally-rich immersive experiences.

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Transforming Mental Health Care

Applying Performance Improvement Methods to Mental Health Care

Sunil Khushalani and Antonio DePaolo

Each of us working in the mental health system has grappled with the inadequacies and shortcomings of our current system. We have been reminded time and time again that our system is fraught with quality and safety problems that leave patients and their families at the receiving end of sub-standard care and dissatisfied.

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

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Comparative Human Resource Management

Contextual Insights from an International Research Collaboration

Edited by Michael J. Morley and Noreen Heraty

This volume documents aspects of the development of Cranet Network on International Human Resource Management, and presents a series of recent contributions from the network. The chapters highlight, inter alia, the limits to convergence in human resource management as a result of contextual determinism, the role of institutional actors, markets and work regulation in accounting for variations in practices, the contextual specificities and dynamics at play in transition economies. The Chapters in this book were originally published as a special issue of International Studies of Management & Organization.

Routledge

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Conflict Coaching Fundamentals

Working With Conflict Stories

Samantha Hardy

This book provides an accessible framework for understanding why people tell their conflict stories the way they do, and how to help them move away from conflict stories that prevent them from understanding and responding to conflict in an effective way. This is a book specifically for those who work with people in conflict (mediators, conflict coaches, managers, lawyers, HR staff, teachers) and for anyone who wishes to better understand their own experience of conflict.

Routledge

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September 2021: 6 x 9: 140pp
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Contemporary Talent Management

A Research Companion

Edited by Ibraiz Tarique, Pace University, USA

Series: Routledge Research Companions in Business and Economics

The field of Talent Management (TM) has grown and advanced exponentially over the past several years as an essential area of research. While interest in the field is growing, and recent research has provided valuable insights into various topics, there remain many opportunities for additional exploration and research. One such opportunity is to examine Talent Management topics related to the modern workforce and organizations - an area identified as contemporary talent management.

Routledge

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Culture and Resilience at Work

A Study of Stress and Hardiness among Indian Corporate Professionals

Pallabi Mund

Series: Routledge Focus on Business and Management

In 1979, Suzanne C. Kobasa propounded her theory of “hardiness” where she hypothesized her 3Cs: Commitment, Control, and Challenge, as the basic ingredients of hardiness that make an individual stress resilient. In current times, the discourse has enjoyed a sustained scholarly interest but there is hardly any study on the corporate professionals or the Indian context. This book examines the efficacy of hardiness on the Indian corporate professionals in the post-globalization scenario. It will be of interest to researchers, academics and students in stress management, human resource management, culture studies, and organizational behaviour.

Routledge

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**Employment, Trade Unionism, and Class**  
The Labour Market in Southern Europe since the Crisis  

**Gregoris Ioannou**  
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The economic crisis has brought about a watershed in institutional, political and social relations, reshaping the labour market and the class structure in southern Europe. This book provides a critical comparative assessment of the dynamics of change in the employment field, focusing on Spain, Greece and Cyprus. It will be of value to researchers, academics, professionals, and students working on issues of employment and industrial relations, labour market and labour law, political economy and class structure as well as those interested in the contemporary society and economy of southern Europe in general, and Spain, Greece and Cyprus in particular.

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**Jerzy Duda and Aleksandra Gąsior**  
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International Perspectives on Employee Engagement

Edited by Michael Segalla

International Perspectives on Employee Engagement offers a predominately non-American view of employee engagement. The authors address employee engagement from a variety of perspectives. They represent both empirical research and theoretical discussions. The chapters have a distinctly international viewpoint with authors hailing from Europe, Middle East, Africa, and North America. Given the cultural diversity of the authors, this book offers a unique, non-American, perspective on employee engagement. The chapters in this book were originally published as a special issue of International Studies of Management & Organization.

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Ami-Lee Kelly, Ashish Malik, Dr Ashish Malik, University of Newcastle, Australia, and Phillip J. Rosenberger III, The University of Newcastle, Australia

Performance Drivers in the Australian Banking and Financial Industry provides an in-depth look at the relationship between personality types and individual-level performance in knowledge-based environments through cases in Australia banking and financial sector. The book also looks at how high-performance workplace systems influence individual performance in relation to productivity through a multi-level analysis of micro and meso-level factors. The findings in the book would have relevant implications not only for the Australian system but also for other banking and financial service contexts outside of Australia.

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Leveraging Organizational Practices for Equity and Results

Ruth Sessler Bernstein, Paul F. Salipante and Judith Y. Weisinger

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Jody Hoffer Gittell and Hebatallah Naim Ali

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Recruiting Autistic Professionals

Marcia Scheiner and Joan Bogden

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Joan Marques, Woodbury University, USA

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A. Reza Hoshmand and Po Chung
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Nate Furuta
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Lean in a High-Variability Business
A Graphic Novel about Lean and People at Zingerman’s Mail Order
Eduardo Lander, Jeffrey K. Liker and Thomas E. Root
This clever and highly engaging graphic novel details a story about one organization’s Lean journey with inspiration from the Toyota Way.
Productivity Press
Market: Business & Management
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ebook: 978-0-429-42802-5
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The Power of Process
A Story of Innovative Lean Process Development
Matt Zayko and Eric Ethington
Lean Process Creation (LPC) teaches the specific frames -- the 6CON model -- to look through to properly design any new process while optimizing the value-creating resources.
Productivity Press
Market: Business and Management / Lean Processes
October 2021: 7 x 10: 266pp
Hb: 978-1-032-11391-3: £115.00
Pb: 978-0-367-69030-4: £30.99
ebook: 978-1-032-21971-2
* For full contents and more information, visit: www.routledge.com/9781032113913
The Sensei Way at Work
The Five Keys to a Lean Business Transformation

Dan Prock

It contends that leading change to a Lean enterprise requires leaders who can play in the zone, that is, lead with presence in the moment; that is, with a Zen mind.

Productivity Press
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Why Bother?
Why and How to Assess Your Continuous-Improvement Culture

Chris Butterworth, Morgan L. Jones and Peter Hines

This book focuses on the importance of creating an internal assessment program to periodically assess the maturity of the organization’s transformation journey. It discusses the best approach to designing and implementing an assessment program by answering key questions posed when people resist.

Productivity Press
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Hb: 978-1-032-02829-3: £95.00
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ebook: 978-1-003-18539-0
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Advertising Management in a Digital Environment

Text and Cases

Larry D. Kelley, University of Houston, USA and Kim Bartel Sheehan, University of Oregon, USA

The book blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of management. It covers advertising management and human capital management, as well as strategic planning, decision making and brand strategy. This new edition textbook offers an integrated and global approach to Advertising Management and should be core or recommended reading for undergraduate and postgraduate students of Media Management, Advertising, Marketing Management and Strategy. Communications and PR. It is also suitable for those in executive education and studying for professional qualifications.

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July 2021: 6.85 x 9.69: 202pp
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Business Networking

Innovation and Ideas in Theory and Practice

Catherine O’Sullivan, Coventry University, UK and Terry O’Sullivan

The term ‘networking’ can mean very different things in different contexts: formal organisational structures, personal or career development, or a technique for increasing sales. This is an approachable book which brings together the basics of all these meanings, underpinned by an overview of multiple theoretical models that support the various approaches to networking. This book should be recommended reading for a broad range of postgraduate courses, from relationship marketing and entrepreneurship skills, to employability and degree apprenticeship programmes. It should also be useful for reflective practitioners looking to expand and utilize their networks effectively.

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Consumer Behaviour and the Arts

A Marketing Perspective

François Colbert, HEC Montréal, Canada and Alain D’Astous, HEC Montréal, Canada

Series: Discovering the Creative Industries

Although the literature on marketing of the arts is abundant, very few (if any) full-length works have examined the other side of the coin and closely studied the people who consume the products of the cultural industry. This book offers a summary of the knowledge garnered in recent decades by researchers exploring consumer behaviour in arts and culture.

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Corporate Heritage Marketing

Using the Past as a Strategic Asset

Angelo Riviezzo, Antonella Garofano and Maria Rosaria Napolitano

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Corporate Heritage Marketing introduces the reader to the design and implementation of a heritage marketing strategy. It aims to propose a new and integrated reading of this marketing strategy, both from a theoretical and a managerial perspective. The nature of this book, being both theoretical and empirical, can contribute to increasing the curiosity and interest towards heritage marketing of both academics and practitioners.

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Creating a Successful Digital Presence

Objectives, Strategies and Tactics

Gordon Fletcher, University of Salford, UK and Noel Adolphus

Increasingly graduates, and anyone entering employment, need an individual digital presence to showcase themselves to secure their first professional role. It takes an employability approach to encourage readers to recognise and deliver an effective digital presence. By using a strategic and systematic process, this book draws together academic thinking with practical outcomes. It is essential reading for advanced undergraduate and postgraduate students studying any discipline related to the digital world, particularly digital marketing and digital business, entrepreneurship and strategy, as well as those taking employability and personal professional development programmes.

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Digital Dawn in Adland

Transforming Australian Agencies

Robert Crawford, University of Technology, Sydney

Series: Routledge Studies in the History of Marketing

A historical study of Australian advertising agencies from the late 90s into present century, this book provides a compelling account of the emerging and profound impact of the digital era on a powerful but complacent industry. Based on reports, company archives, and over fifty interviews with practitioners across the range of agency departments, this in-depth history reveals how power shifts between agencies and other media platforms forged our current landscape of advertiser-funded digital media. For scholars of marketing, media, communication and contemporary history, this is an illuminating perspective on the early impact of the digital revolution and its relevance today.

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Marjolein Visser, Berend Sikkenga and Mike Berry

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Marketing is now fundamentally a digital process, and this textbook was the first to comprehensively analyse marketing through a digital lens. As the field is evolving rapidly, this edition is fully updated to cover the latest developments in theory and practice, incorporating many international examples and cases. The field is covered comprehensively, including expert insights into strategy, market research, product development, branding, and the customer journey. With contributions from over twenty digital marketing experts, *Digital Marketing Fundamentals* is essential reading for students and reflective marketing practitioners.

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3rd Edition

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Edwin J. Nijssen

How do you sell an innovative product to a market that does not yet exist? Entrepreneurial businesses often create products and services based on radically new technology that have the power to change the marketplace. Existing market research data will be largely irrelevant in these cases, making sales and marketing of innovative new products especially challenging to entrepreneurs. *Entrepreneurial Marketing* focuses on this challenge. It equips advanced undergraduate and postgraduate students of marketing strategy, entrepreneurial marketing and entrepreneurship with the fundamental tools to succeed in marketing.

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**Global Marketing**

Kate Gillespie, University of Texas, USA and K. Scott Swan

Strategic, comprehensive, and concise, the fifth edition of this popular textbook introduces students to the important concepts of global marketing today, and their managerial implications. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. Global Marketing takes a strategic approach, recognizing the need to address both the forces of globalization and those of localization. Written in a student-friendly style, this fully updated new edition continues to be the textbook of choice for students of global marketing.

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**Humor in Advertising**

Classic Perspectives and New Insights

Edited by Marc G. Weinerberger, Charles S. Gulas and Charles R. Taylor

This comprehensive volume both summarizes the cumulative state of knowledge on humor in advertising and provides new cutting edge research on key topics such as humor’s use in conjunction with emotional and sexual appeals, its use in digital advertising, and issues related to gender and cross-cultural applicability. Special emphasis is placed on defining humorous advertising and types of humor used, as well as outlining what conditions work for advertisers.

The chapters in this book were originally published in *International Journal of Advertising*

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ebook: 978-1-033-13410-3

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**Information Asymmetry in Online Advertising**

Jan W. Wiktor, Cracow University of Economics, Poland and Katarzyna Sanak-Kosmowska, Cracow University of Economics, Poland

Series: Routledge Studies in Marketing

Advertising is a company’s major form of communication with the market; it is a component of the IMC system, having a special impact on the addressee, and is a form of persuasive communication affecting consumer behaviour. Advertising may reflect information asymmetry between an advertiser and recipients. This book presents an assessment of the forms and range of consumer behaviour manipulation through information asymmetry in online advertising and explores the possible causes, forms and effects. The work offers a new approach to the role of advertising in the digital world, especially its forms and impact strategies.

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**Introduction to Advertising**

Understanding and Managing the Advertising Process

Emmanuel Mogaji, University of Greenwich, UK

This book is an introductory roadmap to the advertising process. Advertising is explored as a creative communication message from a brand, created by advertising agencies and distributed across different media to target the right consumers. The book provides an understanding of the benefits of advertising, its role in the economy, and even more so acknowledges that advertisements are not all about selling but are also about effectively communicating a message. Taking students step by step through the advertising process, it is important reading for undergraduate and postgraduate students studying Advertising, Brand Management, Marketing Communications and Media Planning.

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ebook: 978-1-033-00872-9

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Complimentary Exam Copy
Leveraged Marketing Communications
The Importance of Studying the Transfer of Object-to-Brand Associations

Edited by Sukki Yoon, Bryant University, Smithfield, RI, USA, Yung Kyun Choi and Charles R. Taylor

This collection examines the association between brands and entities, ideas, and contexts and combines theory and practice to offer new perspectives to help academics, practitioners, and policymakers better understand and apply LMC research. The chapters in this book were originally published in the International Journal of Advertising.

Routledge
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May 2021: 6.85 x 9.69: 250pp
Hb: 978-0-367-72546-4: £120.00
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New Consumer Culture in China
The Flower Market and New Everyday Consumption

Xi Liu, Tsinghua University, China
Series: Routledge Studies in Marketing

This book looks at the recent emergence of “new ordinary consumption,” in urban China and defines new ordinary consumption as a consumer practice in which people routinely integrate products and items, traditionally reserved for special occasions, into their daily lives, to accentuate their own well-being.

Anyone interested to learn more about the Chinese consumers and their novel consumption habits would find the book a useful reference.

Routledge
Market: Chinese Consumers/Marketing
July 2021: 6.14 x 9.21: 122pp
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Philosophy of Marketing
The New Realist Approach

Matteo Giannasi and Francesco Casarin
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How can we overcome the rapidly ageing postmodernist paradigm, which has become sterile orthodoxy in marketing? This book answers this crucial question using fresh philosophical tools developed by New Realism. It indicates the opportunities missed by marketing due to the pervasive postmodernist ideology, and propose a new and fruitful approach pivoting on the significance of reality to marketing analyses and models. It will be of interest to philosophers interested in New Realism and to researchers, scholars and marketing professionals sensitive to the importance and fruitfulness of reference to reality, for their own purposes.

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Social and Sustainability Marketing
A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science

Jishnu Bhattacharyya, Manoj Kumar Dash, Chandana Hewege, Sathyaprakash Balaji Makam and Lim Weng Marc

Experts in the field of economics, management science, and particularly in the marketing domain, have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental concerns.

Productivity Press
Market: Business and Management / Marketing
August 2021: 6 x 9: 912pp
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Social Media Storms
Empowering Leadership Beyond Crisis Management

Pernille Rydén, Technical University of Denmark, Denmark, Muhammad Ismail Hossain, University of Dhaka, Bangladesh, Efthymia Kottika and Vatroslav Škare

This fascinating new book explores the benefits and dynamics of social media storms and identifies the possible opportunities that they present for further engagement with customers. It provides actionable managerial advice on planning for, measuring and navigating social media storms in an innovative way. Social Media Storms provides advanced undergraduate and postgraduate digital marketing, marketing communications, strategy and crisis management students with a comprehensive understanding of the social media storm phenomenon and helps marketing and communications professionals to leverage the opportunities that social media storms are bringing.

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A Practical User Guide

C. Frederic John

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Routledge
Market: Business / Marketing Research
November 2021: 6 x 9: 176pp
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The Routledge Companion to Marketing Research

Edited by Len Tiu Wright, Luiz Moutinho, University College Dublin, Ireland, Merlin Stone and Richard P. Bagozzi

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This single volume reference provides an alternative to traditional marketing research methods handbooks, focusing entirely on the new and innovative methods and technologies that are transforming marketing research and practice. Including original contributions and case studies from leading global specialists, this handbook covers many pioneering methods and emerging approaches, including shadowing, netnographies and ethnographies. Transcending the old divisions between qualitative and quantitative research methods, this book is an essential tool for market researchers in academia and practice.

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Due to the increasing transformation and changes in the economy, society, technology, ecology or even human health, organizations and companies are or should be continuously changing in order to survive as they are open systems. This book illustrates both how organizations can transform or change and where the most cutting-edge and innovative organizations and companies are heading. The book reviews underlying ideas related to leadership, technology, trust and compassion. This volume is principally addressed to management and business students and researchers, as it offers a pedagogical review and analysis of the topics from the latest literature and research.

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**Facet Theory in Organizational Research**

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The chapters in this volume provide recent advances and applications of Facet Theory, demonstrating how it enhances rigor and new insights for organizational research. The chapters in this book were originally published as a special issue of International Studies of Management & Organization.

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**Compliance Capitalism**

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*Sidney Dekker*

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**Founders and Organizational Development**

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*Stephen R. Block and Katrina Miller-Stevens*

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**Corporate Research Laboratories and the History of Innovation**

*David M. Pithan*

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With the beginning of the twentieth century, American corporations in the chemical and electrical industries began establishing industrial research laboratories. Some went on to become world-famous. Innovative ideas do not simply appear out of the blue and spread on their own merit. Rather, the laboratory’s diffusion takes place in a cultural context that goes beyond corporate capital and technological change. Using discourse analysis as a method to comprehensively capture the organizational field of the early American R&D laboratories from 1870 to 1930, this book uncovers the collective meanings associated with the industrial laboratory.

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**How Ideas Move**

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*John Damm Scheuer*

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When implementing ideas into practice, companies must take into account that in order to carry out innovative change, translation is key. From strategic and leadership changes to policy decisions and ideas about concepts like “LEAN”, “TQM”, and “BPR” are introduced to improve organizational processes. This book builds on the research done in translation studies of change in organizations and show the implications and application of these findings for managing innovation and change. This vital study will be a must read for researchers, students and practitioners including change agents, general managers, public servants as well as strategic managers and policy-decision-makers.

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Integrating Change
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Mel Tookey and Judi Neal
Change processes in organizations are time consuming, expensive, and often don’t create the intended results. This book creates a new way for leaders to relate to change from a place of deeper understanding. Based on years of research, consulting, and teaching, the models and frameworks described in this book have been applied successfully in organizations such as Johnson & Johnson, AT&T, IBM, Facebook, Charles Schwab & Company, and Accenture.

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Organisational Behaviour
Gert Alblas and Ella Wijsman
Series: Routledge-Noordhoff International Editions
For many years, Organisational Behaviour has been the number one introduction into organizational psychology. Alblas and Wijsman offer an inspirational description of the behavior of people in organization and offer explanations for these behaviors. Its clear use of language, comprehensive summaries, case histories with evaluation assignments, and practice tests on the accompanying website make this book a very suitable tool for self-study.

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May 2021: 458pp
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ebook: 978-1-033-19473-6
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Inter-cultural Communication for Global Business
Elizabeth A. Tuleja, University of Notre Dame
As concise and practical as ever, this new edition brings together principles and new theories in intercultural communication, focusing on communication as the foundation for management and global leadership. It examines the concepts associated with understanding culture and communication in the global business environment. This fully updated new edition also includes completely updated case studies, with an increased emphasis on non-US perspectives, to show real-world applications across the globe. Richly illustrated with new examples and activities, this text is ideal for any business student or manager dedicated to communicating more effectively in a globalized society.

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Organisation Studies and Human Resource Management
An Educator’s Handbook
Edited by Kate Black, Northumbria University, UK and Russell Warhurst, Northumbria University, UK
This book advances educational understanding and practice in Organisation Studies and HRM. It develops new theoretical perspectives on learning in OSHRM and introduces and evaluates a range of educational approaches, methods and techniques to advance teaching and assessment and student learning in the field.

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Partnerships for Regional Innovation and Development
Implementing Smart Specialization in Europe
Edited by Marta Gancarzyk, Anna Ujwary-Gil and Manuel González-López
Series: Routledge Studies in Business Organizations and Networks
This monograph presents the experience in the implementation of smart specialization strategies (S3) from multi-level policy governance, as well as from the bottom-up perspectives of firms, clusters, and networks in selected European countries. The presented research focuses on relevance and feasibility of the S3 adoption, emphasizing the importance of linking policy considerations with partnerships at lower governance levels. The book will be of interest and useful to the academic community of researchers and doctoral students focused on regional innovation development and related policy, as well as on entrepreneurship, networks, and clusters.

Routledge
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Philosophy and Management Studies
A Research Overview
Raza Mir, William Paterson University, USA and Michelle Greenwood, Monash University, Australia
Series: State of the Art in Business Research
Irrespective of whether one thinks of philosophy explicitly, each organizational researcher is a philosopher. Depending on where one stands with regard to philosophical building blocks, their orientation may be characterized as positivist, realist, critical-realist and constructivist, with pragmatist and political considerations weighing in as well. Philosophy and Management Studies targets a new generation of management researchers, whose interest in philosophy vastly exceeds their resources to engage with it, partly because of their unfamiliarity with its often mystifying and outsider-unfriendly conventions.

Pierre Bourdieu in Studies of Organization and Management
Societal Change and Transforming Fields
Edited by Sarah Robinson, University of Glasgow, Scotland, UK, Jette Ernst, Roskilde University, Denmark, Kristian Larsen, University of Copenhagen, Denmark and Ole Jacob Thomazsen, University of South-Eastern Norway, Norway
Series: Routledge Studies in Management, Organizations and Society
There is increasing academic interest in how Pierre Bourdieu’s sociology can be applied to management and organization studies (MOS). In a context of increasing complexity faced by organizations and those who work in them due to globalisation, neoliberalism, austerity, financial crisis, ecological issues, populism, and developing technologies, there is untapped potential to use Bourdieu’s theoretical inventions to arrive at greater understandings of how change, transition and crisis shape work, organizational life as well as relations between different organizational and sectorial fields.

Profitability, Productivity, and Sustainability
Organizational Behavior and Strategic Alignment
Dennis N. Onyama
Series: Routledge Studies in Management, Organizations and Society
This book presents an in-depth study of how the drive to optimize organizational performance can be significantly improved by investigating the causal relationships between profitability, productivity, and sustainability (PPS) through an assessment of a triple combined therapy that studies the interplay between Organizational DNA, Strategic Alignments for Value, and their implications for Sustainability. It will be of value to researchers, academics, and students in the fields of organizational studies, strategy, and sustainability.

Self-Management, Entrepreneurial Culture, and Economy 4.0
A Contemporary Approach to Organizational Theory Development
Edited by Agnieszka Rzepka, Lublin University of Technology, Poland, Zbigniew Olesiński, Vistula University, Poland and Elżbieta Jędrych, Vistula University, Poland
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Tim Marsh
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In this book, author Sadao Nomura taps into his decades of experience leading and advising Toyota operations in a wide variety of operations to tell the story of radical improvement at Toyota Logistics & Forklift (TL&F).

Strategic Risk Leadership
Context and Cases
Torben Juul Andersen, Copenhagen Business School, Denmark and Peter C. Young
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Harry Sminia
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Imran Lum
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Business Models and Corporate Reporting

Defining the Platform to Illustrate Value Creation

Lorenzo Simoni, • Lorenzo Simoni, Research fellow in Accounting, Department of Economics and Business Studies, University of Genoa, Via Vivaldi 5 16126 Genoa (Italy). Email: lorenzo.simoni@unige.it (but my University of Florence is still active and I am still collaborating with people at University of Florence, where I am an adjunct faculty member).
Series: Routledge Studies in Accounting
This book discusses the role of business models in corporate reporting. It illustrates the evolution of non-financial reporting, the importance of business model reporting and the main conceptualizations of business models. It also offers a methodological contribution to the assessment of business model reporting. Finally, it discusses the main implication of business model reporting for different categories of subjects and some challenges related to this kind of disclosure.

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Cai Fang
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Hussain Mohi ud-Din Qadri, Minhaj University, Pakistan and Nasir Iqbal
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John F. McDonald
University of Illinois at Chicago, USA
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Malcolm Harper, Cranfield School of Management, UK and Nadiya Parekh
This book introduces students and others to the discipline of social entrepreneurship, which encourages the creation of enterprises that are socially inclusive yet economically and ecologically sustainable. In each chapter there are case studies about internationally well-known enterprises and new local enterprises. The book leads its readers to understand and appreciate entrepreneurial issues and to engage themselves in community-based activities. The authors take a pragmatic yet critical approach, and this book should be core or recommended reading for Social Entrepreneurship and Social Enterprise modules at advanced undergraduate, postgraduate and MBA level.
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A Study of Metrology
Albert N. Link, University of North Carolina, Greensboro, USA
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This book is the first systematic study of measurement activity at a national metrology laboratory, and the laboratory studied is the U.S. National Institute of Standards and Technology (NIST) within the U.S. Department of Commerce. The primary objective of the book is to emphasize for academic and policy audiences the economic importance of measurement not only as an area of study but also as a tool for sustaining technological advancement as an element of economic growth.

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The Macroeconomics of Malthus
John Pullen
Series: Routledge Studies in the History of Economics
The views of Thomas Robert Malthus (1766-1834) on population continue to be hotly debated, either acclaimed or opposed, as do his views on microeconomics. There is also a widely held view that his macroeconomics lacks coherence and is more a collection of isolated jottings. This book challenges this assumption by presenting textual evidence that Malthus’ macroeconomics constitutes a significant system of thought with considerable academic merit. This combination of a search for textual authenticity and a critical assessment of the views of commentators on Malthus will be of significant interest to students and scholars of economic theory and the history of economics.

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The Rural Enterprise Economy
Edited by Birgit Leick, Susanne Gretzinger and Teemu Makonen
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This book offers comprehensive answers to the question of what makes up the rural enterprise economy in the contemporary business world. It addresses the competitiveness and viability, strategic management and strategic change, and marketing issues for both incumbent and start-up companies in rural regions. With a broad range of cases from European regions, the book provides theoretical insights for scholars, practical case-based evidence for lecturers and teachers, and practical knowledge for business practitioners and planning specialists.

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Absolute Essentials of Environmental Economics
Barry C. Field
Series: Absolute Essentials of Business and Economics
This shortform textbook provides a concise overview of the fundamentals of environmental economics. It focuses on how economic forces affect the natural environment and how economic policies and behaviors may be altered to improve environmental quality. Written by an established educator and scholar, Absolute Essentials of Environmental Economics will be valuable reading for students of environmental economics, environmental policy, environmental management and related areas. People affiliated with environmental interest groups, think tanks,* and advocacy groups will also find it beneficial.

The Routledge Handbook of the Political Economy of the Environment
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Series: Routledge International Handbooks
Featuring a stellar international cast-list of leading and cutting-edge scholars, The Routledge Handbook of the Political Economy of the Environment presents the state of the art of the discipline that considers ecological issues and crises from a political economy perspective. This collective volume sheds new light on the effect of economic and power inequality on environmental dynamics and, conversely, on the economic and social impact of environmental dynamics. This handbook will be an invaluable reference, research and teaching tool for anyone interested in political economy approaches to environmental issues and ecological crises.

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Environmental and Natural Resource Economics
A Contemporary Approach
Jonathan M. Harris, Tufts University, USA and Brian Roach, Tufts University, USA
In a rapidly changing policy and scientific context, this new edition of Environmental and Natural Resource Economics reflects an updated perspective on modern environmental topics. Now in its fifth edition, this textbook includes enhanced and updated material on energy, climate change, greening the economy, population, agriculture, forests and water. It introduces students to both standard environmental economics and the broader perspective of ecological economics, balancing analytical techniques of environmental economics topics with a global perspective on current ecological issues such as population growth, global climate change and “green” national income accounting.

Pricing Carbon Emissions
Economic Reality and Utopia
Aviel Verbruggen
Series: Routledge Explorations in Environmental Economics
Pricing Carbon Emissions provides an economic critique on the utopian idea of a uniform carbon price for addressing rising carbon emissions, exposing the flaws in the economic propositions with a key focus on the EU’s Emissions Trading System (ETS). The chapters build up understanding of orthodox economics’ role in protecting the neoliberal paradigm. This book is written for a broad audience interested in climate policy eager to understand why decarbonizing progress is slow as it is. It marks a significant addition to the literature on climate politics, carbon pricing and the political economy of the environment more broadly.
**A History of Cold War Industrialisation**

**Finnish Shipbuilding between East and West**

Saara Matala  
*Series: Perspectives in Economic and Social History*

A History of Cold War Industrialisation charts the development of the Finnish shipbuilding industry from the Second World War to the EU membership and shows how the industrialisation took form in the polarised context of the Cold War. The prolonged argument that there is an inherent tension between east and west policed technoloogy worldwide, but the historiographic attention has been focused merely on military powers or strategic industries. This book examines the material and economic consequences of the global Cold War in a small neutral country and civilian industry.

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**Robot Ethics and the Innovation Economy**

**Jon-Arild Johannessen**  
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This book provides an authoritative resource on the topic of intelligent robots, artificial intelligence and the ethical implications of these revolutionary innovations. It examines the moral and ethical problems that arise in relation to the development, design and use of intelligent robots, which are capable of autonomous or semi-autonomous decision-making. The book serves as an important contribution to the discussion and will find a natural readership among scholars and students of the innovation economy and those concerned with the ethical considerations arising in the wake of the fourth industrial revolution.

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**A Market Process Theory of the Firm**

**An Alternative to the Neoclassical Model**

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This book demonstrates how a successful theory of the firm can be presented without flawed notions of a neoclassical framework and used to comprehend actual business history. The author argues that we should start from the assumption that businesses are inevitably heterogeneous, as that is their nature, in the process of economic evolution. This is a valuable reference for scholars and researchers who are interested in a range of topics from microeconomics, through pricing theory to industrial organization, history of economic thought and managerial economics.

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**The Economics of Digital Transformation**

**Katarzyna Siedziewska and Renata Włoch**  
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This book presents a concise theoretical and conceptual framework for a more nuanced analysis of the economic and sociological impacts of the technological disruption that is taking place in the markets of goods and services, labour markets and the global economy more generally. This interdisciplinary work is a must for researchers and students from economics, business and other social science majors who seek an overview of the main digital economy concepts and research.

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The Regional Economics of Technological Transformations

Industry 4.0 and Servitisation in European Regions

Roberta Capello, Politecnico di Milano, Italy and Camilla Lenzi

Series: Routledge Advances in Regional Economics, Science and Policy

This book provides a comprehensive overview of 4.0 technological transformations in Europe and their socio-economic impact, with a particular emphasis on the regional dimension of the phenomena. The authors employ extensive original data and robust quantitative methods to analyse technological change in all regions of the 27 EU countries plus the UK and shed light on this trend for Europe and beyond. This book will be valuable reading for advanced students, researchers and policymakers working across regional economics, industrial economics and innovation policy.

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August 2021: 6.14 x 9.21: 324pp
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The Routledge Handbook of Smart Technologies

An Economic and Social Perspective

Edited by Heinz D. Kurz, Marlies Schütz, Rita Strohmaier and Stella Zilian

Series: Routledge International Handbooks

In this handbook, the focus of the discussion is on "smart technologies" – understood as tools that "enable intelligence, processing, communication, and networking capabilities in all products, systems, and processes, influencing all parts of society" (Beernaert and Fribourg-Blanc, 2017). Within the scope of this handbook, a broad range of technological trends that reflect these properties, and in particular, artificial intelligence, advanced robotics, and cyber-physical systems, are covered to shed light on the associated potentials and challenges for the economy and society from the perspective of social, economic, natural and political sciences.

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Asian Foreign Direct Investment in Europe
Edited by Prana Krishna Biswas and Robert Dygas
Series: Routledge Studies in the Modern World Economy
This book analyses the most recent trends in Foreign Direct Investment from the major Asian economies to the EU, focusing on China and Japan’s FIDs in the EU, and Poland in particular. The authors assert that, from a European perspective, there is a strong need for further Asian FIDs into EU nations, which will establish mutual benefits. This is the first book to explore the outflow of FDI from Asian nations to other countries, especially to EU member states, whereas the extant literature focuses on the inflow of FDI to Asian nations. It will be particularly useful for graduate and PhD students of International Economics, Business and Trade.

Neoliberalism in the Emerging Economy of India
The Political Economy of International Trade, Investment and Finance
Edited by Byasdeb Dasgupta, Archita Ghosh and Bishakha Ghosh
Series: Routledge Studies in the Modern World Economy
This book examines the issues of financialization, investment climate and the impact of trade liberalization. By analysing these three features of neoliberal reform the book is unique, since it accommodates both a mainstream neoclassical approach and a non-mainstream political economy approach. The book will be extremely useful for postgraduate students of international economics, particularly development economics and political economy, including researchers with a keen interest in India.

Brexit and the Future of the European Union
Firm-Level Perspectives
Edited by Mariam Gorynia, Barbara Jankowska and Katarzyna Mroczek-Dąbrowska
Series: Routledge Studies in the European Economy
This volume provides an overview of the process and consequences of Brexit for EU states, with an emphasis on possible future relations and countries in CEE. It includes a ranking of countries most and least likely to be affected by Brexit, identification of the main determinants of the expansion of companies on the British market and the creation of a typology of strategies used by these companies. The book is a complex and multidimensional research work that draws its roots from distinct yet simultaneously interlinked research area and will find a broad audience among academics and students across diverse fields of study, as well as practitioners and policy makers.

North Eurasian Trade in World History, 1660–1860
The Economic and Political Importance of the Baltic Sea
Werner Scheltjens
Series: Perspectives in Economic and Social History
This book offers the first long-term analysis of the protracted struggle between Britain, France, Prussia, Russia and Sweden for economic power and political influence in the northern part of the Eurasian continent between 1660 and 1860. The book shows how their commercial, diplomatic and military entanglements determined the course of Baltic trade from the late 17th to the mid-19th century, provoking, among other things, the decline of the Dutch Republic and the partitions of Poland-Lithuania. It is invaluable for students and scholars interested in world history, East European history, and the history of international relations and trade.

Intellectual Property in Russia
Natalia M. Udalova, National Research University, Higher School of Economics, Russia and Anna Š. Vlasova, National Research University, Higher School of Economics, Russia
Series: Routledge Studies in the Economics of Business and Industry
Intellectual property rights are essential for a firm’s competitive edge and success and form the significant assets for many firms. The authors of this book argue that intellectual property is a complex phenomenon, which inevitably requires a combination of both economic and legal considerations, because the lack of understanding of the mechanisms for the protection and preservation of IP can serve to undermine any of the potential economic benefits. The book will find an audience among researchers concerned with the economics and law of intellectual property, as well as, policymakers and practitioners involved in business IP.

The Routledge Handbook of Public Health and the Community
Edited by Ben Y.F. Fong, The Hong Kong Polytechnic University, Hong Kong and Martin C.S. Wong, The Chinese University of Hong Kong, Hong Kong
Series: Routledge International Handbooks
This handbook will be very useful to health professionals and government bodies in the planning of initiatives to improve population health, prevent chronic diseases, control infectious diseases and outbouts, and prepare for natural disasters. The book integrates research and practice of public health in the community.
The Singapore Economy
Dynamism and Inclusion

Edited by Hian Teck Hoon, Singapore Management University

Even after achieving the status of a developed economy, many face other challenges which may include economic stagnation and income inequality. This book provides useful insight into the Singapore experience. After Singapore’s rapid economic transformation, the nation is at its crossroads.

The Singapore Economy provides insight into how we can maintain social cohesion and establish a political equilibrium that embraces the new sources of growth through policy formulation for economic inclusion.
Capitalism, Development and Empowerment of Labour
A Heterodox Political Economy
Hartmut Elsenhans
Series: Routledge Frontiers of Political Economy
The dominant neoliberal approach presents politics and political economy as nuisances which disturb the smooth operation of self-regulating markets. But political economy is not merely an academic issue—it is a class issue, and this book forcefully argues that political economy should return to a central position in the study of the social sciences. This work demonstrates the analytical power of political economy for all social scientists and will be invaluable reading for economists, political scientists and sociologists in particular.

Modern Labor Economics: Theory and Public Policy
14th Edition
Ronald G. Ehrenberg, Cornell University, USA, Robert Smith, Cornell University, USA and Kevin F. Hallock, Cornell University, USA
Modern Labor Economics: Theory and Public Policy, now in its fourteenth edition, continues to be the leading text for one-semester courses in labor economics at the undergraduate and graduate levels. This fourteenth edition presents updated data throughout and a wealth of new examples, such as the impact of COVID-19 lockdowns, gig work, nudges, monopsony power in the technology industry, and the effect of machine learning on inequality.

Economics, Education and Youth Entrepreneurship
International Perspectives
Marian Noga and Andrzej Brzeziński
Series: Routledge Focus on Economics and Finance
This book aims to justify the importance of economic knowledge for every human being in a country with an economic system based on the market mechanism, and to explain and debunk the myths surrounding economic education and its effectiveness, particularly among young people. It offers a comparative analysis of the economic education of young people in Poland and throughout the world. It thoroughly investigates the economic knowledge of Polish youth via an annual study, which the authors have conducted since 2012.

Foundations of Modern Slavery
Profiles of Unfree and Coerced Labor through the Ages
Caf Dowlah
Series: Routledge Studies in Labour Economics
This is a rigorous academic inquiry into how labor power has been dehumanized and commodified around the world through the ages for creation of wealth, capital accumulation, and industrialization. Major forms of unfree and involuntary labor markets around the world—from slavery to serfdom, from feudalism to indentured servitude, from guestworker programs to human-trafficking—have been analyzed theoretically and empirically from multidisciplinary and comparative perspectives.
Biolaw, Economics and Sustainable Governance
Addressing the Challenges of a Post-Pandemic World
Erick Valdés and Jacob Dahl Rendtorff
Series: Finance, Governance and Sustainability
This book offers an accurate and updated approach to the main contributions of cosmopolitan biolaw in relation to sustainability, global governance, organizational health care economics and COVID-19. Bringing together different robust biocultural, epistemologies to analyze key bioethical problems as well as the health care, management, economics and sustainability issues of our time, it constitutes a paradigmatic text in its field and will be a valuable resource for courses in biolaw, law, bioethics, global sustainability, organizational health care economics, and global governance at different professional levels.
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China’s Belt and Road Initiative
The Impact on Sub-regional Southeast Asia
Edited by Christian Ploberger, Thammasat University, Bangkok, Soavapa Ngampamuan, Ramkhamhaeng University, Thailand, and Tao Song, Chinese Academy of Sciences, China
Series: Routledge Frontiers of Political Economy
This book evaluates China’s relations with sub-regional Southeast Asia through its Belt and Road Initiative (BRI) and the Lancang-Mekong Cooperation framework. The book looks at domestic drivers and regional receptivity of China’s Belt and Road Initiative and also delves into the challenges of China’s engagement in the Greater Mekong Sub-region.
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Capital Theory and Political Economy
Prices, Income Distribution and Stability
Lefteris Tsoulfidis, University of Macedonia, Greece
Series: Routledge Frontiers of Political Economy
This book summarizes the “capital theory” debates analyses more recent developments in capital theory. The focus of the book is on the price changes consequent upon changes in income distribution and the resulting shape of the factor price frontier. These issues are central to areas such as microeconomics, international trade, growth, technological change and macro stability analysis.
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Democratic Economic Planning
Robin Hahnel
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Democratic Economic Planning presents a concrete proposal for how to organize, carry out and integrate comprehensive annual economic planning and long-run development planning so as to maximize popular participation, distribute the burdens and benefits of economic activity fairly, achieve environmental sustainability, and use scarce productive resources efficiently. The participatory planning procedures proposed provide workers in self-managed councils and consumers in neighbourhood councils with autonomy over their own activities while ensuring that they use scarce productive resources in socially responsible ways without subjecting them to competitive market forces.
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China’s Innovation Economy
Artificial Intelligence and the New Silk Road
Jon-Arild Johannessen, Nord University, Oslo, Norway
Series: Routledge Studies in the Economics of Innovation
This book is about the emerging innovation economy. It uses systems theory and evolutionary economics as a theoretical point of departure and explains why the focal point of the geopolitical stage is moving away from the alliance between the United States and Europe, and towards an alliance between China, the 14 Regional Comprehensive Economic Partnership countries, the countries along the new silk road, and Europe. The book is written for readers who are oriented towards the new globalization that is emerging in the innovation economy and the factors driving China’s economic growth.
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Comparative Political Economy
Theory and Evidence
Prosper M. Bernard, Jr., New York University, USA
This text provides an interdisciplinary and international introduction to the study of political economy, looking at interests, institutions, ideas, and globalization through a rational choice framework. It opens with the theories and methods which are widely used and these are applied to key topics including political and economic institutions, electoral politics, partisan ideology, inequality, economic voting, and redistribution. Throughout the book, empirical evidence from around the world is presented through charts, figures, in-text focus boxes, and short case studies. It is the ideal text for courses on political economy and political economies in all settings.
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Prices, Income Distribution and Stability

Theory and Evidence
Economic Change and Wellbeing
The True Cost of Creative Destruction and Globalization
Fabio D’Orlando, University of Cassino, Italy, Francesco Ferrante, York University, UK and Albertina Oliverio, University G. d’Annunzio of Chieti-Pescara, Italy
Series: Routledge Frontiers of Political Economy
In this book, which focuses mainly (though not only) on the labor market, the authors contend that the major costs of the intensified process of creative destruction, through which economic change proceeded, have been ignored and the benefits overrated, thus incorrectly estimating the net impact of economic growth on subjective wellbeing. The readers that may be interested in this book are economists and other social scientists, but also general readers. University teachers can use the book for courses on economic growth and development, on labor economics, on economics of human capital, on economics of well-being, and on applications of behavioral economics.
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Economics of the Pandemic
Weathering the Storm and Restoring Growth
Edited by Cai Fang, Chinese Academy of Social Sciences, China
Series: China Perspectives
This title compiles the latest research into the impact of COVID-19 on the Chinese economy from a variety of perspectives. Economic experts and scholars from the Chinese Academy of Social Sciences analyse the present situation and current trends as well as short-term and long-term countermeasures in the agricultural, industrial, employment, supply-and-demand, and public health sectors. The book will appeal to students and scholars of economics, political science, and social development.
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Economic Growth and Convergence
Global Analysis through Econometric and Hidden Markov Models
Michał Bernardelli, Mariusz Pröchniak and Bartosz Witkowski
Series: Routledge Studies in the Modern World Economy
This book addresses the concept of real economic convergence or the gradual levelling off of GDP per capita rates across economies. In addition to a detailed overview of the history and theory, the authors include a description of two modern methods of assessing the occurrence and rate of convergence, BMA-based and HMM-based, as well as the results of the empirical analysis.
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Explaining Wealth Inequality
Property, Possession and Policy Reform
Benedict Atkinson
Series: Routledge Frontiers of Political Economy
This book discusses the origins of wealth inequality and explains how societies can reform to avoid the catastrophe of inequality-induced social breakdown. It develops a theoretical and practical understanding of the principles behind the concept of ownership and of property, complete with historical examples. The primary market for the book consists of academics and students from the fields of economics, including growth and developmental economics, law, sociology, history, business, and international trade. It is also a practical resource for government policy analysts.
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August 2021: 5.5 x 8.5: 96pp
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A Pluralistic Introduction
Geoffrey Schneider, Bucknell University, USA
Series: Routledge Pluralist Introductions to Economics
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Changes in Central Banking
Juan Pablo Paineira, Central Bank of Brazil
Series: Routledge Critical Studies in Finance and Stability
Based on Marxist Political Economy, this book studies the trends towards financialisation in emerging economies, focusing on the effects of the reserve accumulation in their international and domestic spheres. It argues that reserve accumulation has been the very catalyst of financialisation, being related to the subordinated position of emerging economies in the international monetary system. The work provides essential reading for students and scholars of finance, economics and political economy who are interested in the unfolding of the subordinated financial integration of emerging economies into global financial markets.
Routledge
Market: Economics
October 2021: 6.14 x 9.21: 208pp
Hb: 978-1-138-94711-5: £120.00
ebook: 978-1-315-67028-7
* For full contents and more information, visit: www.routledge.com/9781138947115
Financialisation in the Automotive Industry
Capital and Labour in Contemporary Society
Marcelo José do Carmo, Mário Sacomano Neto and Julio Cesar Donadone
Series: Routledge Frontiers of Political Economy
Where presidents or members of affluent families were previously seen, it is increasingly the case that car manufacturers are owned by banks and investment funds which have taken control of the entire economic life of these firms. This book explores this increasing financialization – the predominance of the financial sector over the productive sector – in the automotive industry. Encouraging debate on contemporary economy, this book marks a significant addition to the literature on financialization, contemporary forms of capitalism, labour and economic sociology more broadly.

Routledge
Market: Economics / Sociology
July 2021: 5.5 x 8.5: 160pp
Hb: 978-0-367-75139-5: £44.99
Pb: 978-0-367-75140-1: £16.00
* For full contents and more information, visit: www.routledge.com/9780367751395

Inflation, Unemployment and Capital Malformations
Bernard Schmitt, Xavier Bradley, Université de Bourgogne, France and Alvaro Cencini, Università della Svizzana Italiana, Switzerland
Series: Routledge Frontiers of Political Economy
The magnum opus of Bernard Schmitt, published in French as Inflation, chômage et malformations du capital, has never been superseded in its analysis of the pathologies which hinder our economies and remains a milestone in the development of Schmitt’s groundbreaking analysis of quantum macroeconomics. Schmitt’s book, now available in English for the first time, provides a revolutionary explanation of the cause of today’s economic disorder as well as an innovative solution allowing for the passage from disorder to order.

Routledge
Market: Economics
Hb: 978-1-138-36980-1: £120.00
eBook: 978-0-429-42846-3: £120.00
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Institutional Change after the Great Recession
European Growth Models at the Crossroads
Edited by Luis Cárdenas del Rey and Javier de Arribas Cámara
Series: Routledge Frontiers of Political Economy
This book combines demand-led growth models and the institutionalist approach, in order to explain the macroeconomic performance of the main European countries in recent years followed by which a coherent explanation of the institutional change since the Great Recession, including the economic policy response to the economic and financial crisis (2008) and to the debt crisis (2010) is provided.

Routledge
Market: Economics
July 2021: 6.14 x 9.21: 328pp
Hb: 978-0-367-78969-8: £120.00
eBook: 978-1-033-02058-5: £120.00
* For full contents and more information, visit: www.routledge.com/9780367789698

Institutional Economics
Perspectives and Methods in Pursuit of a Better World
Edited by Charles J. Whalen
Institutional Economics is a sociocultural discipline and policy science which draws on the idea that economies are best understood through an appreciation of history, real-world institutions, and socioeconomic interrelations. This book brings together leading institutionalists to examine the tradition’s most essential perspectives and methods. The work provides economists with promising starting points for new research, students with contributions refreshingly in touch with the real world, and policymakers and social scientists with compelling reasons for engaging further with the institutionalist tradition.

Routledge
Market: Economics
Hb: 978-0-367-74945-3: £160.00
eBook: 978-1-003-16043-4: £120.00
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Institutions and Chinese Economic Development
A Comparative Historical Approach
Li Tan
Series: Routledge Explorations in Economic History
China’s rise as an economic power has posed some challenging questions: how did China achieve GDP growth that was even faster than the Asian Tigers? Is the “Chinese model” superior? Why hasn’t the rapid economic growth lead to democracy in the country as many observers expected? And can China sustain its rapid economic growth with its existing social system? This book studies the historical relationship between institutions and economic development in China, drawing comparisons with England, Japan and other Asian economies as appropriate. It is of great interest to students of the Chinese economy, economic history, institutional economics and comparative history.

Routledge
Market: Economics
Hb: 978-1-032-06190-4: £120.00
eBook: 978-1-033-20204-2: £120.00
* For full contents and more information, visit: www.routledge.com/9781032061904

Markets in their Place
Context, Culture, Finance
Edited by Russell Prince, Massey University, New Zealand, Matthew Henry, Massey University, New Zealand, Carolyn Morris, Massey University, New Zealand, Aisling Gallagher, Massey University, New Zealand and Stephen FitzHerbert
Series: Routledge Frontiers of Political Economy
This book approaches markets from the ground up, and from a part of the world often still regarded as peripheral to global capitalism: the South Pacific. With a wide variety of case studies, including on indigenous economies, childcare, agriculture, finance, education, and housing, the authors show how complex local, social and cultural politics matter to how markets are made within and between places, and the insights that can be gleaned from studying markets in this part of the world. The book will be of particular interest to scholars and students working in and between economic geography, cultural economy, political economy, economic sociology, and more.

Routledge
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Hb: 978-0-367-27340-8: £160.00
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Ownership and Governance of Companies
Essays from South Africa and the Global South
Edited by Jonathan Michie, Oxford University, UK and Vishnu Padayachee, University of KwaZulu-Natal, South Africa
Why have alternative corporate forms not been pursued more vigorously, with ownership in the hands of customers, employees, and local communities? In the case of South Africa, where the majority of customers and employees are black, this could have delivered on the ANC’s mission to replace the apartheid era with a democratic one. This edited volume explores this and looks at ways to align corporate forms with economic and social goals. The chapters in this book were originally published as special issues of International Review of Applied Economics.

Pandemic Economics
Thomas R. Sadler
Pandemic Economics applies economic theory to the Covid-19 era, exploring the micro and macro dimensions of the pre-pandemic, pandemic and post-pandemic phases. Using core economic tools such as marginal analysis, cost-benefit analysis and opportunity cost, this book explores the breadth of economic outcomes from the pandemic. This textbook will be a valuable resource for advanced undergraduate and postgraduate courses on pandemic economics, macroeconomics, health economics, public policy and related areas.

Political Economy of Financialization in the United States
A Historical-Institutional Balance-Sheet Approach
Kurt Mettlenheim
Series: Routledge Frontiers of Political Economy
Combining balance sheet analysis with historical institutional analysis, this book traces the evolution of social sector financial balance sheets in the US from 1960-2018. This innovative historical-institutional approach, ranging from the micro level of households to the macro level of the federal government, reveals that the displacement of households by banks has been a long-term process. This book marks a significant contribution to the literature on financialization, social economics, banking, and American political economy.

Political Economy in the Evolution of China’s Urban-Rural Economic Relations
Fan Gao
Series: China Perspectives
This book investigates the trajectory and evolutionary mechanisms of China’s urban-rural economic relationships, seeking to explore how a developing socialist country can attain sustainable development and common prosperity. The title will appeal to scholars and student studying political economy, urban-rural economic relationships, development economics and the Chinese economy.

Political Economy of Europe
History, Ideologies and Contemporary Challenges
Hardy Hanappi
The development of European unification has reached a critical stage. Despite 75 years of peace, increases in welfare, and growth since World War II, there is now a growing scepticism of the European agenda from various quarters, most notably embodied in the exit of the United Kingdom from the European Union. To fully understand the dynamics at work, this book presents an introduction to the development of the political economy of Europe from 1900 to 2020. This book is an ideal text for students undertaking courses on the political economy of Europe in either economics or politics departments.

Political Economy Goes to the Movies
Satyananda J. Gabriel, Mount Holyoke College, USA
Political Economy Goes to the Movies provides an introduction to political economy using a wide range of popular films and documentaries as the objects of analysis. The work helps readers to understand and analyze the economic and related political, cultural, and ecological relationships depicted in selected films. This is achieved through the lens of past and present economic theories and in the context of debates over the dynamic influence of economics on individual life chances. This book is essential reading for students and scholars of political economy in both economics and politics departments, as well as those of pluralist economics and Marxist economics.
Power and Influence of Economists
Contributions to the Social Studies of Economics
Edited by Jens Maesse, Stephan Pühlinger, Thierry Rossier and Pierre Benz
Series: Routledge Frontiers of Political Economy
Economists occupy leading positions in many different sectors including central and private banks, multinational corporations, the state and the media, as well as serving as policy consultants on everything from health to the environment and security. Power and Influence of Economists explores the interconnected relationship between power, knowledge and influence which has led economics to be both a source and beneficiary of widespread power and influence. This book provides innovative research perspectives for students and scholars of heterodox economics, cultural political economy, sociology of professions, and the social studies of power, discourse and knowledge.

Progressive Policies for Economic Development
Economic Diversification and Social Inclusion after Climate Change
Alfredo Saad-Filho
Despite the unprecedented gravity of the challenges posed by global warming, most political systems have not given them the required priority. The oil industry has resisted, and many countries have taken only token measures to reduce emissions and mitigate the worst effects. In this context, this book examines the progressive options available to today’s developing countries as they face the limitations of neoliberalism and the existential challenge of global warming. This agenda for progressive economic development is essential reading for anyone interested in heterodox economics, development studies, international politics, international relations and sustainable business.

Public Economics
A Concise Introduction
José Luis Gómez-Barroso
Public Economics: A concise introduction offers a comprehensive and heterodox view of the role of the state in the economy. Without departing from the methodological approach that is usually adopted to analyse what public action in the economy should be, it expands the traditional catalogue of situations in which this action could have a raison d’être.

Risk Governance
Biases, Blind Spots and Bonuses
Elizabeth Sheedy
Series: Routledge Contemporary Corporate Governance
Sheedy brings a refreshing cross-disciplinary perspective to risk governance. The book examines the organisational structures and frameworks that make up risk governance, to ensure that an organisation achieves its objectives. It provides an accessible overview of the field, relevant to a worldwide audience. The book is informed by insights from behavioural finance as well as experimental research into behaviour related to risk management. Combining academic rigour with an understanding of industry priorities, the book explores contemporary cases from multiple countries to highlight the broad relevance of risk governance concepts, with a particular focus on cases from 2015-2020.

The Economic and Legal Impact of Covid-19
The Case of Poland
Edited by Jerzy Menkes and Magdalena Suska
Series: Routledge Studies in the European Economy
The book presents Poland’s legal and institutional response to the pandemic, analysed through the prism of common European values and Poland’s international commitments. It signposts the financial solutions adopted by the EU in the aftermath of the outbreak to assess how they will be used in combating the short and longer-term consequences of the pandemic in Poland. The book is an introduction to original research, shaped by the novelty of the subject matter, and as such, will be essential reading for students and researchers of economics, law, and international relations.
The Economics of Government Regulation
Fundamentals and Application in China
Wang Junhao
Series: China Perspectives
This book offers an in-depth and systematic review of the two major forms of regulation—regulatory process and capture theory, with particular emphasis on the Chinese context. Drawing from a myriad of cases across the telecommunications, electric power, and water industries sectors since the founding of the People’s Republic of China in 1949, the author explores economic regulation in China as well as its likely future trajectory. Students and scholars of government regulation, economics, and industrial organization will find this volume to be an essential guide.

Routledge
Market: Economics/government regulation/Chinese economics
Hb: 978-1-032-02651-0: £130.00
Pb: 978-1-032-08518-9: £90.00
eBook: 978-1-003-05373-6
* For full contents and more information, visit: www.routledge.com/9781032026510

The Feminist Economics of Austerity
Austericide in Europe
Lina Gálvez Muñoz, Pablo de Olavide University, Spain and Paula Rodríguez-Morrono
Series: Routledge IAFIE Advances in Feminist Economics
In the wake of the global financial crisis, governments in many countries have imposed widespread cuts in public expenditure and social rights, some of which have been so dramatic that they have been described as ‘austericide’. This book explores the financial crisis and the policies implemented in response to it in terms of the differences in the ways in which women and men have been affected by it, using an approach which combines feminist economics and a political economy framework. The book’s aim is to question conventional economic theories in order to present more critical and realistic policy approaches. The breadth of the book’s exploration of the impact of the cuts, exploring issues such as gender stereotyping and the sustainability of welfare systems, moves it beyond other analyses of gender and the crisis.

Routledge
Market: Economics
November 2021: 234 x 156: 224pp
Hb: 978-1-138-88518-9: £90.00
eBook: 978-1-315-71562-9
* For full contents and more information, visit: www.routledge.com/9781138885189

The International Political Economy of the Renminbi
Currency Internationalization and Reactive Currency Statecraft
Hyong-kyu Chey
Series: Routledge Frontiers of Political Economy
Although the internationalization of the Chinese renminbi is an important international political event, most of the studies of it place their analytical focus largely just on China itself, the issuer of the currency. In contrast, this book addresses the question of how foreign states have responded to the renminbi’s internationalization, during its initial phase through the 2010s. This study provides new insights to anyone concerned with the transformation of the world monetary order, while also contributing a valuable analysis of the international politics surrounding the rise of China.

Routledge
Market: Political Economy
Hb: 978-1-032-07783-8: £120.00
Pb: 978-1-032-31153-2: £34.99
eBook: 978-1-003-18446-1
* For full contents and more information, visit: www.routledge.com/9781032077833

The Political Economy of Digital Ecosystems
Scenario Planning for Alternative Futures
Meelis Kitsing
Series: Routledge Studies in the Economics of Innovation
This book explores alternative futures for global digital ecosystems. It discusses how economic, political and social developments will shape them, as well as how these constantly evolving ecosystems shape the socio-economic context. The book is distinctive because the author employs the concept of global digital ecosystems rather than the digital economy. The book will appeal to scholars and students across a range of subjects including economics, public administration/management, policy, strategic management and technology and innovation management.

Routledge
Market: Economics
August 2021: 6.14 x 9.21: 172pp
Hb: 978-0-367-51408-2: £120.00
Pb: 978-0-367-51409-9: £34.99
eBook: 978-1-003-05737-6
* For full contents and more information, visit: www.routledge.com/9780367514082

The Preston Model and Community Wealth Building
Creating a Socio-Economic Democracy for the Future
Edited by Julian Manley and Philip B. Whyman, University of Central Lancashire, UK
Through a deep examination of what has become known as the ‘Preston Model’, this book explores an innovative approach to local economic development that utilises economic democratisation to realise both social and economic objectives. This book is essential reading for those interested in regional and national policy, economic democracy and alternative economic and political ideas.

Routledge
Market: Economics / Politics / Policy
July 2021: 6.14 x 9.21: 0pp
Hb: 978-0-367-51408-2: £120.00
Pb: 978-0-367-51409-9: £34.99
eBook: 978-1-003-05737-6
* For full contents and more information, visit: www.routledge.com/9780367514082

The Routledge Handbook of Feminist Economics
Edited by Günseli Berik, University of Utah, Salt Lake City, USA and Ebru Kongar, Dickinson College, USA
Series: Routledge International Handbooks
This Handbook presents a comprehensive overview of the contributions of feminist economics to the discipline of economics and beyond. Each chapter situates the topic within the history of the field, reflects upon current debates, and looks forward to identify cutting-edge research. The contributors are a diverse mix of established and rising scholars of feminist economics from around the globe who skilfully frame the current state and future direction of feminist economic scholarship. This carefully crafted volume will be an essential resource for researchers and instructors of feminist economics and cognate areas.

Routledge
Market: Economics
May 2021: 6.85 x 9.69: 516pp
Hb: 978-0-367-07414-2: £190.00
eBook: 978-0-429-02061-2
* For full contents and more information, visit: www.routledge.com/9780367074142
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