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International HRM in an Uncertain World
Edited by Geoffrey Wood, Western University, Canada, Mehmet Demirbag, University of Essex, UK, Caleb Kwong, University of Essex, UK and Fang Lee Cooke, Monash University, Australia

This book explores international human resource management practices in the contexts of high uncertainties. It encompasses situations of financial crisis, political and civil uncertainty, environmental collapse and recession. MNEs are often distinguished by the supposedly superior ability to implement highly tactical, more robust talent management practices, including work-based, HRM-led and international systems, in line with the rest of their worldwide operations; however, they often fall short. The chapters in this book explore the how, why, and when. This book was originally published as a special issue of The International Journal of Human Resource Management.

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Interpersonal Communication in the Diverse Workplace
Get Along, Get It Done, Get Ahead
Geraldine Hynes

Foregrounding the vital importance of interpersonal communication and cultural competence in the workplace, this book offers concise, practical strategies for daily communication in a global business environment.

The workplace is steadily becoming more diverse, and cultural competence is widely recognized as a key to success, in terms of revenue, profit, market share, and workforce productivity. This and diversity appreciation are the two cornerstones for effective interpersonal communication, facilitating relationship development, improving job satisfaction, commitment, loyalty, and trust, and leading to performance and organizational success. T

Routledge
February 2023: 184pp
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Intersectionality and Crisis Management: A Path to Social Equity

Edited by Hillary J. Knepper, Michelle D. Evans and Tiffany J. Henley
Series: Routledge Focus on Issues in Global Talent Management
Intersectionality and Crisis Management: A Path to Social Equity aims to embed the social equity discourse into crisis management while exploring the potential of a new tool, the Integrative Crisis Management Model. The book provides something for the classroom, for practitioners, and for scholars who want to include more intersectional thinking into their work.

Millennials and Conflict in the Workplace: Understand the Unique Traits of the Now Generation

Cynthia Pearce LeMay
This book unravels the mysteries and confusion surrounding Millennials. This book explores generational differences and finds an increase in unassertive styles in Millennial males. This work shares what Millennials want and value in a workplace and what employers can do to recruit and retain this valuable cohort. Millennials’ diversity, political and social engagement, and the implications for the broader society are explored. This research fills an important gap in the research on generational cohorts and conflict management and provides valuable information to scholars and practitioners alike.

Managing Generation Z: Motivation, Engagement and Loyalty

Joanna Niezuzawska-Zajac, Radosław Antoni Kycia and Agnieszka Niemczywonicz
Series: Routledge Open Business and Economics
This book presents research results and techniques for analyzing the working expectations and needs of GenZ. The analyses were made in various countries in Europe: the Czech Republic, Latvia, Poland, and Portugal. This volume will be of interest to researchers, academics, practitioners, and students in the fields of management studies, research methods, and human resource management.

Motivation: The Ultimate Guide to Leading Your Team

Catherine Stothart
Motivation is a cornerstone of performance in the workplace, both personally and for organisations. If you are a leader, manager or HR professional, this book will show you how to tap into what motivates every individual so that you can enable them to use their talents and fulfill their potential. You will also learn more about your own motivation and how it impacts your leadership style. Written by bestselling author and leadership coach, Catherine Stothart, the book captures the essence of motivation in an insightful, practical way. You will learn specific tools and techniques for four key management capabilities: how to engage, develop, delegate to, and communicate with your teams.

Mastering the Power of You: Empowered by Leader Insights

Edited by Lalit Johri, University of Oxford, UK, Katherine Corich and Gay Haskins, University of Oxford, UK
Leaders from around the world share their experiences in adapting to the changing world and the lessons they have learnt. The simple and easy-to-follow format of each chapter (grouped around the core concepts of Leadership, Entrepreneurship and Volunteering, Purpose and Values, Authenticity, Trust and Presence; Strategising, Thinking and Decision Making; Mentoring and Development; Mental Resilience; Diversity and Inclusion; Negotiating and Collaborating; and Social and Environmental Impact) will inspire you to master these concepts and skills and use them to open new opportunities in your life and workplace.

Smart Career Moves for Smart Women: How to Succeed in Career Transitions

Susan Doering
Written for the professional woman, this book offers insights and guidance on making the right decisions about career paths, and shows ways to strategically prepare for a career transition, be it promotion, change of sector, setting up one’s own business or even changing careers altogether. This book provides a highly practical guide to navigating professional changes, as well as a toolkit to facilitate the practice of these new skills and approaches. This is an invaluable resource for professional women looking to navigate the transitional stages of their career, re-enter the workplace after a break, or who simply want to develop the tools and skills to make smart career moves.
Strategic Human Resource Management

A Systems Approach

Nigel Bassett-Jones

This innovative text applies a systems theory perspective to strategic human resource management, drawing particularly on the Viable Systems Model and soft systems methodology. It will be suitable for upper-level undergraduate, postgraduate and MBA students of strategic HRM, HRM and strategic management. It will also be thought-provoking for HR professionals looking to embrace a strategic role in their organizations.

Routledge
December 2022: 288pp
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Strategic Human Resource Management and Organizational Effectiveness

Essays Celebrating and Advancing the Scholarship of David P. Lepak (1971–2017)

Edited by Riki Takeuchi, UT Dallas, USA, Yaping Gong, HKUST, Hong Kong, Corinne Boon, UvA, Netherlands and Kaifeng Jiang, The Ohio State University, USA

This book on human resource management (HRM) research builds upon and extends the work of Professor David P. Lepak who was the Berthiaume Endowed Chair of Business Leadership in the Isenberg School of Management at the University of Massachusetts Amherst. In addition to being a tribute to Professor Lepak and his work, this volume aims to help organizations and managers understand how to use human resource management to benefit employees while achieving organizational effectiveness. The chapters in this book were originally published as a special issue of The International Journal of Human Resource Management.

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December 2022: 334pp
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The New World of Work

People Leadership in The Digital Age

Bashker Biswas, DeVry University and Keller Graduate School of Management, USA, William Garrison and Robert Ramirez

The New World of Work explores the many areas of accelerated change in the workplace and how the Human Resource Management function must evolve to meet the needs of workers, managers and organizations. Focusing specifically on the accelerations caused by COVID-19 and how technological platforms have enabled working practices and business continuity, it effectively lays the groundwork for a changed but well-functioning HRM. Enriched with cases that illustrate well- and badly-adapted organisations, as well as helpful summaries and thoughtful discussion questions, this textbook is an essential resource for any student or teacher of HRM.

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November 2022: 248pp
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Transformational Coaching for Effective Leadership

Implementing Sustainable Change through Shifting Paradigms

Behnam Bakhshandeh, William J. Rothwell and Sohel M. Imroz

This book will examine the uses of Transformational Coaching in leadership development, human resources development for talent development and retention, and for developing managerial coaching skills and competencies.

Productivity Press
February 2023: 376pp
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The Saboteur at Work

How the Unconscious Mind Can Sabotage Ourselves, Our Organisations and Society

Michael Drayton

If you manage a team or lead an organisation, you need to understand the role played by the saboteur in your workplace and in your own career and life. Drawing on research in the fields of psychology and organisations, this comprehensive yet straightforward and accessible book allows you to understand how unconscious psychological processes can sabotage individual lives, the functioning of groups, teams and organisations, and even global politics, and offers practical techniques you can use to overcome the saboteur.

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Toxic Organisational Cultures and Leadership

How to Build and Sustain a Healthy Workplace

Susan Hetrick

Toxic organisational cultures and leadership have led to major reputational failures, with the greatest impact felt by the people, who dedicate their careers to working for these organisations. Challenging conventional wisdom on engagement, leadership, and motivation, this book defines toxic culture, provides an understanding of the four stages of toxic cultures, the impact of performance pressures in driving toxicity and the role of senior leadership and personality traits, and provides practical tools and guidance on interventions for practitioners to build and sustain a healthy and positive workplace.

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Business Groups and Strategic Coopetition
Edited by Wioletta Mierzejewska and Patryk Dziurski
Series: Routledge Studies in Management, Organizations and Society
Business Groups and Strategic Coopetition sheds light on the poorly recognised problem of intra-organisational relationships within business groups by adopting the coopetition lens. This book is written to meet needs of researchers, students as well as managers and to present an integrated view on the coopetition within business groups.

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Business in Latin America
Strategic Opportunities and Risks
Fernando Robles and Nila Wiese
Business in Latin America provides readers with a comprehensive overview of the business environment of this dynamic and challenging region. The book begins with an overview of the most important macro environments shaping the region’s opportunities and risks while the second part focuses on the business strategies that respond to those opportunities and risks. Capturing the dynamism of this region, this new edition provides a thorough and nuanced understanding of the commonalities and differences within the multifaceted business environments of Latin America.

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Civil Service Systems in East and Southeast Asia
Edited by Chong-Min Park, Korea University, South Korea, Yousueng Han, Yonsei University, South Korea and Yongjin Chang, Chuo University, Japan
This book compares contemporary civil service systems across East and Southeast Asia, a dynamic region of greater diversity in local administrative tradition, imported models of modern administration, and the character of prevailing political institutions. It distinguishes four modes of public employment - bureaucratization, professionalization, politicization, and marketization - to develop a conceptual framework for comparing the civil service system at the operational level. With contributions from leading experts in Asia, this book will be invaluable to students, scholars, and practitioners interested in Asian public administration, especially civil service systems.

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Corporate Governance and IFRS in the Middle East
Compliance with International Financial Reporting Standards
Muath Abdelqader, Tamer K. Darwish and Khalil Nimer
Series: Routledge Studies in Corporate Governance
This book evaluates the differences in the level of compliance with IFRS across the GCC states, exploring the impact of corporate governance on the level of compliance with IFRS and presenting an empirical analysis of companies across the GCC. It will provide international business, management, and accounting and finance students and senior practitioners with a completely new and updated guide to the work in the field of corporate governance and IFRS compliance in emerging markets.

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Doing Business in Kenya
Opportunities and Challenges
Wakiru Wamwara, John E Spillan and Charles M Onchoke
A deep dive into a success story in African business development, this book provides a multi-layered perspective on the realities of doing business in Kenya. The book’s detailed information about the economic, social, technological, and cultural dimensions of Kenyan society enables a greater understanding of the major issues affecting business development. Given Africa’s heterogeneity, it cannot be perfectly represented by one country, but Kenya closely mirrors Africa’s major economic trends and cultural values: understanding Kenya’s business landscape provides invaluable skills to do business throughout Africa.

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Doing Business in the Middle East
A Research-Based Practitioners’ Guide
Edited by Pawan Budhwar and Vijay Pereira
This book highlights both the opportunities and constraints confronting foreign investors in the region, and proposes strategies on how best to overcome them. The book explores the existing and emerging political and legal frameworks, socio-cultural patterns, national infrastructures, regulatory environment, conflict resolution and how to negotiate in the Middle East. With a number of features such as case studies, examples of effective and ineffective practices, clear take-aways, and a note on a future agenda on each given topic, this book is highly practical.

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Rob van Tulder, Erasmus University, The Netherlands
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Postcolonial Transition and Global Business History
British Multinational Companies in Ghana and Nigeria
Stephanie Decker
Series: Routledge International Studies in Business History
Postcolonial Transition and Global Business History is the first in-depth historical study on how British firms sought to adapt over several decades to rapid political and economic transformation in West Africa. Exploring both postcolonial transitions and development discourse, this book addresses the topics with regard to business and economic history and will be of interest to researchers, academics, and students in the fields of organizational change, political economy, African studies, and globalization.

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Nobility and Business in History
Investments, Innovation, Management and Networks
Edited by Silvia A. Conca Messina, University of Milan, Italy and Takeshi Abe, Osaka University, Japan
This book reconsiders the role of nobility as influential economic players and provides new insights into the business activities of noblemen in Europe and Asia during the nineteenth century thus offering up opportunities for comparison in an age of economic expansion and globalisation.

This volume will be of great interest to scholars and researchers in the fields of Economics, Management, Political Science, Sociology, Public Management and History. The chapters in this book were originally published as a special issue of Business History.

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Public Administration and Governance in China
Chinese Insights with Global Perspectives
Leizhen Zang, West Campus of China Agricultural University and Yanyan Gao, Southeast University, China
Series: Routledge Focus on Public Governance in Asia
This book aims to explain the gap between Western theories and the Chinese administration reform experiences. The book provides insights into how the Chinese government can improve its efficiency and legitimacy through reforms and adapt Western theories with Chinese Characteristics. This timely book is an invaluable reference to better understand the changing theory of global public administration and its practice in developing countries and will interest researchers and policy makers in development studies and public administration and governance.

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Reconfiguration of Business Models and Ecosystems
Decoupling and Resilience
Edited by Svetla T. Marinova and Marin A. Marinov
Series: Routledge Frontiers in the Development of International Business, Management and Marketing
The key objective of this book is to bring further insights in the field delivering a thorough examination of the ways in which business models and ecosystems can develop resilience under extraordinary conditions. In the book, the resilience of business models and ecosystems is analysed aiming to investigate further the specifics of the relevant processes securing resilience and its outcomes. The resilience of business models and ecosystems is scrutinised as a credible way for enhancing the predispositions of firm’s survivability.

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Shaping Long-Term Care in Emerging Asia
Policy and Country Experiences
Edited by Vasontara S Yiengprugsawan, University of New South Wales and John Piggott
Series: Routledge Advances in Asia-Pacific Studies
This book analyses the challenges of long-term care (LTC) policy development and implications from advanced LTC systems and a current trajectory in emerging economies in Asia. The book approaches the subject through comparative analysis on what works and what does not to provide insight into public policy options for sustainable LTC provision and financing mechanisms. The book will be of interest to a wider audience not only on social and health consequences of population ageing but also health and social policy relating to older persons.

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The Globalization of Freight Transportation
Ports, Containers and Territories
David Guerrero
Series: Routledge Studies in Transport Analysis
During the last decades there have been important changes in the ways that goods are produced and distributed. This book analyzes the spatial outcomes of these changes by addressing key questions such as which places are taking advantage of this new configuration of flows? How do the firms in such places use transport and logistics to increase their power over other firms? This book moves geographically from the global to the local and examines maritime transport and ports as well as logistics and road transport. The results are relevant for any countries where logistics and transport are central to regional development initiatives.

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The Nature of Japanese Governance and Seikai-Tensin in Postwar Japan
Nara Park, Yonsei University, Republic of Korea
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What shapes characteristics and types of state governance in a specific country? How do they change over time? More importantly, what will they look like in the near and far future? This book addresses these fundamental yet timely questions by introducing and analysing a distinctive group of Japanese statesmen: Seikai-Tensin which means one’s transformation into politicians in Japanese. It looks at the Japanese developmental state through a time-series analysis on historical data to determine the dynamic pattern of a prototype developmental state. It will interest those researching on governance, comparative politics, government bureaucracy and public policy.

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Akin Arikan
An unprecedented guide to user experience (UX) analytics, this book closes a mission-critical skill gap and enables business professionals in a digital-first world to make smart, effective, and quick decisions based on experience analytics. No more: this book shows a wide range of professionals how to use UX analytics to improve the customer experience and increase revenue, and teaches the C-SUITE method for applying UX analytics to any digital optimization challenge. Managers across industries will regularly consult this book to help them guide their teams, and entry- to mid-level professionals in marketing, e-commerce, and more will turn to these pages to improve their websites and apps.

Media Management and Artificial Intelligence
Understanding Media Business Models in the Digital Age

Alex Connock
This cutting-edge textbook examines contemporary media business models in the context of Artificial Intelligence and digital transformation. The media is examined through four sections. Then in each chapter, a standard value creation model is applied, mapping a single sector through development, production, distribution and monetisation. Diverse case studies are analysed around creative entrepreneurship, revenue models, profit drivers, rights and emerging AI tools.

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Alan Charlesworth
Building on the previous editions, this fully updated 4th edition takes an approach that prepares students for an active role in digital marketing. As well as topic-based exercises, the text also includes practical case-study exercises - based on theory and recognized good practice. This essential text equips advanced undergraduate, postgraduate and executive education students with the tools to undertake any digital marketing role within a variety of organizations. Comprehensive support material available online for both students and instructors includes links to articles and opinion pieces, PowerPoint lecturer slides and questions based on the chapter material.

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Raymond Frost, Ohio University, USA, Alexa K. Fox, University of Akron, USA and Terry Daugherty
eMarketing, 9th edition, equips students with the solid foundation in digital marketing required to excel in practice and “think like a marketer”. The book connects digital marketing topics with the traditional marketing framework, making it easier for students to grasp the concepts and strategies involved in developing a digital marketing plan. With a strategic approach that focuses on performance metrics and monitoring, it is a highly practical book. The 9th edition has been fully updated to include the most cutting-edge trends and topics, including SEO, Customer Experience, digital media consumption, Analytics, Big Data and AI, and Diversity and Ethics.

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Legacy can seem far off and out of reach, but it doesn’t happen at journey’s end and it’s not only for the rich and famous. Legacy is now, and this book shows leaders how you can find and leave meaning on a daily basis. Certified Sage-ing Leader and TedX speaker Jann Freed introduces her Breadcrumb Legacy™ framework, a radical but pragmatic approach, made up of small actions you consciously take over time that accumulate into the trail, or legacy, you’ll leave behind. Breadcrumb Legacy is also a mindset, an awareness of the impact you’re having on your relationships, your organization, and your family, in every communication and interaction.

Coach or Tell -- Transform the Way You Lead Your Team
A Novel About Learning to Coach the Toyota Kata Way
Tilo Schwarz and Jeffrey K. Liker
Take a fresh look at this five-phase, dual-purpose coaching model, become the leader you always wanted to be, and your team needs you to be. This business novel will transform the way you see and lead your team.

Co-Leadership in the Arts and Culture
Sharing Values and Vision
Wendy Reid, HEC Montreal, Canada and Hilde Fjellvær, Norwegian University of Science and Technology, Norway Series: Routledge Research in the Creative and Cultural Industries
This book is about co-leadership: a leadership practice and structure often found in arts organizations that consists of two or three executives who bridge the art and business divide at the top. By viewing co-leadership in action, not as a study of static theories, the book will appeal not only to students and researchers but also resonate with practitioners in arts and cultural management and assist them to work with co-leadership and to manage its tensions.

Extreme Crisis Leadership
A Handbook for Leading Through the Unpredictable
Charles Casto
This concise handbook presents a framework to help leaders across sectors understand what their role should be in an extreme crisis, and supplements this understanding with practical advice. This handbook is accessible to leaders at all levels, from shift supervisors and emergency responders to CEOs and government executives. It will be an essential ready reference for any leader who might expect to encounter an extreme crisis, as well as for those who would not have foreseen themselves in such a situation.

Fit for the Leadership Challenge
The 17 Keys Leaders Need to Win Big in High-Risk Environments
Casey J. Bedgood
The purpose of this book is to provide insight as to how risk impacts every aspect of leadership, including the mundane, routine, and non-glamorous aspects of leadership. This is important because often the small things can easily turn into big disruptors.

Future Human Behavior
Understanding What People Are Going To Do Next
Thimon De Jong
The world continues to develop at an astonishing speed – socially and technologically. Human behavior is continually influenced by this ever-changing environment. Is it possible to predict what those new behaviors will be? And what are their implications for our future societies? This book is a unique and accessible examination of our thrilling, challenging and unpredictable world and how we respond, react and shape it. Using insightful and original examples aligned with pertinent analysis, the author takes the reader on a compelling journey through future behavioral dynamics and engages with a wide variety of topics, from digitalisation to trust, from ethics to mental health.
Leadership and China
Philosophy, Place and Practice
Edited by Ralph J Bathurst, Massey University, New Zealand and Michelle Sitong Chen
Series: Routledge Studies in Leadership Research
Leadership and China: Philosophy, Place and Practice explores the impact of the radical change undergone in China as the country entered the global market and loosened controls from central government, allowing for a more free-market approach that facilitated easier trading partnerships across national boundaries.
With an orientation towards conversations rather than polemics, graduate students, scholars and business leaders across the globe will benefit from this book.

Leadership and Narcissism in the Organization
Mateusz Grzesiak
Series: Routledge Studies in Leadership Research
This book gives insight into psychology and management by linking the narcissistic personality with the leadership role and with the method of evaluating a leader, along with discussing the positive or negative outcomes of their leadership. Readers will learn about the phenomenon of narcissistic individuals and leaders as well as the attributes and traits of such a person. This research monograph will be of interest to researchers, academics, and advanced students in the fields of work and organizational psychology and leadership studies.

The Great Unheard at Work
Understanding Voice and Silence in Organisations
Mark Cole and John Higgins
Silence always has something to say – it’s never neutral and speaks volumes if people are willing to hear. This book explores the importance of understanding silence and voice in leadership and organisations, and shows how we can move from merely listening to truly hearing those around us. Written by two experts in organisational development, this book explores different types of silence and their implications for organisational practice, digging into the theoretical roots and engaging with real stories and voices.

Lie-Ability
How Leaders Build and Break Trust
Alan Watkins and Simon Jones
For leaders and companies, business success depends on their ability to build trust. Trusted brands succeed and sustain. Or so we used to think. Lie-Ability is about the corruption of truth, the loss of trust and the death of transparency. And, perhaps more importantly, what can be done about it. This book gives people the tools to recognize the lies they are being told. And it shows business what to stop doing and what leaders must do instead to restore trust, rebuild trust and re-establish transparency in their organisations. Essential reading for all leaders who are navigating a world where truth seems elusive.

Public Sector Leadership
A Human-Centred Approach
Petri Virtanen, Harri Jalonen, University of Vaasa, Finland and Marika Tammeaid
Series: Routledge Studies in Leadership Research
This book presents key concepts, approaches, origins, applications, and best practices to understand the evolution and nature of human-centred approach in public leadership. It introduces a new public leadership paradigm that is needed in a complex, internationally interconnected social, economic, cultural, and political environment. It will be of value to researchers, academics, and students in the in the fields of leadership and public management.

The Leadership Survival Guide
11 Keys for "Storm Proofing" Your Leadership Portfolio to Survive, Thrive In, and Outlast High-Risk Environments
Casey J. Bedgood
This book is for leaders and professionals who are currently, or will be leading teams, divisions, and organizations. Its purpose is to provide practical guidance on how leaders can "stormproof" their portfolios.

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The Origins of Ethical Failures
Lessons for Leaders

Dennis Gentilin

In this thoroughly updated new edition of his groundbreaking, award-winning book, Dennis Gentilin draws on both his personal experience as a well-known whistleblower and recent events in the Australian financial services industry to provide insights into how widespread, systemic ethical failure can take hold in an industry and, crucially, what leaders need to focus on to avoid it. Gentilin draws on experimental research from economics and finance to illustrate how, when the conditions are permissive, humans have a predisposition towards dishonesty, and therefore, to reduce the likelihood of ethical failure, leaders must focus on putting in place appropriate institutional arrangements.

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The Power of Humility in Leadership
Influencing as a Role Model

Franziska Frank

To many people, the words ‘leader’ and ‘humble’ are not natural bedfellows. Yet once they have grasped the definition most employees desire a humble leader, while a majority of managers believe they already are one. What appears deceptively simple is trickier than expected.

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Toxic Leadership
Research and Cases

Steven M. Walker and Daryl Watkins

Series: Routledge Studies in Leadership Research

Toxic Leadership: Research and Cases presents research and cases on toxic leadership that emerged from qualitative research on the followers of toxic leaders. The goal is to help students, researchers, and academics understand how toxic leadership emerges, how leaders can spot toxic leadership within their organizations, and discuss what they can do to stop toxic leaders from destroying organizational value. This book will be useful for students, researchers, and academics to help uncover signs of toxic leaders that are often hidden from upper management. It will also be helpful for leaders to develop organizational strategies and for followers to develop coping strategies.

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Why Leaders Fail and What It Teaches Us About Leadership

Willem Fourie

In Why Leaders Fail and What It Teaches Us About Leadership Willem Fourie helps us make sense of leaders’ failures and why our expectation of leadership infallibility is misguided. This is an ideal book for students and researchers in leadership, leadership development and management as well as professionals seeking to enhance their leadership skills.

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The Routledge Companion to Leadership and Change

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The Future of Responsible Management Education

Edited by Lars Moratis and Frans Melissen

Series: Citizenship and Sustainability in Organizations

Through introspection, through celebrating successes and learning from failures (retrospection) and through looking forward (prospection), Business Schools, Leadership and Sustainable Development Goals: The Future of Responsible Management Education aims to inspire a future of management education and leadership development that demonstrates its relevance to sustainable development. This book offers a collection of thought-provoking ideas, vivid stories (including personal accounts and experiences), and appealing and engaged forecasts, visions and ideas about management education and leadership development for sustainability.

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Ralph W. Adler, University of Otago, New Zealand

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Alexander Styhre

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This book examines how business schools seek to honour the ambition to both teach scientifically verified theories and practically useful concepts and models, and how the tensions derived from this duality may be problematic to handle. It will be of interest to researchers, academics, and advanced students in the fields of management education, organizational studies, and legal theory.

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Melanie E. Kreye
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Paul Myerson
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Written in a novel format, Culture Matters addresses the challenge of changing a “sick” culture. Some organizations wake up one day and realize they have become something they never intended.
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Edited by Park Tchaichon, Griffith University, Australia and Sara Quach, Griffith University, Australia

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Artificial intelligence (AI) has driven businesses to adopt new business practices rapidly, enhance product development and services, has helped to power AI-based market intelligence and customer insights, and improve customer relationship management. This timely book addresses the use of AI in marketing.

The book also explores the dark side of AI in marketing management and discusses ethics and transparency of automated decision making in AI applications, data privacy, and cyber security issues, and biases in various facets of marketing.

It will be a useful reference for those researching on marketing and for marketing professionals.

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Cultural Mediation for Museums
Driving Audience Engagement

Edited by Michela Addis, University of Rome, Italy, Isabella Stefano and Valeria Guerrisi

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This book presents an innovative application of strategic and experiential marketing in the museum sector, which uses a new cultural mediation model to enrich the visitor experience via increased audience engagement. This book will be a valuable resource for educational services offices at museums worldwide.

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Communicating Through a Pandemic
A Chronicle of Experiences, Lessons Learned, and a Vision for the Future

Amelia Burke-Garcia

This easy-to-read guidebook helps marketers and health communicators alike understand the COVID-19 pandemic, learn from it, and plan for future emergencies that may require a need to draw on the same set of skills.

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Customer Service Marketing
Managing the Customer Experience

Edwin N. Torres, Rochester Institute of Technology, USA and Tingting Zhang, University of Central Florida, USA

This textbook is a comprehensive overview of customer service principles, theories, and practices. It looks at the best practices of service enterprises and the delivery of superior customer service. Covering classic and contemporary theories relating to the consumers, managers, and their behaviors in organizational setting, this textbook looks at real life applications of theory from business enterprises in various service sectors including hotels, restaurants, theme parks, event management, airlines, airlines, e-tailers, finance. It will be particularly useful for students in hospitality guest services and services marketing.
**Data Analytics for Business**

Lessons for Sales, Marketing, and Strategy

Ira J. Haimowitz

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Elena Chatzopoulou

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Drawing on qualitative research methods, the book explores examples from the Greek food industry to analyse restaurateurs’ and consumer constructed meanings of authenticity, how it is transmitted and received. It follows by exploring the marketing implications of consumer constructs and effective promotional methods to aid restaurateurs to better engage with customers whilst also respecting their culinary culture. It also guides the reader through the use of NVivo for research purposes, and its utilizations to facilitate the inductive and interpretative analysis.

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**Hispanic Market Power**

America’s Business Growth Engine

Isaac Mizrahi

Now more than ever, corporations operating in the US should see the Hispanic population at the core of their existing and future strategies, but many leaders believe Hispanic marketing is the same marketing you run for Anglos but translated into Spanish, or that all Hispanics are undocumented immigrants with no purchasing power, or that using Mariachis in their communications is the way to connect with this diverse segment.

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With contributions from international scholars of marketing and consumer studies, this renowned text engages directly with a range of contemporary themes, including:

- The importance of arts consumption and its socio-political dimensions
- The importance of the aesthetic experience itself, and how to research it
- Arts policy development
- The art versus commerce debate
- The role of the arts marketer as market-maker

This book is core reading for advanced undergraduate and postgraduate students studying arts marketing and management. Online resources include chapter-by-chapter PowerPoint slides and a test bank.

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**Relationship Marketing in Franchising and Retailing**

Edited by Park Thaichon, Griffith University, Australia, Lorelle Frazer, University of Sunshine Coast, Australia and Scott Weaven, Griffith University, Australia

This book offers an accessible and comprehensive introduction to relationship marketing in franchising and retailing, especially in areas like business and marketing management as well as strategic marketing. The topics covered include (but is not limited to) Relationships in context of e-commerce within the franchising sector; Franchises with multiple stakeholder roles: perceptions and conflict in franchise networks; Why franchisors recruit franchisees from the ranks of their employees; Franchisee advisory councils and justice; and Determinants of overall franchisee satisfaction. This volume was originally published as special issue of Journal of Strategic Marketing.

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Gerard Hastings, University of Stirling, UK and Christine Domegan

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This book offers new, critical perspectives on the impact of "life-enhancing" technological advancements on consumer identity positions and market evolutions. It will allow readers to understand how accelerated technological market changes are being experienced and creatively countered at the societal and individual level.

The chapters in this book were originally published as a special issue of Journal of Marketing Management.

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Sustainable Marketing and Customer Value

Edited by Subrata Chattopadhyay, Sundeep Singh Sondhi and Arunava Dalal
Series: Routledge Studies in Marketing

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The New Customer Experience Management

Why and How the Companies of the Future Address Their Customers’ Needs Proactively

Ivaylo Yorgov

A comprehensive guide to a burgeoning field, this book shows how to design and implement a future-proof post-sales service program focused on proactively addressing customers’ needs in a personalized way. For too long, companies have detached from customers after the moment of purchase and done post-sales service in a way that is reactive, generic, and not scalable. This book’s strong vision and actionable roadmap, illustrated with real-life success stories, make this a compelling read for CX and customer analytics leaders, practitioners, and students alike.

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Creative Women in Ireland
Not Your Muse
Aileen O'Driscoll
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Through the contributions of women working in the creative industries, this timely book explores the role of creativity in their lives, the experiences that have positively contributed to and supported their creativity and their work, as well as how gendered considerations intersect with their involvement in the cultural sphere. Providing original observations into gendered understandings of creativity, this book will be essential reading for researchers, advanced students and practitioners seeking contemporary insights on creativity, feminism and gender.

Trust, Impact, and Fundraising for Nonprofits
How meaningful ethics and strategic evaluation can multiply your revenue and expand your program
Kenneth Phillips
Distilling decades of leadership expertise into an effective framework, this is a practical guidebook for nonprofits around the globe, with practical recommendations for the urgently needed steps to make this a better world. Charities in the U.S. and NGOs globally need to overcome two glaring and persistent weaknesses in the eyes of potential donors: trustworthiness and effectiveness. Staff and volunteers at registered nonprofits around the world, as well as any individual or group raising funds more informally, will value this guide to empower organizations to win trust, raise more funds, and achieve greater program impact.

Fundraising in the Creative and Cultural Industries
Leading Effective Fundraising Strategies
Michelle Wright, Cause4, UK, Ben Walmsley and Emilee Simmons
Series: Discovering the Creative Industries
The need for effective fundraising in the arts has never been more acute. Specialist yet accessible, Fundraising in the Creative and Cultural Industries is designed to provide strategic and practical support to individuals needing to lead or develop fundraising in their organisations. This book is a practical and accessible guide to exploring current fundraising thinking, enabling the reader to develop their own fundraising expertise and to embed knowledge and practice into their own organisations. The fundraising experience from industry pioneers sets this book apart and will inspire readers to achieve their own ambitious goals.

Managing the Arts and Culture
Cultivating a Practice
Edited by Constance DeVereaux
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Architecture and Leadership
The Nature and Role of Space and Place in Organizational Culture
Mark Roberson and Alicia Crumpton
Series: Leadership Horizons
This book explores the essence of good architecture and establishes relevant connections for leaders and managers to strategically design and use the organizational workplace and space to support their mission and purpose, and create aesthetically meaningful work environments. It equips leaders to be culturally astute on what defines good architecture and to incorporate principles of beauty in their leadership practices accordingly and will be of interest to researchers, academics, professionals, and students in the fields of leadership, organizational studies, and architecture theory and practice.

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Crowdsourcing for Innovation in Higher Education
Regina Lenart-Gansniec, Jagiellonian University, Kraków, Poland and Łukasz Sułkowski
Series: Routledge Advances in Management and Business Studies
Crowdsourcing for Innovation in Higher Education aims to transform the education space by enhancing existing methodologies and offering innovative possibilities to develop new pedagogical techniques. The book offers invaluable guidance and will be of interest to researchers, academics, policymakers, and students in the fields of higher education, development studies, organizational studies, management science, and knowledge management.

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Business Meets the Humanities
The Human Perspective in University-Industry Collaboration
Edited by Martina Mahnke, Mikka Nielsen, Matilde Petersen and Lise Tjørring
Series: Routledge Studies in Management, Organizations and Society
Exploring the potential that lies in university-business collaborations, the present anthology attends to the dilemmas, dualities, and challenges that follow such collaborations, especially in the academic traditions of the social sciences and humanities. By gathering hands-on experiences, the book provides readers with inspirations, reflections on, and insights into university-business collaborations. This book, therefore, is intended for researchers within the humanities and social sciences, who want to get a deeper understanding of the practice of such collaborations.

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Diversity Without Dogma
A Collaborative Approach to Leading DEI Education and Action
Gilmore Crosby
This book uses Lewin’s social science to sort through the many approaches to and positions held on race, racism, diversity, and related topics.

Productivity Press
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Corporate Culture and Globalization
Ideology and Identity in a Global Fashion Retailer
Yi Zhu, Lancaster University, UK.
Series: Routledge Advances in Management and Business Studies
This book offers an ethnographic analysis of how corporate culture has been transformed in the age of globalization and promotes the importance of a national ideology’s role in corporate culture studies. It explores the gap between management-created corporate ideology and employees’ interpretations and responses to this ideology, by examining the formation, dissemination, and interpretation of corporate ideology at a global Japanese fashion retailer in Hong Kong. This book will appeal to scholars and upper level students in management, marketing, anthropology, and cultural studies as well as those interested in globalization, and cross-cultural and retail management.

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Gender Diversity and Inclusion at Work
Divergent Views from Turkey
Zeynep Özsoy, Mustafa Şenyücel and Beyza Oba
Series: Routledge Focus on Business and Management
The purpose of this book is to investigate gender diversity practices and discourse developed by listed companies in Turkey. It pursues this aim by advancing knowledge about business relations affecting workplace gender diversity. Due to the conservative and patriarchal culture, authoritarian rule and neoliberal policies, gender diversity and inclusion are not seen as issues that should be resolved through the commitment and collaboration of a field. Consequently, diversity management practices are instrumentalized by the business community as a means for corporate communication and image building rather than actively building a diverse workforce.

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Edited by James Kennell, University of Surrey, UK, Priyakruncha Mohanty, Christ University, Bengaluru, India, Anukriti Sharma, University of Kota, India and Azizul Hassan, UK Tourism Society
The global tourism industry has been one of the sectors hit hardest by the COVID-19 pandemic. This book looks at how the tourism industry could enhance its resilience and prepare for future crises more effectively. It provides insights into the economic, social, geopolitical and environmental implications of the COVID-19 pandemic on the tourism and hospitality industries and the responses in diverse, international contexts. It will be an invaluable resource for practitioners in the areas of tourism and crisis management and for readers to compare and contrast tourism destination recovery and crisis management practices through different research methodologies and settings.

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Zawiah Abdul Majid, Universiti Kuala Lumpur, Malaysia, Mohd Farid Shamsudin, Universiti Kuala Lumpur, Malaysia, and Nor Aida Abdul Rahman
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Ron Basu, Performance Excellence Limited, UK
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Andy Wynn and Jim Hick

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Brian D. Smith, Pragmedic Limited and Hertfordshire University, UK

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Jacky Hong, University of Macau, Macau and Jorge Muniz Jr., Sao Paolo State University, Brazil

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Robin Maialeh, Czech Technical University in Prague
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Gerald A. Cory Jr.
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