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BUSINESS, MANAGEMENT & ECONOMICS

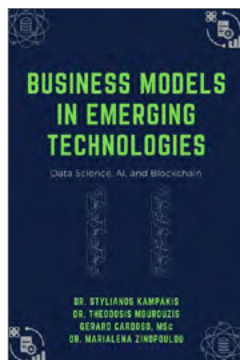
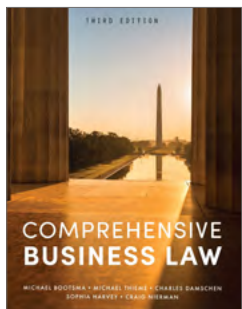
2023 CATALOGUE

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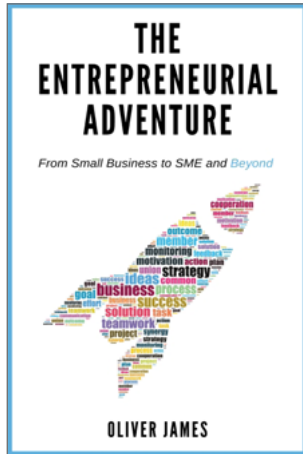


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THE ENTREPRENEURIAL ADVENTURE

From Small Business to SME and Beyond

Oliver James

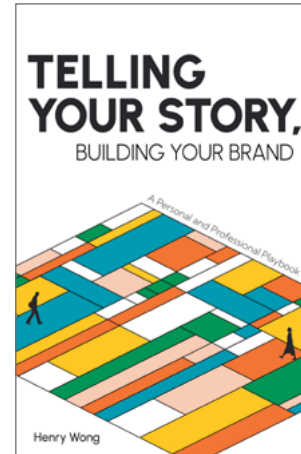
Perfect for anyone looking at business and entrepreneurship, this book is ideal for anyone with an interest in business and anyone who has aspirations to start their own business. It outlines key principles of the entrepreneurial adventure and the business world, bringing it to life using case studies.

Within this text you will find useful and practical information about business and entrepreneurship. The author provides a robust understanding of the theory and real-world implications of running a successful business. James also describes and explains the whole process from understanding the implications and risks, the start-up stage through to future expansion.

Sep 2022 110pp

9781637422793 Paperback £26.95 / €30.00

Business Expert Press



TELLING YOUR STORY, BUILDING YOUR BRAND

A Personal and Professional Playbook

Henry Wong

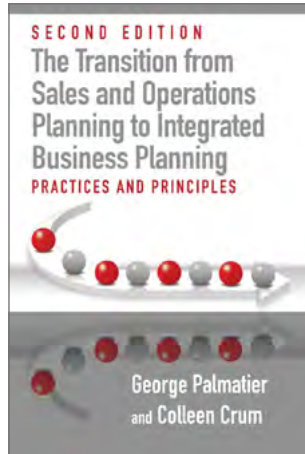
Takes an in-depth approach on branding. This book delves into such areas as understanding the personal brand, steps to creating one, as well as taking your brand to market.

In this new world, everything and everyone is a brand. People in business and careers recognise they have to work on their brand but seldom know how to achieve it. Just becoming known is not enough. Gathering social media followers is not enough. Standing for something is everything. Branding expert Henry Wong shares his process used for product and people brands to compete in the market and workplace.

Sep 2022 110pp

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Business Expert Press



THE TRANSITION FROM SALES AND OPERATIONS PLANNING TO INTEGRATED BUSINESS PLANNING

Practices and Principles, Second Edition

George Palmatier & Colleen Crum

Forward-thinking companies are evolving their Sales and Operations Planning processes into Integrated Business Planning (IBP) for a simple reason: doing so generates far greater gains in their business results. In an easy-to-digest format, this book uses a fictional company to show how to transition to IBP and further explains how companies are linking strategy to execution through the IBP process.

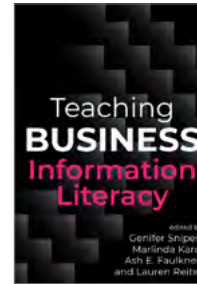
Since soft skills often make the difference between success and failure in an IBP implementation, this seminal work also offers more than 200 business principles that can often be forgotten when you are in the trenches of daily business battles. These principles address collaboration, decision making, aligning the executive team, managing change in the organisation, and much more.

Sep 2022 320pp

9781604271911 Hardback £57.00 / €65.00

J. Ross Publishing

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TEACHING BUSINESS INFORMATION LITERACY

Edited by Genifer Snipes et al

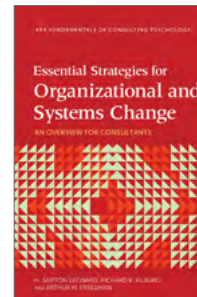
Provides guidance to new business specialists, generalists, and subject librarians in other disciplines being asked to teach business research classes for the first time. This book features more than 40 practical, classroom-proven lesson plans for one-shot, embedded, and credit-bearing library classes.

Aug 2022 412pp

9780838939093 Paperback £116.00 / €130.00

ACRL

American Psychological Association



ESSENTIAL STRATEGIES FOR ORGANIZATIONAL AND SYSTEMS CHANGE

An Overview for Consultants

H. Skipton Leonard, Richard R. Kilburg & Arthur M. Freedman

Fundamentals of Consulting Psychology

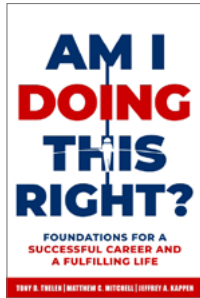
Provides conceptual and operational descriptions of the major approaches to the field of organisational and systems change (O/SC). This book describes a variety of strategies and principles involved in O/SC and emerging areas of interest.

Nov 2022 175pp

9781433837876 Paperback £41.95 / €47.00

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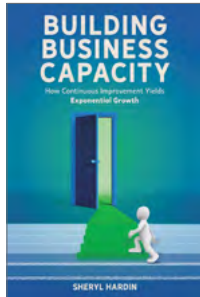
AM I DOING THIS RIGHT?

Foundations for a Successful Career and a Fulfilling Life

Tony D. Thelen, Matthew C. Mitchell & Jeffrey A. Kappen

Leveraging the collective experience of hundreds of professionals, this book is the ultimate early career desk reference! When readers finish reading, it is not the end, but the beginning of a successful career and a fulfilling life.

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BUILDING BUSINESS CAPACITY

How Continuous Improvement Yields Exponential Growth

Sheryl Hardin

Change your future for the better by growing a small business fraction by fraction. *Building Business Capacity* provides a roadmap to help entrepreneurs achieve exponential

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CONSCIOUS BUSINESS ETHICS

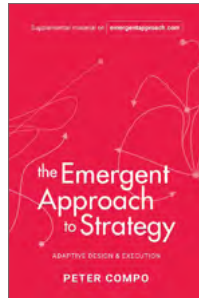
The Practical Guide to Wisdom

Wade M. Chumney

In this book's revolutionary approach to business ethics, Wade M. Chumney utilises his nearly 20 years of experience in the field to synthesises the ancient wisdom found in Plato's philosophy, the

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THE EMERGENT APPROACH TO STRATEGY

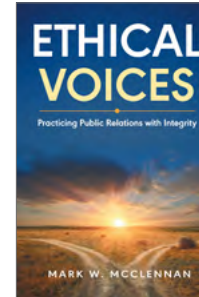
Adaptive Design & Execution

Peter Compo

The first book to derive the definition, theory, and practice of strategy from adaptive systems. Aimed at corporate business and functional leaders, the approach includes an agile method for strategy framework design that

replaces familiar stepwise 'chevron' methods and presents new tests of strategy called the 'Five Disqualifiers'.

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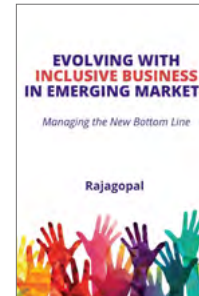
ETHICAL VOICES

Practicing Public Relations with Integrity

Mark W. McClellan

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EVOLVING WITH INCLUSIVE BUSINESS IN EMERGING MARKETS

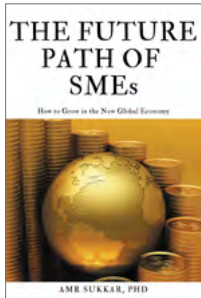
Managing the New Bottom Line

Rajagopal

Corporate policy and implications of the inclusiveness in businesses on social development constitute the core discussion in this book.

Inclusivity concepts and arguments are endorsed by case studies across the developing economies. Philosophy and practices of inclusive business through theoretical foundations, design arguments, and managerial analysis are also discussed.

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THE FUTURE PATH OF SMEs

How to Grow in the New Global Economy

Amr Sukkar

Supports the implementation of strategies to foster SMEs and entrepreneurship development. This includes a guide to illustrate the scientific way for the identification of stakeholders and dialogue

platforms as well as the institutionalisation of the processes and systems required to improve the regulatory framework for SME development.

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SALES IS A TEAM SPORT

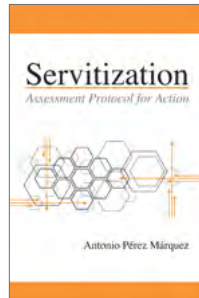
Aligning the Players with the Playbook

John Fuggles

Identifies the key components and helps the reader understand what it takes to build the best team from people, skills, processes, technology, and systems. This book is filled with personal anecdotes and real-life examples from the author's career in sales.

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SERVITIZATION

Assessment Protocol for Action

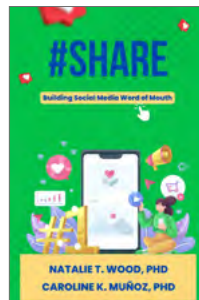
Antonio Pérez Márquez

Servitization is about adding service value to the manufacturing business. This volume develops pioneering processes and application models, with real examples, while offering corresponding application dynamics

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CONDUCTING A COMMUNICATION AUDIT

Promoting Organizational Effectiveness Through Communication Efficiency

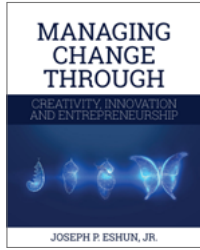
Michael G. Strawser

Equips readers with the knowledge and skillsets they need to conduct successful communication audits and, in doing so, help organisations

overcome their communication issues. The text teaches readers how to identify communication problems and then how to use this diagnostic information to enhance communication across an organisation.

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Joseph P. Eshun

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entrepreneurial careers. This book emphasises leveraging change from the perspective of creativity, innovation, and entrepreneurship by examining their conceptual and practical significance.

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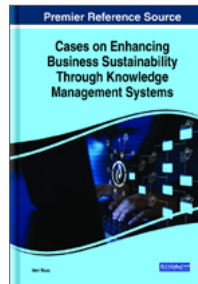
Joseph Robert Heinzman et al

Explores how virtual technology has evolved to create remote office and remote teaming in health, education, engineering, and other business solutions. The chapters explore culture in business and how individuals may interface, communicate, and collaborate in past, current, and future business models.

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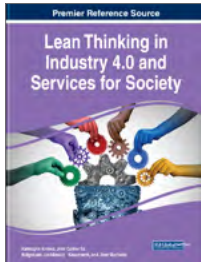
Edited by Hesham Magd et al

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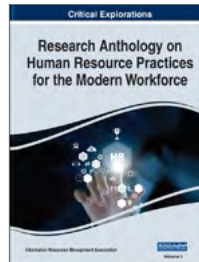
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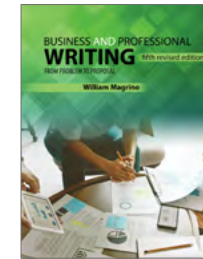
Presents current strategies for small businesses that can be utilised in

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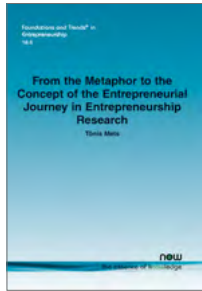
Douglas Peterson

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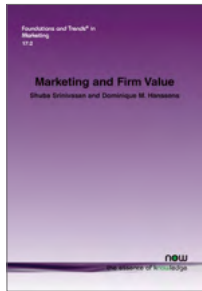
Tõnis Mets

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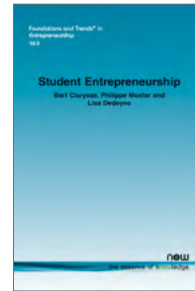
Shuba Srinivasan & Dominique M. Hanssens

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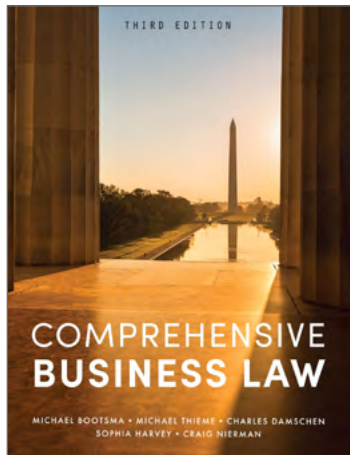
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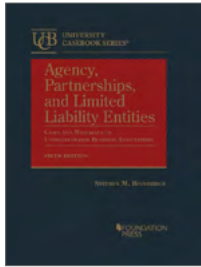
Charles H. Fleischer

Your one-stop legal reference to employment law. This book covers in simple, straightforward language everything HR professionals, employers, and small business owners need to know about their relationship with their employees in order to comply with the law and protect themselves and their business from legal action. Covering more than 200 workplace law topics, the *Guide* provides an overview of US workplace laws, regulations, and court decisions that employers, large or small, are likely to face, as well as what pitfalls to anticipate and when to seek professional advice.

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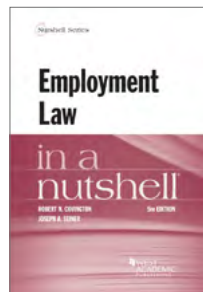
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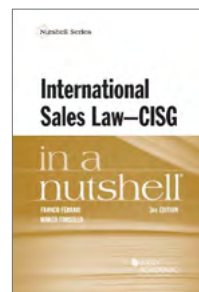
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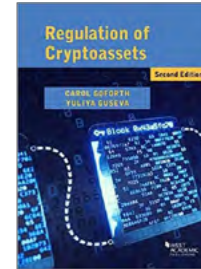
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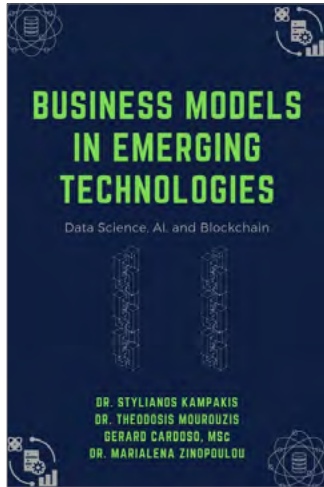
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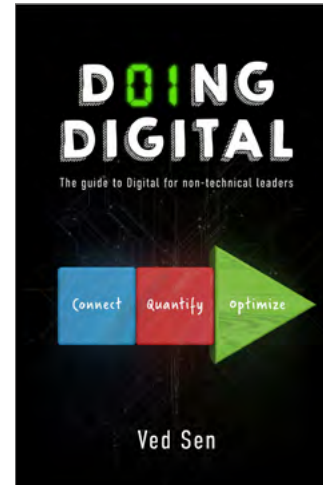
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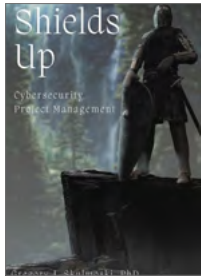
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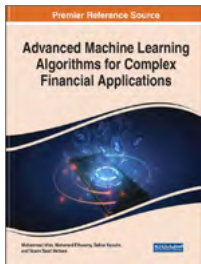
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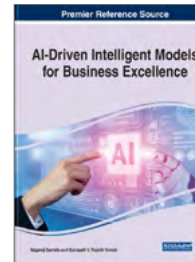
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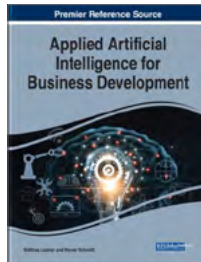
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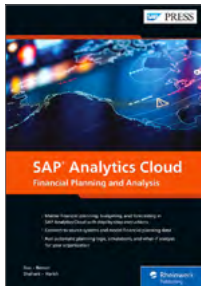
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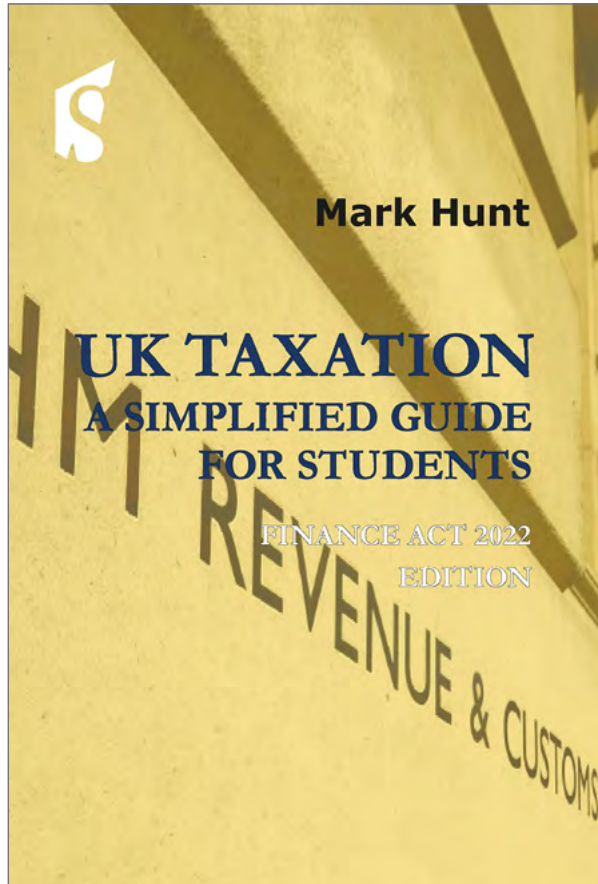
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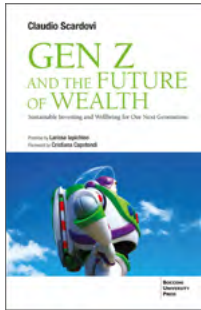
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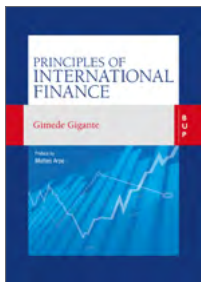
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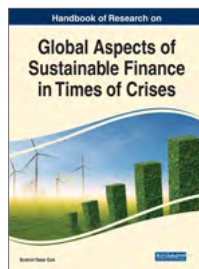
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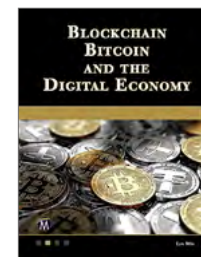
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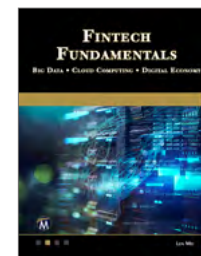
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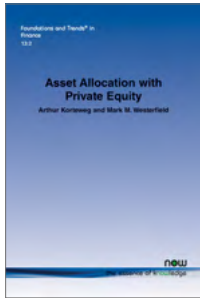
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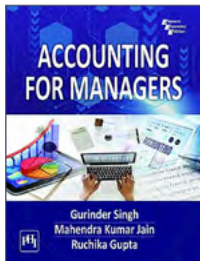
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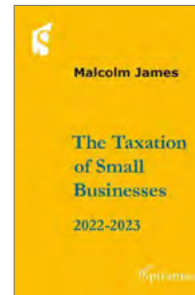
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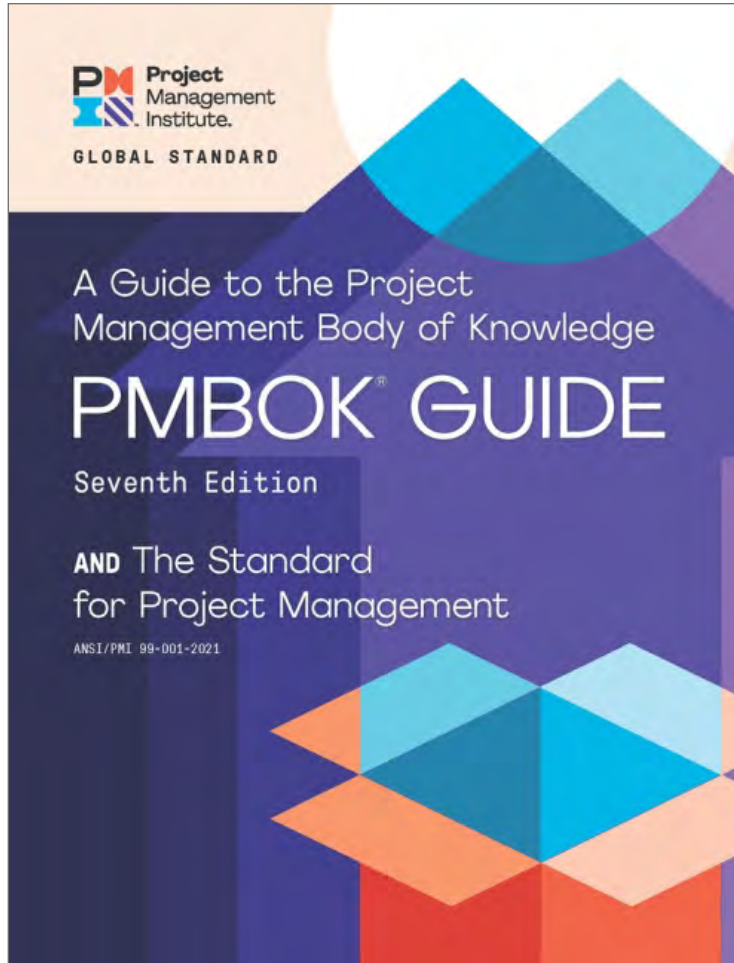
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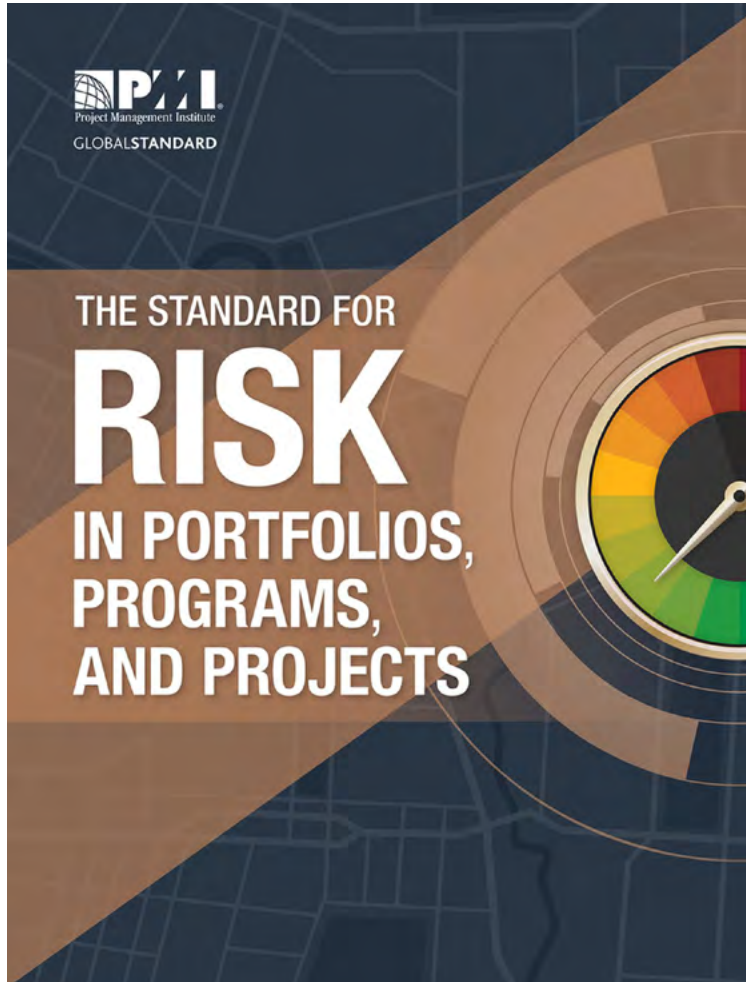
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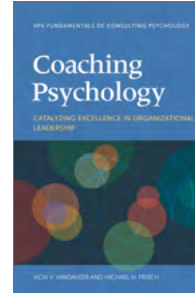
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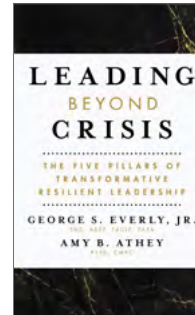
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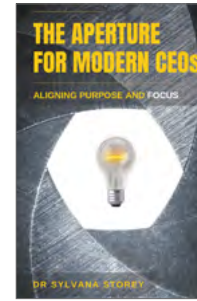
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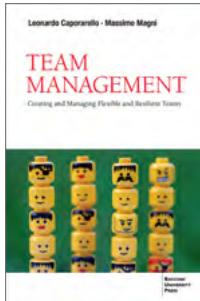
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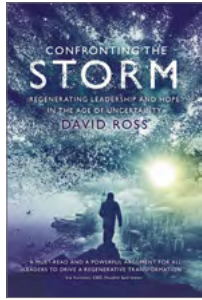
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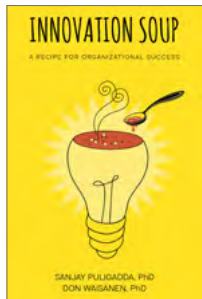
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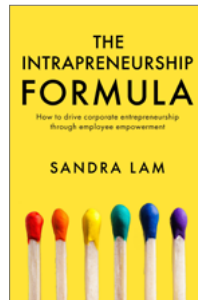
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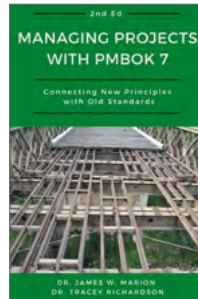
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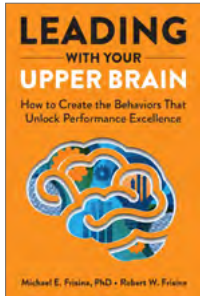
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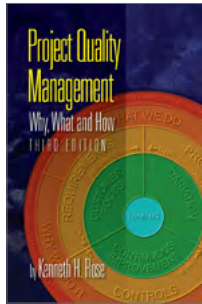
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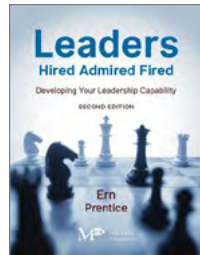
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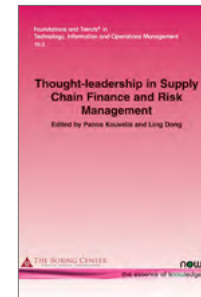
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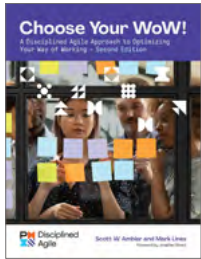
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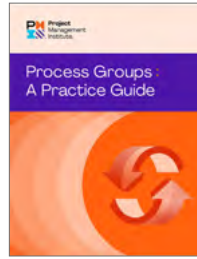
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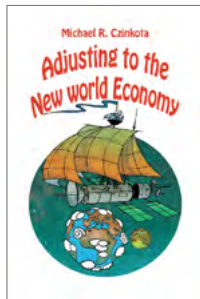
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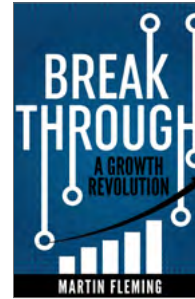
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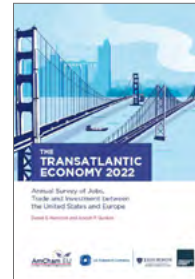
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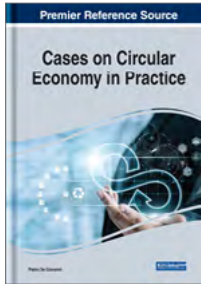
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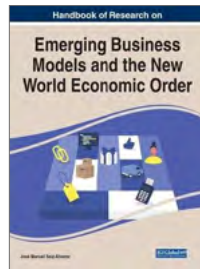
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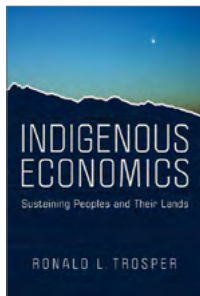
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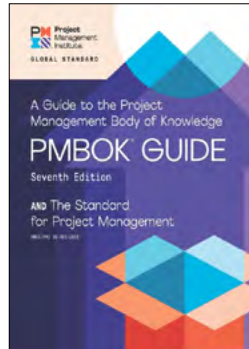
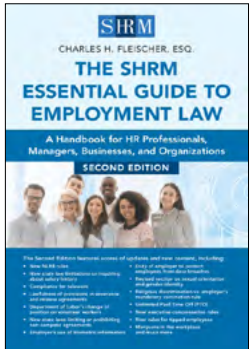
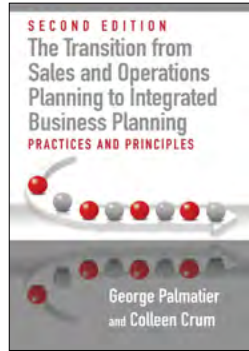
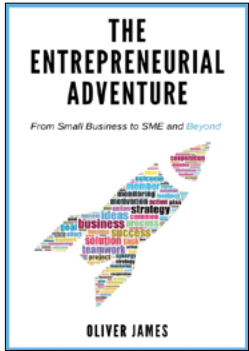
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