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**KEY TEXTBOOKS 2023**

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INSPECTION

BOR



## Business Information Systems

Paul Beynon-Davies, Cardiff University, UK

This textbook provides a systematic guide to how information systems underpin organisational activity in today's global information society. It covers everything from infrastructure and the digital environment to electronic marketing, mobile commerce and design thinking. While academically

rigorous and underpinned by the author's deep knowledge, an engaging writing style combined with extensive pedagogical features, cases and innovative international examples make the text accessible to those approaching the topic for the first time. It is an ideal course companion for students studying business information systems or management information systems at undergraduate, postgraduate or MBA level.

UK November 2019 • US November 2019 • 512 pages • 4 bw illus  
PB 9781352007381 • £64.99 / \$89.95  
ePub 9781350304697 • £58.49 / \$79.64  
ePdf 9781352007398 • £58.49 / \$79.64  
Red Globe Press

INSPECTION



## Managing Digital Innovation

A Knowledge Perspective

Sue Newell, University of Warwick, UK, Josh Morton, University of Leeds, UK, Marco Marabelli, Bentley University, USA & Robert Galliers, Bentley University, USA

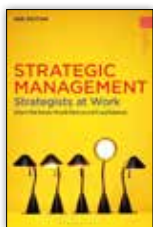
*Managing Digital Innovation* examines how effective knowledge management can make

organizations more innovative. Blending international research and analysis with examples of practical implementation, it demonstrates how organizational structures and strategies, combined with digital technologies can foster innovation. Full of engaging pedagogy, it enables readers to understand the complexity of innovation processes and the opportunities and challenges that face managers as they exploit new technologies. Case studies from a range of industries demonstrate the applicability of key theories and concepts to real-world practical opportunities.

UK December 2019 • US December 2019 • 298 pages  
PB 9781137434296 • £49.99 / \$67.95  
ePub 9781350304703 • £44.99 / \$60.74  
ePdf 9781137432407 • £44.99 / \$60.74  
Red Globe Press

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## Strategic Management

Strategists at Work

Robert MacIntosh, Northumbria University, UK, Donald MacLean, University of Glasgow, UK & Craig Robinson, King's College London, UK

The result of years of workshops with hundreds of firms, this book provides a practical and intuitive approach to developing a strategic plan. The

authors combine logic with the aesthetic, flexible and interpretive process of storytelling to examine where value lies and how successful strategic plans can be created. They supplement their strategy life cycle model with reference to theory as well as case studies on diverse organisations.

UK April 2023 • US June 2023 • 264 pages • 35 2-colour figures and tables  
PB 9781350347588 • £43.99 / \$59.95 • HB 9781350347595 • £131.99 / \$176.00  
ePub 9781350347601 • £39.59 / \$53.99  
ePdf 9781350347618 • £39.59 / \$53.99  
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## Business Analytics

A Management Approach

Richard Vidgen, University of New South Wales, Australia, Sam Kirshner, University of New South Wales, Australia & Felix Tan, University of New South Wales, Australia

This textbook provides a business-focused overview of the key theoretical concepts underpinning modern data analytics. Key software tools such as *SAS Visual Analytics*, *R* and *DataRobot* are covered, as well as new areas of interest including social media analytics, design thinking and the ethical implications of using big data. A wealth of learning features including exercises, cases, online resources and data sets help students to develop analytical problem-solving skills. With its management perspective, *Business Analytics* is an ideal text for upper-level undergraduate, postgraduate and MBA students.

UK October 2019 • US October 2019 • 446 pages • 4 bw illus  
PB 9781352007251 • £54.99 / \$74.95  
ePub 9781350304772 • £49.49 / \$67.49  
ePdf 9781352007268 • £49.49 / \$67.49  
Bloomsbury Academic

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## Global Strategic Management

Philippe Lasserre, INSEAD, Singapore & Felipe Monteiro, INSEAD, France

Truly international in scope, *Global Strategic Management* offers a comprehensive introduction to planning and decision making for global businesses. Written by an author team from the prestigious INSEAD business school, this textbook takes an applied look at global strategy, emphasising functions such as marketing, operations, HR and finance. A strong pedagogical approach, consisting of mini case studies (with questions), key words, a glossary and further reading suggestions, is applied in each chapter. A concluding extended case study brings together a balance of theory and the real world of business, and typifies the global perspective taken throughout the text.

UK November 2022 • US January 2023 • 688 pages  
PB 9781350932968 • £56.99 / \$76.95 • HB 9781350932951 • £164.99 / \$225.00  
ePub 9781350932975 • £51.29 / \$70.19  
ePdf 9781350932982 • £51.29 / \$70.19  
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## Technology Strategy

Nigel Walton, University of Coventry and the Open University, UK & Neil Pyper, University of Coventry, UK

*Technology Strategy* bridges the gap between general strategy texts and specialist technology and innovation literature. The textbook addresses the challenges and opportunities presented to organisations by disruptive technological change and takes into account the navigation of uncertain business environments. This comprehensive and critical approach is supported by an assortment of practical examples and cases drawn from different sectors and a range of companies from all over the world, which helps students to apply theory to practice.

UK October 2019 • US October 2019 • 327 pages  
PB 9781137605344 • £42.99 / \$58.95  
ePub 9781350305472 • £38.69 / \$52.64  
ePdf 9781137605351 • £38.69 / \$52.64  
Red Globe Press

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## Corporate Entrepreneurship and Innovation

Paul Burns, University of Bedfordshire, UK

This text, which provides a comprehensive overview of corporate entrepreneurship, is structured by the 4 pillars of entrepreneurial architecture: culture, structure, leadership and strategy. 70 detailed international case studies, each accompanied by

follow-up discussion questions are included to help contextualise the subject matter. Bulleted chapter summaries, group discussion topics and end-of-chapter activities to help consolidate understanding and encourage critical thinking are also included. This is a core textbook for all students studying Corporate Entrepreneurship, Intrapreneurship or Corporate Venturing at undergraduate, postgraduate or MBA level.

UK February 2020 • US February 2020 • 504 pages  
PB 9781352008791 • £55.99 / \$74.95  
ePub 9781350304888 • £50.39 / \$68.84  
ePdf 9781352008807 • £50.39 / \$68.84  
Bloomsbury Academic

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## Entrepreneurship and Small Business

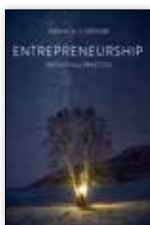
Paul Burns, University of Bedfordshire, UK

This unrivalled holistic introduction to the field of entrepreneurship, combines cutting edge theory with fresh global examples and lessons from real-life business practice, and supports students in developing the knowledge and skills required to navigate today's entrepreneurial challenges. Updated with insight into the effects of the Covid-19 pandemic, this textbook provides over 100 Case Insights, offering a diverse global outlook on today's entrepreneurial landscape. *Entrepreneurship and Small Business* is ideal for students taking Entrepreneurship or Small Business Management courses from undergraduate to MBA level.

UK January 2022 • US March 2022 • 584 pages  
PB 9781352012491 • £56.99 / \$77.95 • HB 9781352012521 • £170.99 / \$234.00  
ePub 9781352012507 • £51.29 / \$70.19  
ePdf 9781350933309 • £51.29 / \$70.19  
Red Globe Press

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## Entrepreneurship Theory and Practice

Francis J. Greene, Edinburgh University, UK

This textbook blends research-led theory with a practice-orientated approach. It explores the complete lifecycle of a business, including the often neglected area of business closure. The book is enhanced with a plethora of practical examples,

global cases, useful tools and engaging, multi-faceted pedagogy. Complex concepts are explained clearly and succinctly, and an innovative chapter on policy describes how governments can support new and growing firms. It is the ideal textbook for undergraduate, postgraduate and MBA students of entrepreneurship.

UK February 2020 • US February 2020 • 392 pages • 33 bw illus  
PB 9781137589552 • £55.99 / \$79.95  
ePub 9781350304826 • £50.39 / \$68.84  
ePdf 9781137589569 • £50.39 / \$68.84  
Red Globe Press

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## Innovation Management

Jan van den Ende, Erasmus University Rotterdam, The Netherlands

*Innovation Management* takes a highly contemporary perspective, covering a wide range of product, manufacturing and service firms, as well as incorporating coverage of new business models and markets. This concise textbook presents

a straightforward overview of topics encountered on Innovation Management modules and is authored by a renowned expert with decades of teaching at leading institutions as well as valuable insight from time spent in consultancy and industry. A wide range of examples and case studies are utilised in each chapter to illustrate innovation in the business world, and evidence-based theory is blended with practice.

UK July 2021 • US October 2021 • 280 pages  
PB 9781352012422 • £44.99 / \$60.95 • HB 9781352012446 • £140.00 / \$190.00  
ePub 9781352012439 • £40.49 / \$55.34  
ePdf 9781350933859 • £40.49 / \$55.34  
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## Startup Navigator

Guiding Your Entrepreneurial Journey

Dietmar Grichnik, University of St. Gallen, Switzerland & Manuel Hess, University of St Gallen, Switzerland

This practical handbook presents a dynamic start-up framework with building blocks and steps to help readers to increase the success rate of their new

venture. The authors take a data-driven, iterative, and evidential approach, guiding readers to collect their own data at every stage, in order to make strong business decisions based on empirical facts. A multitude of helpful tools and techniques support the learning process, and the companion website supplements this by offering a number of visual tools, as well as lecture slides for course instructors.

UK October 2020 • US October 2020 • 312 pages • 27 bw illus  
PB 9781352010107 • £37.99 / \$51.95  
ePub 9781350304857 • £34.19 / \$47.24  
ePdf 9781352010114 • £34.19 / \$47.24  
Red Globe Press

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## Technology Entrepreneurship

Bringing Innovation to the Marketplace

Natasha Evers, Trinity College Dublin, Ireland, James Cunningham, Northumbria University, UK & Thomas Hoholm, BI Norwegian School of Management, Norway

This textbook offers a framework for understanding the entrepreneurial process for technological ideas, and managing, commercialising and marketing technological innovation. The authors blend theory, policy and practice in a manner that is accessible to readers with little prior knowledge of business commercialisation, while real life examples and case studies from a range of countries and industries equip students with the understanding required to successfully launch their product. This 2nd edition contains cases on digital entrepreneurship, growth and scaling, and the companion website offers case study answers, lecturer slides and a range of testbank questions and answers.

UK December 2020 • US December 2020 • 448 pages  
PB 9781352011173 • £54.99 / \$74.95  
ePub 9781350304864 • £49.49 / \$67.49  
ePdf 9781352011180 • £49.49 / \$67.49  
Bloomsbury Academic

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## New Venture Creation

A Framework for Entrepreneurial Start-ups

Paul Burns, University of Bedfordshire, UK

This textbook, rich in learning features, guides students through the process of developing and launching a start-up. With his innovative New Venture Creation framework, Paul Burns breaks the venture creation process up into three key phases: Research, Business Model Development and Launch. This is essential reading for any undergraduate or postgraduate course in new venture creation. It will also prove useful for shorter courses on entrepreneurship and in enterprise centres and entrepreneurship hubs.

UK November 2023 • US January 2024 • 528 pages  
PB 9781350321793 • £54.99 / \$74.95 • HB 9781350321830 • £170.00  
ePub 9781350321809 • £49.49 / \$67.49  
ePdf 9781350321816 • £49.49 / \$67.49  
Bloomsbury Academic

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## Human Resource Management

John Bratton, Thompson Rivers University, Canada, Jeff Gold, Leeds Beckett University, UK, Andrew Bratton, Edinburgh Napier University, UK & Laura Steele, Queen's University Belfast, UK

Topical and engaging issues such as wellbeing, inequality, the gig economy and the precariat are covered in an insightful and critical exploration of human resource management today. Pedagogical tools such as 'Ethical Insights' and 'Digital Spotlights' are new to this updated edition, ensuring an approach which captures all of the various dimensions of the contemporary work environment; integrated discussion is provided on the effect of the Covid-19 pandemic on the core themes and debates around human resource management. An essential resource for undergraduate students taking Human Resource Management modules.

UK January 2022 • US March 2022 • 510 pages  
PB 9781352012606 • £56.99 / \$77.95 • HB 9781352013030 • £170.99 / \$234.00  
ePub 9781350933323 • £51.29 / \$70.19  
ePdf 9781350933330 • £51.29 / \$70.19  
Red Globe Press

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## Managing Organizational Change

Muayyad Jabri, University of New England, Australia & Estefan Jabri, Commonwealth Bank of Australia, Australia

*Managing Organizational Change* offers a unique 'social constructionist' perspective on change management which presents a more sophisticated, nuanced approach to the subject. This theoretical perspective makes it the first and only text to focus on the central role of conversations and storytelling in managing change. Strengthening the business focus of the text, this 3rd edition includes provision of practical tools and techniques for managing change, increased coverage of sustaining change and a greater number of international examples and case studies. *Managing Organizational Change* is suitable for change management modules at all levels of undergraduate and postgraduate study.

UK November 2022 • US December 2022 • 368 pages  
PB 9781350302976 • £53.99 / \$73.95  
ePub 9781350302990 • £48.59 / \$66.14  
ePdf 9781350303003 • £48.59 / \$66.14  
Bloomsbury Academic

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## Critical Issues in Human Resource Management

Contemporary Perspectives

Ian Roper, University of Essex, UK, Rea Prouska, London South Bank University, UK & Uracha Chatrakul Na Ayudhya, Birkbeck, University of London, UK

Theoretically-rigorous and rich in pedagogy, *Critical Issues in Human Resource Management* explores core HR topics, themes and issues from a critical perspective, enabling students to develop a nuanced approach to HRM. This, combined with coverage of significant new developments in areas including intersectionality and wellbeing, prepares the reader to confront high level problems in complex real-world situations. Key features include chapter overviews, learning objectives and critical reflections. It is an essential textbook for upper-level undergraduate, postgraduate and MBA students.

UK October 2019 • US October 2019 • 318 pages • 40 bw illus  
PB 9781137605412 • £54.99 / \$74.95  
ePub 9781350304932 • £49.49 / \$67.49  
ePdf 9781137605429 • £49.49 / \$67.49  
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## Strategy and Human Resource Management

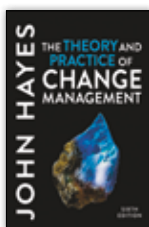
Peter Boxall, University of Auckland, New Zealand & John Purcell, Formerly of University of Bath, UK

Critical, analytical and research-led, *Strategy and Human Resource Management* takes the unique approach of examining how Human Resource (HR) strategy affects business success, and how this relationship varies across organisational, industry and societal contexts. Assuming no prior knowledge, this textbook provides comprehensive situational analysis before revealing the authors' judgements as to managers' desired actions. While rich in research and theory, analysis is illuminated by examples, cases and vignettes. Suitable for upper-level undergraduate and specialised postgraduate modules, the author team of this 5th edition are world-leading researchers.

UK May 2022 • US July 2022 • 360 pages  
PB 9781350309869 • £49.99 / \$67.95 • HB 9781350309876 • £150.00 / \$200.00  
ePub 9781350309890 • £44.99 / \$60.74  
ePdf 9781350309883 • £44.99 / \$60.74  
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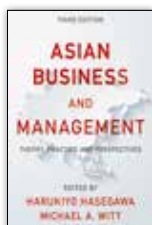


## The Theory and Practice of Change Management

John Hayes, Leeds University, UK

John Hayes' bestselling textbook combines a scholarly discussion of change management with a host of practical tools and techniques. With unrivalled breadth, *The Theory and Practice of Change Management* utilises an underpinning framework based on a process model of change and is supported by a comprehensive companion website. The 6th edition features increased coverage of a variety of organisations and territories to highlight change in diverse sectors, updated research reports to present the latest theory in the field and new experiential exercises to consolidate and apply learning.

UK January 2022 • US April 2022 • 488 pages  
PB 9781352012538 • £56.99 / \$77.95 • HB 9781352012552 • £170.99 / \$234.00  
ePub 9781352012545 • £51.29 / \$70.19  
ePdf 9781350933378 • £51.29 / \$70.19  
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## Asian Business and Management

Theory, Practice and Perspectives

*Harukiyo Hasegawa, The University of Sheffield, UK & Michael A. Witt, INSEAD, Singapore*

Written by recognised international authorities on the subject, this book outlines the critical, contextual and theoretical issues of business and management in Asia, offering a fresh, topical analysis of management in the major Asian nations. Updated with the latest research, the book will enable students to assess Asian management systems and the strategies adopted by corporations and governments. The text's teaching and learning tools guide students through a number of the key topics in the field, including globalization, regionalism, CSR, ethics, ecological issues, industrial relations and sustainability. Ideal for upper-level undergraduates and MBA students.

UK September 2019 • US September 2019 • 302 pages  
PB 9781352007428 • £59.99 / \$79.95  
ePub 9781350305144 • £53.99 / \$72.89  
ePdf 9781352007435 • £53.99 / \$72.89  
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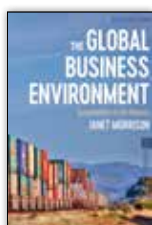
## International Business Negotiation

Principles and Practice

*Barry Maude, Consultant, UK*

A comprehensive introduction to international business negotiation, drawing on the experiences of managers, consultants and entrepreneurs who have successfully conducted business negotiations around the world. The book offers practical and realistic guidelines for improving practice in a wide range of international and cross-cultural contexts. Key theories, concepts and strategies needed to succeed in contemporary business negotiations are covered, and this 2nd edition contains new content on ethical, cross-border mergers and acquisitions, and international joint venture negotiations. With engaging pedagogy, this textbook is essential for modules in negotiation and international negotiation at every level.

UK April 2020 • US April 2020 • 222 pages  
PB 9781352010046 • £54.99 / \$74.95  
ePub 9781350305168 • £49.49 / \$67.49  
ePdf 9781352010053 • £49.49 / \$67.49  
Bloomsbury Academic



## The Global Business Environment

Sustainability in the Balance

*Janet Morrison, Formerly University of Sunderland Business School, UK*

This textbook offers a comprehensive introduction to the global business environment, blending cross-disciplinary topics from sociology, politics and economics with an exploration of how contemporary events relate to worldwide business practice. It allows students to explore multiple perspectives to prepare them for the highly globalised business operations today. The 6th edition explores the theme of uncertainty, contains new coverage relating to race relations and decolonising the curriculum and is supported by a new decision-making feature.

UK March 2023 • US March 2023 • 656 pages  
PB 9781350321748 • £55.99 / \$74.95 • HB 9781350321786 • £168.00  
ePub 9781350321762 • £50.39 / \$68.84  
ePdf 9781350321755 • £50.39 / \$68.84  
Bloomsbury Academic



## Effective Management

Developing yourself, others and organizations

*Dietmar Sternad, Carinthia University of Applied Sciences, Austria*

This textbook helps students to acquire or enhance their abilities in leading and developing themselves, others, and organizations. Grounded in the findings of both classic and recent management and leadership research, it translates the theory into practical advice so that students gain the skills to manage effectively and sustainably. It takes an innovative learner-centric approach, structured around different levels of management from individual effectiveness, through to interpersonal effectiveness, and team and organizational effectiveness. With a global focus, lively writing style, and future developments, it provides an accessible and engaging look at what it means to be a manager.

UK October 2019 • US October 2019 • 446 pages • 4 bw illus  
PB 9781352007299 • £54.99 / \$79.95  
ePub 9781350304550 • £49.49 / \$67.49  
ePdf 9781352007305 • £49.49 / \$67.49  
Red Globe Press

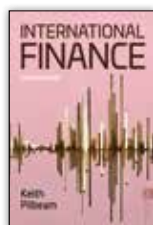


## Entrepreneurial Finance

*Simon Hulme, University College London, UK & Chris Drew, Consultant, UK*

Financial literacy is one of the fundamental keys to business success, and this textbook teaches students the necessary financial skills required to become a successful entrepreneur. Its step-by-step approach and range of bespoke digital resources breaks down complex concepts and communicates them with clarity. Mini cases, a fictional running case study, and a plethora of international examples consolidate and contextualise the subject matter. Written by two highly successful authors including the learned academic and serial entrepreneur Simon Hulme, this is the essential textbook for all entrepreneurship students.

UK May 2020 • US April 2020 • 343 pages  
PB 9781352009811 • £39.99 / \$54.95  
ePub 9781350304918 • £35.99 / \$48.59  
ePdf 9781352009828 • £35.99 / \$48.59  
Red Globe Press



## International Finance

*Keith Pilbeam, City, University of London, UK*

This broad introduction draws upon recent events and historical data to provide coverage of traditional theories and new research relating to the balance of payments, exchange rate determination and the international monetary system. The author presents an overview of the empirical evidence, while keeping the level of technical expertise required to a minimum. This edition provides an analysis of the unprecedented effects of the Covid-19 pandemic: government financing of furlough schemes, increases in healthcare spending, quantitative easing, and the problems of inflation and a cost of living crisis.

UK February 2023 • US May 2023 • 568 pages  
PB 9781350347090 • £59.99 / \$79.95 • HB 9781350347106 • £179.99 / \$245.00  
ePub 9781350347113 • £53.99 / \$72.89  
ePdf 9781350347120 • £53.99 / \$72.89  
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INSPECTION



## Leadership

Limits and possibilities

*Keith Grint, University of Warwick, UK & Owain Smolovic Jones, Open University, UK*

This book offers a critical discussion of leadership that draws upon a wide range of approaches, material and examples. Improving upon the model used in the first edition, *Leadership* is structured around 5 key aspects: person, product, position, process and purpose, providing a useful organizing framework to improve as a leader.

UK November 2022 • US December 2022 • 416 pages  
 PB 9781350328525 • £32.99 / \$44.95 • HB 9781350333130 • £98.99  
 ePub 9781350328532 • £29.69 / \$40.49  
 ePdf 9781350328549 • £29.69 / \$40.49  
 Series: Management, Work and Organisations • Bloomsbury Academic

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## Organization Development

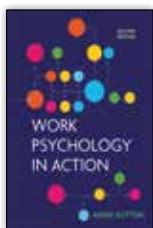
How Organizations Change and Develop Effectively

*Julie Hodges, Durham University, UK*

Fostering an analytical approach to organizational issues, this textbook charts the evolution of the field and shows how today Organizational Development (OD) supports organizational effectiveness and individual wellbeing. It provides a global and contemporary analysis of OD and highlights the key diagnostic and intervention techniques that can be used to build organizational effectiveness. With a range of skills-development exercises, and practitioner insight, this book blends theory and practice to show OD applied to contemporary issues faced by organizations. Ideal for upper-level undergraduate, postgraduate and MBA level.

UK February 2020 • US February 2020 • 270 pages  
 PB 9781352009286 • £54.99 / \$74.95  
 ePub 9781350305373 • £49.49 / \$67.49  
 ePdf 9781352009293 • £49.49 / \$67.49  
 Bloomsbury Academic

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## Work Psychology in Action

*Anna Sutton, The University of Waikato, New Zealand*

This skills-oriented textbook introduces key psychological concepts and demonstrates how they come into play in the real world of work.

It combines summaries of important research studies with an exploration of topics from different international perspectives to offer students a deeper appreciation of how psychology develops and is used in the world of business. The book takes a practical, problem-solving approach to understanding the role of psychology in the workplace and focuses on employability skills that will benefit students in their future careers. Ideal for undergraduate and postgraduate business and psychology students taking modules in work psychology.

UK November 2020 • US November 2020 • 320 pages • 10 bw illus  
 PB 9781352011067 • £59.99 / \$79.95  
 ePub 9781350305380 • £53.99 / \$72.89  
 ePdf 9781352011074 • £53.99 / \$72.89  
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## Organisational Behaviour

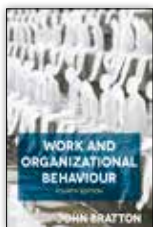
*Christine Cross, University of Limerick, Ireland & Ronan Carbery, University of Cork, Ireland*

This textbook demonstrates how research into human behaviour can be applied in the workplace. With a strong focus on career development, *Organisational Behaviour* offers a wealth of real-world examples, coverage of contemporary issues,

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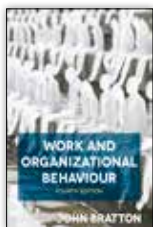
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