

MBA

Catalogue

2021





Welcome to our **MBA Catalogue for 2021**, designed to help you find the right books for your courses. We firmly believe in supporting the transformation of teaching, learning, research and professional practice by providing exceptional and relevant content and innovative delivery that will enable institutions to meet the demands of their students.

For further information or to discuss your individual requirements, please contact your **Wiley Account Manager**

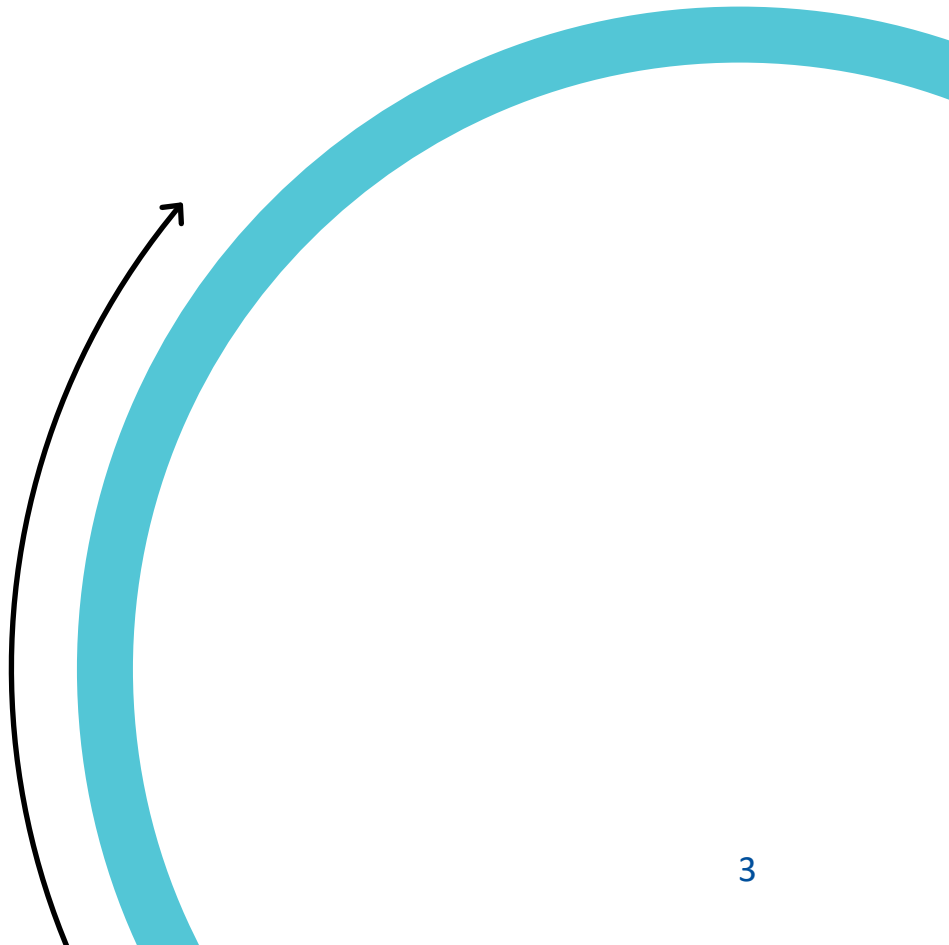
Evaluation copies can be ordered directly from **wiley.com**

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Accounting





Accounting Principles

IFRS Version

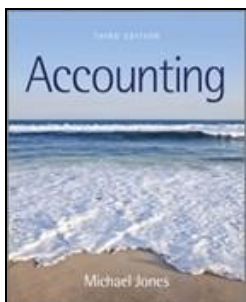
Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso

Summary

Accounting Principles, Global Edition continues to provide students with a trusted and clear introduction to fundamental accounting concepts, which has made this best-selling text so popular. Helping students get the most out of their accounting course by making practice simple, the Global Edition continues to present the accounting cycle from a sole proprietor perspective, providing the latest IFRS integration throughout (separate references to GAAP are made at the end of each chapter for courses where needed). Using metric units and companies with a more global feel, this new text is ideal for courses across the world.

John Wiley & Sons
9781119419617
Pub Date: April 18
\$66.99 USD/£55.99
GBP/€66.99 EUR
Paperback

1296 Pages



Accounting (3rd Edition)

Michael J. Jones

Summary

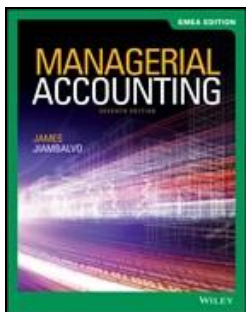
Accounting 3e provides a very accessible and easy-to-follow introduction to accounting. It is intended as a core textbook for students studying accounting for the first time: either those following an undergraduate degree in a business school, or non-business studies students studying an accounting course. This includes students on both accounting and non-accounting degrees and also MBA students.

Designed to be both engaging and accessible to the student, *Accounting 3e* features:

- A lively presentational style integrating cartoons and soundbites
- 'Company Camera' boxes presenting financial data from a wide variety of international companies, such as Heineken, Nokia and Volkswagen.
- 'Real Life Nuggets' offering contemporary examples from the business press that give the body of the text a real-life resonance.
- End of chapter questions of escalating difficulty, together with accompanying answers, enabling the student to develop their understanding of the key concepts discussed in the text.
- A rich supporting website including solutions, extra question material and Powerpoint slides for lecturers, multiple choice quizzes and an online glossary for students.

John Wiley & Sons
9781119977186
Pub Date: April 13
\$80.00 USD/£53.99
GBP/€64.99 EUR
Paperback

764 pages



Managerial Accounting

7th Edition, EMEA Edition

James Jiambalvo

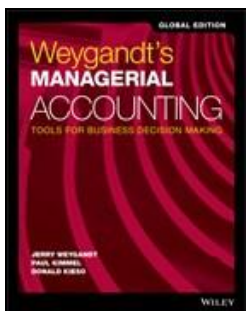
Summary

To be a successful manager, you need to understand how foundational managerial accounting concepts apply to the business world. **Managerial Accounting, 7th edition** helps students make direct connections between the classroom and the boardroom by presenting robust cases and managers' comments on real company issues.

Known for its "You Get What You Measure" framework, this edition presents an updated focus on building students' decision-making and critical thinking skills through incremental analysis and data analytics coverage. Appropriate for both introductory and MBA Managerial Accounting courses, **Managerial Accounting, 7th edition** helps prepares students for their role as future leaders.

John Wiley & Sons
9781119668329
Pub Date: Dec 19
\$66.99 USD/£53.99
GBP/€64.99 EUR
Paperback

496 Pages



Weygandt's Managerial Accounting

Tools for Business Decision Making

Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso

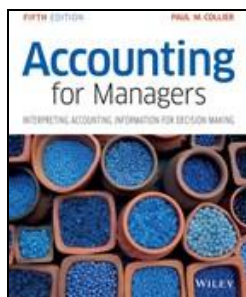
Summary

Weygandt's Managerial Accounting provides students with a clear introduction to fundamental managerial accounting concepts. This edition helps students get the most out of their accounting course by making practice simple. The authors provide new opportunities for self-guided practice allowing students to check their knowledge of accounting concepts, skills, and problem-solving techniques and receive personalized feedback at the question, learning objective, and course level.

Newly streamlined learning objectives help students use their study time efficiently by creating clear connections between the reading and video content, and the practice, homework, and assessment questions.

John Wiley & Sons
9781119419655
Pub Date: Oct 17
\$66.99 USD/£53.99
GBP/€64.99 EUR
Paperback

672 Pages



John Wiley & Sons
9781119002949
Pub Date: May 15
\$99.95 USD/£53.99
GBP/€64.99 EUR
Paperback

544 Pages

Accounting for Managers (5th Edition)

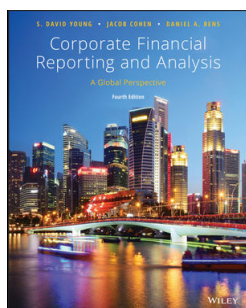
Interpreting Accounting Information for Decision Making

Paul M. Collier

Summary

This revised and updated fifth edition of **Accounting for Managers** builds on the international success of the previous editions in explaining how accounting is used by non-financial managers.

Emphasizing the interpretation rather than the construction of accounting information, **Accounting for Managers** encourages a critical, rather than an unthinking acceptance of accounting techniques. Whilst immensely valuable for planning, decision-making and control, users of accounting information need to recognize the assumptions behind, and the limitations of particular accounting techniques. As in the previous editions, the book links theory with practical examples and case studies drawn from real business situations across a wide range of manufacturing, retail and service industries.



John Wiley & Sons
9781119494577
Pub Date: Feb 19
\$60.49 USD/£50.99
GBP/€58.07 EUR
Paperback

480 Pages

Corporate Financial Reporting and Analysis (4th Edition)

David Young, Jacob Cohen, Daniel A. Bens

Summary

Corporate Financial Reporting Analysis combines comprehensive coverage and a rigorous approach to modern financial reporting with a readable and accessible style. Merging traditional principles of corporate finance and accepted reporting practices with current models enable the reader to develop essential interpretation and analysis skills, while the emphasis on real-world practicality and methodology provides seamless coverage of both GAAP and IFRS requirements for enhanced global relevance.

Two decades of classroom testing among INSEAD MBA students have honed this text to provide the clearest, most comprehensive model for financial statement interpretation and analysis; a concise, logically organized pedagogical framework includes problems, discussion questions, and real-world case studies that illustrate applications and current practices, and in-depth examination of key topics clarifies complex concepts and builds professional intuition. With insightful coverage of revenue recognition, inventory accounting, receivables, long-term assets, M&A, income taxes, and other principle topics, this book provides both education and ongoing reference for MBA students.

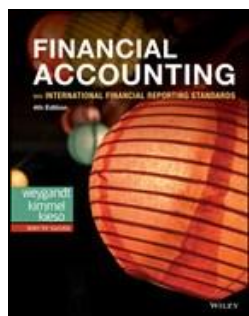
Financial Accounting with International Financial Reporting Standards

(4th Edition)

Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso

Summary

Weygandt's fourth edition of *Financial Accounting with IFRS* highlights the integration of more US GAAP rules, a desired feature as more foreign companies find the United States to be their largest market. The highly anticipated new edition retains each of the key features (e.g. TOC, writing style, pedagogy, robust EOC) on which users of Weygandt Financial have come to rely, while putting the focus on international companies/examples, discussing financial accounting principles and procedures within the context of IFRS, and providing EOC exercises and problems that present students with foreign currency examples instead of solely U.S. dollars.



John Wiley & Sons
9781119504306
Pub Date: Aug 18
\$165.00 USD/£59.39
GBP/€71.30 EUR
Paperback

864 Pages

Financial and Managerial Accounting

(3rd Edition)

Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso

Summary

Financial and Managerial Accounting provides students with a clear introduction to fundamental accounting concepts beginning with the building blocks of the accounting cycle and continuing through financial statements. This product is ideal for a two-semester Financial and Managerial Accounting sequence where students spend equal time learning financial and managerial accounting concepts as well as learn the accounting cycle from a corporate perspective.



John Wiley & Sons
9781119391609
Pub Date: Jan 18
\$46.99 USD/£39.99
GBP/€46.99 EUR
E-Text

250 Pages

Intermediate Accounting IFRS (4th Edition)

Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield

New!

Summary

Essential knowledge of International Financial Reporting Standards for students of global accounting. This important work provides the tools global accounting students need to understand international financial reporting standards (IFRS) and how they are applied in practice. This text emphasizes fair value, proper accounting for financial instruments, and new developments in international accounting. By presenting IFRS in light of current accounting practice, this book helps students gain practical knowledge of the topic that they can apply as they advance into their global accounting careers.

With this revised and updated Fourth Edition, students will develop a firm conceptual understanding of IFRS, as well as the ability to integrate their learning through practical exercises. Throughout this text, Global Accounting Insights highlight the important differences that remain between IFRS and U.S. GAAP, discussing the ongoing joint convergence efforts to resolve them. Comprehensive, up-to-date, and accurate, *Intermediate Accounting IFRS* includes proven pedagogical tools designed to help students learn more effectively.



John Wiley & Sons
9781119607519
Pub Date: August 20
\$212.95 USD/£55.99 GBP/
€66.99 EUR
Paperback

1408 Pages

Applying IFRS Standards (4th Edition)

Ruth Picker, Kerry Clark, John Dunn, David Kolitz, Gilad Livne, Janice Loftus, Leo van der Tas

Summary

The vision of the IFRS Foundation to establish a truly global language for accounting has now been realised in 100+ of the world's jurisdictions and continues to generate public support from the G20 and major international organisations such as World Bank, IMF, Basel Committee, IOSCO and IFAC. The widespread adoption of the IFRS Standards has enabled greater fluency in international financial reporting and established a global understanding of accountancy practice in an increasingly internationalised business world. An accountancy professional able to master the Standards now has the opportunity to ply their trade in the world's major business centres without the need for local accounting knowledge.

Written in collaboration with EY, *Applying IFRS Standards*, the fourth edition, is the ideal companion for both accountancy students and professionals aiming to develop a complete understanding of IFRS Standards. Authored by a selection of leading academics and professionals, the book explains the key concepts and applications of IFRS Standards, using a wealth of insights and examples sourced from across the international business world.



John Wiley & Sons
9781119159223
Pub Date: May 16
\$69.99 USD/£55.99
GBP/€66.99 EUR
Paperback

768 Pages

Wiley Interpretation and Application of IFRS Standards 2020

PKF International Ltd

New!

Summary

Wiley IFRS® Standards 2020 is a revised and comprehensive resource that includes the information needed to interpret and apply the most recent International Financial Reporting Standards (IFRS®) as outlined by the International Accounting Standards Board (IASB).

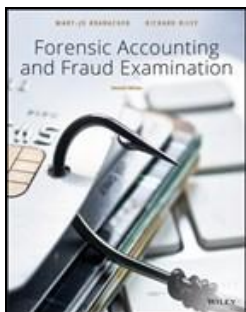
This accessible resource contains a wide range of practical examples as well as invaluable guidance on the expanding framework for unified financial reporting. The authors provide IFRIC interpretations and directions designed to ensure a clear understanding of the most recent standards.

This guide is written by the people passionate about IFRS® at PKF International. PKF International member firms specialise in providing high-quality audit, accounting, tax, and business advisory solutions to international and domestic organisations around the globe.



John Wiley & Sons
9781119699361
Pub Date: June 20
\$115.00 USD/£90.00 GBP/
€101.70 EUR
Paperback

1008 Pages



Forensic Accounting and Fraud Examination (2nd Edition)

Mary-Jo Kranacher, Richard Riley

New!

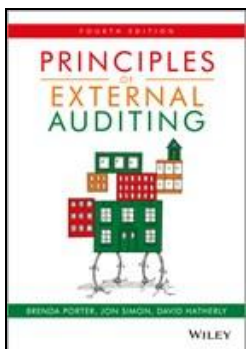
Summary

Forensic Accounting and Fraud Examination introduces students and professionals to the world of fraud detection and deterrence, providing a solid foundation in core concepts and methods for both public and private sector environments. Aligned with the National Institute of Justice (NIJ) model curriculum, this text provides comprehensive and up-to-date coverage of asset misappropriation, corruption, fraud, and other topics a practising forensic accountant encounters on a daily basis.

A focus on real-world practicality employs current examples and engaging case studies to reinforce comprehension, while in-depth discussions clarify technical concepts in an easily relatable style. Amidst increased demand for forensic accounting skills, even for entry-level accountants, this text equips students with the knowledge and skills they need to successfully engage in the field.

John Wiley & Sons
9781119494331
Pub Date: Jul 20
\$120.95 USD/£95.99
GBP/€107.99 EUR
Paperback

624 Pages



Principles of External Auditing (4th Edition)

Brenda Porter, Jon Simon, David Hatherly

Summary

Principles of External Auditing has become established as one of the leading textbooks for students studying auditing. Striking a careful balance between theory and practice, the book describes and explains, in non-technical language, the nature of the audit function and the principles of the audit process.

The book covers international auditing and accounting standards and relevant statute and case law. It explains the fundamental concepts of auditing and takes the reader through the various stages of the audit process. It also discusses topical aspects of auditing such as legal liability, audit risk, quality control, and the impact of information technology.

John Wiley & Sons
9780470974452
Pub Date: July 14
\$74.99 USD/£55.99
GBP/€66.99 EUR
Paperback

882 Pages

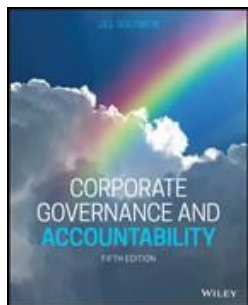
Corporate Governance and Accountability (5th Edition)**New!**

Jill Solomon

Summary

Corporate Governance and Accountability presents students with a complete and current survey of the latest developments involving how a company is directed and controlled. Providing a broad research-based perspective, this comprehensive textbook examines global corporate governance systems, the role and responsibilities of the directorate, and the frameworks designed to ensure effective corporate accountability for stakeholders. A holistic approach to the subject enables students to develop a well-rounded knowledge of corporate governance theory and practice, policy documents, academic research, and current debates, issues, and trends.

Now in its fifth edition, this comprehensive view of the corporate governance agenda features fully revised content that reflects new research and global developments in codes of practice and governance and accountability mechanisms. In-depth chapters contain numerous real-world case studies and compelling debate and discussion topics, exploring corporate transparency, social responsibility, boardroom diversity, shareholder activism, and many other timely issues.



John Wiley & Sons
9781119561200
Pub Date: Nov 20
\$73.95 USD/£47.99
GBP/€57.99 EUR
Paperback

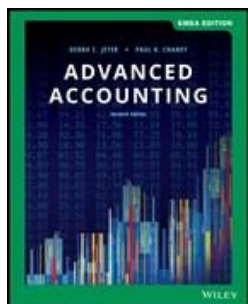
336 Pages

Advanced Accounting**7th Edition, EMEA Edition**

Debra C. Jeter, Paul K. Chaney

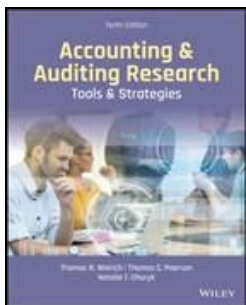
Summary

Advanced Accounting, 7th Edition, EMEA Edition delivers an in-depth, comprehensive introduction to advanced accounting theory and application, using actual business examples and relevant news stories to demonstrate how core principles translate into real-world business scenarios. Clearly defined and logically organized Learning Objectives aid in student comprehension, while highlighted Related Concepts illustrate how individual concepts fit into the larger picture. Short answer questions throughout the chapter allow students to test their knowledge before reaching the more in-depth end-of-chapter questions, promoting a deeper understanding of both technical and conceptual aspects of the field.



John Wiley & Sons
9781119586913
Pub Date: July 19
\$69.99 USD/£55.99
GBP/€66.99 EUR
Paperback

832 Pages



Accounting and Auditing Research (10th Edition) Tools and Strategies

New!

Thomas R. Weirich, Thomas C. Pearson, Natalie Tati...

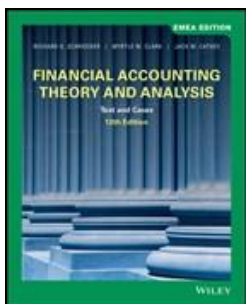
Summary

Accounting and Auditing Research, 10th Edition prepares students and early-stage practitioners to use well-established research solutions in a broad range of practical applications, from financial accounting and tax planning to investigating fraud and auditing various business problems. Emphasizing real-world skills development, this fully-updated textbook covers the current tools, techniques, and best practices in applied professional research and analysis.

The authors provide comprehensive yet accessible coverage of the entire research process, explaining how to utilize major research databases and audit software packages in a clear and systematic manner. The tenth edition features carefully revised content designed to enhance effectiveness, increase readability, and strengthen learning and retention. The book's classroom-proven pedagogy features expert tips for performing common research tasks, sidebar boxes that summarize and expand upon key concepts, and a variety of end-of-chapter exercises that reinforce the material and develop readers' skills.

John Wiley & Sons
9781119698135
Pub Date: Nov 20
\$94.00 USD/£95.29
GBP/€107.51 EUR Paperback

256 Pages



Financial Accounting Theory and Analysis Text and Cases, 12th Edition, EMEA Edition

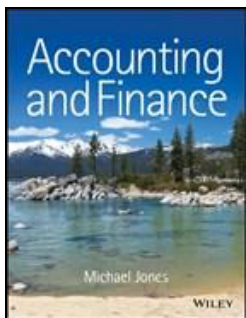
Richard G. Schroeder, Myrtle W. Clark, Jack M. Cathey

Summary

Financial Accounting Theory and Analysis: Text and Cases, 12th Edition continues to concentrate on showing readers how accounting standards directly affect daily decision making on the job. The new edition of this text has been updated and revised to provide students and professionals with the theoretical background they need to keep up with the convergence issues and succeed in today's increasingly global economy.

John Wiley & Sons
9781119586685
Pub Date: April 19
\$66.99 USD/£53.99
GBP/€64.99 EUR
Paperback

606 Pages



Accounting and Finance

Michael J. Jones

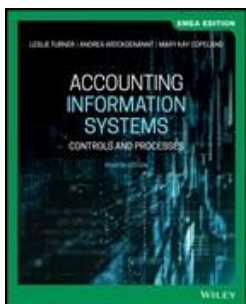
Summary

Accounting and finance are key aspects of business. All those who work for, or deal with, businesses need to understand these subjects. Essentially, understanding accounting and finance is a prerequisite for understanding business.

Accounting and Finance is intended as an essential textbook for students studying accounting and finance for the first time and aims to equip them with the necessary understanding of the theory and practice of financial accounting, management accounting and business finance. The text provides a self-contained, introductory, one-year course covering all the major aspects of accounting and finance, which can be used by students on both accounting and non-accounting degrees, as well as those on MBA and MSC courses. It is designed to be useful for UK students and for those studying accounting in English overseas.

John Wiley & Sons
9781118932070
Pub Date: Oct 14
\$62.99 USD/£50.99
GBP/€60.99 EUR
Paperback

688 Pages



Accounting Information Systems

Controls and Processes, 4th Edition, EMEA Edition

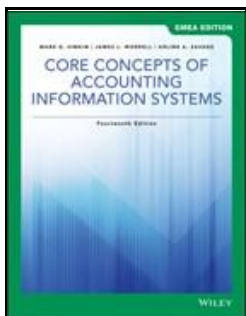
Leslie Turner, Andrea B. Weickgenannt, Mary Kay Copeland

Summary

Accounting Information Systems provides a comprehensive knowledgebase of the systems that generate, evaluate, summarize, and report accounting information. Balancing technical concepts and student comprehension, this textbook introduces only the most-necessary technology in a clear and accessible style. The text focuses on business processes and accounting and IT controls, and includes discussion of relevant aspects of ethics and corporate governance. Relatable real-world examples and abundant end-of-chapter resources reinforce Accounting Information Systems (AIS) concepts and their use in day-to-day operation.

John Wiley & Sons
9781119667407
Pub Date: Jan 20
\$66.99 USD/£53.99
GBP/€64.99 EUR
Paperback

592 Pages



Core Concepts of Accounting Information Systems

14th Edition, EMEA Edition

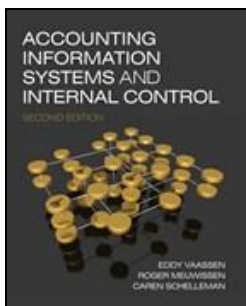
Mark G. Simkin, James L. Worrell, Arline A. Savage

Summary

Accounting Information systems (AIS) have become indispensable in the field, and this book provides clear guidance for students or professionals needing to get up to speed. Designed to suit a one-semester AIS course at the graduate or undergraduate level, *Core Concepts of Accounting Information Systems* explores AIS use and processes in the context of modern-day accounting. Coverage includes conceptual overviews of data analytics, accounting, and risk management, as well as detailed discussion of business processes, cybercrime, database design and more to provide a well-rounded introduction to AIS.

John Wiley & Sons
9781119586586
Pub Date: Jul 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

544 Pages



Accounting Information Systems and Internal Control (2nd Edition)

E. H. J. Vaassen, Roger Meuwissen, Caren Schelleman

Summary

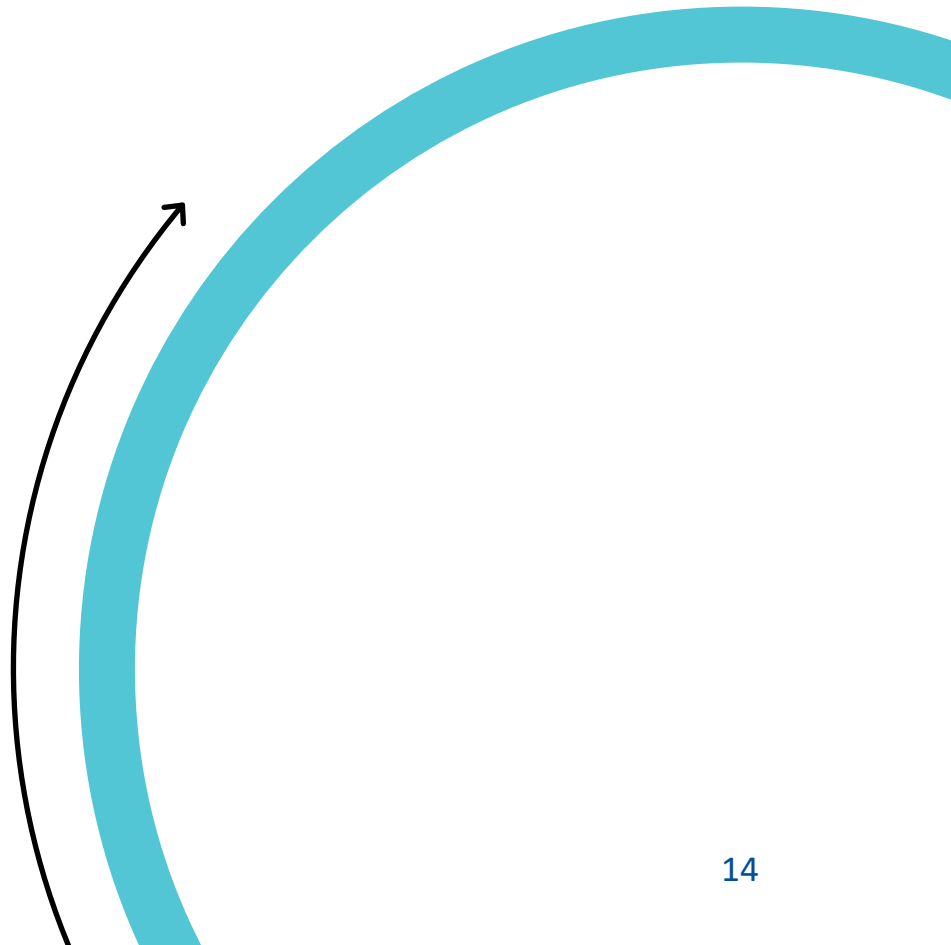
Accounting Information Systems and Internal Control provides comprehensive approaches to the design and evaluation of internal control systems. In doing so, it covers both the traditional process approach that focuses on individual organizational processes, and a contemporary typology approach that focuses on different types of organizations as unique combinations of organizational processes. In both approaches and throughout the text, IT is considered an integral part and enabler of internal control.

John Wiley & Sons
9780470753958
Pub Date: Aug 09
\$60.00 USD/£50.99
GBP/€60.99 EUR
Paperback

396 Pages



Decision Science



Global Logistics and Supply Chain Management (4th Edition)

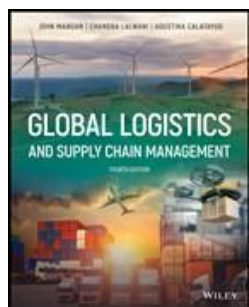
New!

John Mangan, Chandra C. Lalwani, Agustina Calatayud

Summary

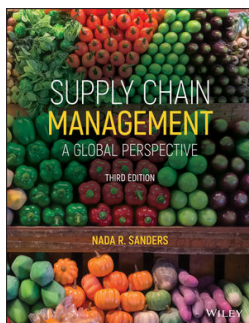
Global Logistics and Supply Chain Management is a comprehensive, fully up-to-date introduction to the subject. Addressing both practical and strategic perspectives, this revised and updated fourth edition offers readers a balanced and integrated presentation of Logistics and Supply Chain Management (LSCM) concepts, practices, technologies, and applications. Contributions from experts in specific areas of LSCM provide readers with real-world insights on supply chain relationships, transport security, inventory management, supply chain designs, the challenges inherent to globalization and international trade, and more.

The text examines how information, materials, products, and services flow across the public and private sectors and around the world. Detailed case studies highlight LSCM practices and strategies in a wide range of contexts, from humanitarian aid and pharmaceutical supply chains to semi-automated distribution centres and port and air cargo logistics. Examples of LSCM in global corporations such as Dell Computer and Jaguar Land Rover highlight the role of new and emerging technologies.



John Wiley & Sons
9781119702993
Pub Date: Jan 21
\$66.95 USD/£47.99
GBP/€57.99 EUR
Paperback

336 Pages



John Wiley & Sons
9781119702863
Pub Date: Feb 21
\$107.51 USD/
£95.29 GBP/
€125.79 EUR
Paperback

369 Pages

Supply Chain Management

A Global Perspective, 3rd Edition

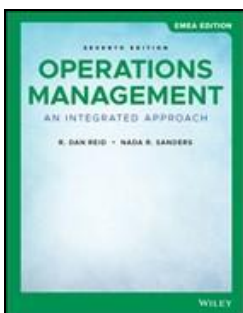
Nada R. Sanders

New!

Summary

Like no other text on the subject, *Supply Chain Management: A Global Management Perspective* provides a balanced and integrated perspective of both the foundational principles and pragmatic, business-oriented functions of SCM. Highlighting the holistic and interconnected nature of SCM, this comprehensive volume addresses supply chain strategy, design, planning, controlling, management and more. The text features numerous real-world business examples that illustrate SCM best practices while helping students understand the complexities of SCM decision making.

Now in its third edition, this well-respected text provides a global focus, cross-functional approach, and strong pedagogy. Clear, student-friendly chapters contain discussion questions, case studies, and examples designed to develop managerial thinking, explore key managerial issues, and bring difficult concepts to life. Detailed yet accessible coverage of topics including operations management, sourcing, logistics, forecasting, demand planning, and sustainable supply chain management offers a realistic practitioner's view of SCM in the contemporary business landscape.



Operations Management

An Integrated Approach, 7th Edition, EMEA Edition

R. Dan Reid, Nada R. Sanders

Summary

As the business environment continues to rapidly change, Dan Reid and Nada Sanders have developed an integrated approach that makes the introductory OM course accessible and engaging for all business majors. Beyond providing a solid foundation, this text covers emerging topics like Artificial Intelligence, Robotics, Data Analytics, and Sustainability and gives equal time to strategic and tactical decisions in both service and manufacturing organizations.

John Wiley & Sons
9781119668176
Pub Date: Feb 20
\$62.99 USD/£50.99
GBP/€60.99 EUR
Paperback

656 Pages



Operations and Supply Chain Management for MBAs

7th Edition, EMEA Edition

Jack R. Meredith, Scott M. Shafer

Summary

The seventh edition of *Operations and Supply Chain Management for MBAs* is the definitive introduction to the fundamental concepts of supply chain and operations management. Designed specifically to meet the needs of MBA students, this market-leading book offers clear presentation of topics such as process planning and design, capacity and location planning, schedule and inventory management, and enterprise resource planning. A strategic, conceptual approach helps readers comprehend the contemporary issues they will soon be facing in the industry.

This concisely-formatted volume enables instructors to customize their courses for the unique requirements of MBA programs. Each chapter integrates material directly into the text-rather than sidebars, highlights, and other pedagogical devices-to achieve a smooth, easy-to-read narrative flow. Carefully selected questions prompt discussions that complement the mature, more experienced nature of MBA students, while case studies and supplementary materials illustrate key concepts and practices.

John Wiley & Sons
9781119668183
Pub Date: Jan 20
\$56.99 USD/£47.99 GBP/
€57.99 EUR Paperback

416 Pages



Operations and Supply Chain Management

9th Edition, EMEA Edition

Roberta S. Russell, Bernard W. Taylor

Summary

Russell and Taylor's *Operations and Supply Chain Management, 9th Edition* is designed to teach students how to analyze processes, ensure quality, create value, and manage the flow of information and products, while creating value along the supply chain in a global environment. Russell and Taylor explain and clearly demonstrate the skills needed to be a successful operations manager. Most importantly, *Operations Management, 9th Edition* makes the quantitative topics easy for students to understand and the mathematical applications less intimidating. Appropriate for students preparing for careers across functional areas of the business environment, this text provides a foundational understanding of both qualitative and quantitative operations management processes.

John Wiley & Sons
9781119588290
Pub Date: Jul 19
\$62.99 USD/£50.99 GBP/
€60.99 EUR Paperback

816 Pages

Getting Multi-Channel Distribution Right

New!

Kusum L. Ailawadi, Paul W. Farris

Summary

Getting Multi-Channel Distribution Right provides a comprehensive treatment of modern distribution strategy that is analytically solid, clearly written, and relevant for managers as well as MBA and executive MBA students, and the professors who train them. It covers concepts, metrics, tools, and strategic frameworks for managing distribution in physical and digital channels.

Focusing on the challenges of managing multiple channels of distribution in an evolving marketplace-rather than the process of designing a distribution channel from scratch-it leans more heavily on metrics and tools and incorporates perspectives from academic research, as well as in-depth case studies from marketing and general management practice.



John Wiley & Sons
9781119632887
Pub Date: May 20
\$45.00 USD/£34.99
GBP/€38.50 EUR
Hardcover

384 Pages

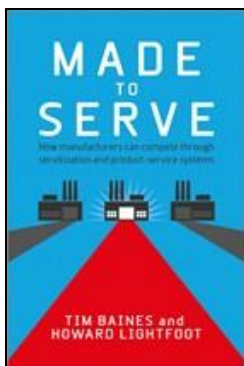
Made to Serve

How Manufacturers can Compete Through Servitization and Product Service Systems

Timothy Baines, Howard Lightfoot

Summary

A comprehensive, practical introduction to one of the most important new trends in manufacturing, globally. The delivery of a service component as an added value when providing products, servitization is all the rage in the manufacturing sector around the world. Yet, despite the clear competitive advantage of servitization, most manufacturers remain reluctant to venture into, what for them, is a strange new world. Written by a team of internationally respected servitization experts and innovators, this book provides you with a detailed road map for successfully navigating the servitization terrain. Unlike most authors on the subject who merely sing the praises of servitization, Baines and Lightfoot provide you with a framework for accessing the feasibility of adopting a services-led competitive strategy in your company, along with strategies for designing and implementing the kinds of service offerings customers increasingly are coming to expect.



John Wiley & Sons
9781118585313
Pub Date: Apr 13
\$65.00 USD/£34.99
GBP/€39.60 EUR
Hardcover

270 Pages



Project Management

A Strategic Managerial Approach

Jack R. Meredith, Scott M. Shafer, Samuel J. Mantel Jr

Summary

Projects continue to grow larger, increasingly strategic, and more complex, with greater collaboration, instant feedback, specialization, and an ever-expanding list of stakeholders. Now more than ever, effective project management is critical for the success of any deliverable, and the demand for qualified Project Managers has leapt into nearly all sectors. Project Management provides a robust grounding in the essentials of the field using a managerial approach to both fundamental concepts and real-world practice.

Designed for business students, this text follows the project life cycle from beginning to end to demonstrate what successful project management looks like on the ground. Expert discussion details specific techniques and applications while guiding students through the diverse skill set required to select, initiate, execute, and evaluate today's projects. Insightful coverage of change management provides clear guidance on handling the organizational, interpersonal, economic, and technical glitches that can derail any project, while in-depth cases and real-world examples illustrate essential concepts in action.

John Wiley & Sons
9781119586081
Pub Date: Jul 19
\$62.99 USD/£50.99
GBP/€60.99 EUR
Paperback

544 Pages



Project Management (5th Edition)

Planning and Control Techniques

Rory Burke

Summary

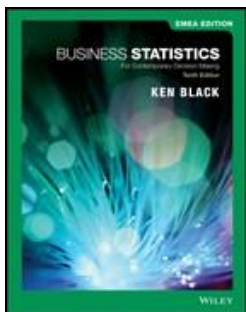
The latest edition of *Project Management* has been significantly revised to include important new developments in the field. The previous editions of this best-selling book from *Rory Burke* have been widely used on university degree programmes, executive management training courses, planning software courses and professional certification.

Features:

- Reflects changes in the new versions of the bodies of knowledge of PMI® (Project Management Institute based in America) and the APM (British Association for Project Management)
- 7 additional chapters, including expanded coverage of project methodology, project management process and knowledge area trade-offs.
- New case studies from different industries to indicate broad use of project management techniques
- Includes numerous worked examples and practical exercises, which introduce the reader to the latest planning and control techniques.

John Wiley & Sons
9781118561256
Pub Date: Apr 13
\$77.50 USD/£47.99
GBP/€57.99 EUR
Paperback

428 Pages



Business Statistics

For Contemporary Decision Making, 10th Edition, EMEA Edition

Ken Black

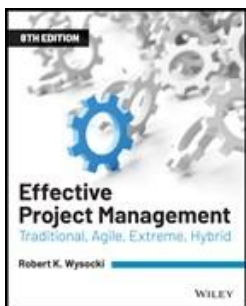
Summary

Business Statistics continues the tradition of presenting and explaining the wonders of business statistics through a clear, complete, student-friendly pedagogy.

In this 10th edition, author Ken Black uses current real-world data to equip students with the business analytics techniques and quantitative decision-making skills required to make smart decisions in today's workplace.

John Wiley & Sons
9781119668015
Pub Date: Feb 20
\$62.99 USD/£50.99
GBP/€60.99 EUR
Paperback

832 Pages



Effective Project Management (8th Edition)

Traditional, Agile, Extreme, Hybrid

Robert K. Wysocki

Summary

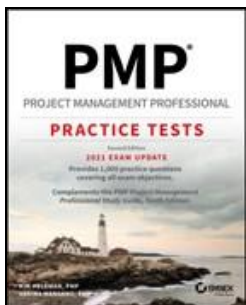
The popular guide to the project management body of knowledge, now fully updated.

Now in its eighth edition, this comprehensive guide to project management has long been considered the standard for both professionals and academics, with nearly 40,000 copies sold in the last three editions! Well-known expert Robert Wysocki has added four chapters of new content based on instructor feedback, enhancing the coverage of best-of-breed methods and tools for ensuring project management success.

With enriched case studies, accompanying exercises and solutions on the companion website, and PowerPoint slides for all figures and tables, the book is ideal for instructors and students as well as active project managers.

John Wiley & Sons Ltd
9781119562733
Pub Date: Apr 19
\$65.00 USD/£50.00
GBP/€55.60 EUR

656 Pages



PMP Project Management Professional Practice Tests

(2nd Edition)

2021 Exam Update

Kim Heldman, Vanina Mangano

New!

Summary

The best practice test preparation for the PMP exam!

Boost your confidence through preparation before you take the new Project Management Professional (PMP) exam. The *PMP Project Management Professional Practice Tests* is the hands-on way to prepare for the exam and achieve your certification.

- Access three practice tests.
- Study questions that cover the three PMP performance domains.
- Test your knowledge with three additional bonus exams with a total of 1,000 unique test questions.

Sybex 9781119669852
Pub Date: Sept 20
\$40.00 USD/£30.99 GBP/
€25.99 EUR

368 Pages



Innovation Project Management

Methods, Case Studies, and Tools for Managing Innovation Projects

Harold Kerzner

Summary

Actionable tools, processes and metrics for successfully managing innovation projects

Conventional project management methods are oftentimes insufficient for managing innovation projects. Innovation is lost under the pre-determined scope and forecasted environments of traditional project management. There is tremendous pressure on organizations to innovate, and the project managers responsible for managing these innovation projects do not have the training or tools to do their jobs effectively. *Innovation Project Management* provides the tools, insights, and metrics needed to successfully manage innovation projects-helping readers identify problems in their organization, conceive elegant solutions, and, when necessary, promote changes to their organizational culture.

John Wiley & Sons
9781119587293
Pub Date: Oct 19
\$99.00 USD/£75.00
GBP/€84.70 EUR
Hardcover

576 Pages



Strategic Project Management Made Simple (2nd Edition)

New!

Solution Tools for Leaders and Teams

Terry Schmidt

Summary

Learn to plan and execute projects in any organization with this practical and insightful resource. The comprehensively updated and revised edition of *Strategic Project Management Made Simple* cements this series status as the leading resource for anyone looking for step-by-step guidance on project design and action initiatives. Written by celebrated management consultant Terry Schmidt, this book fully covers the necessity of systems thinking and the logical framework approach to solve today's challenging problems.

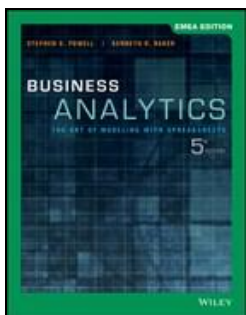
Strategic Project Management Made Simple also includes:

- An expanded section on turning ideas, problems, and opportunities into projects.
- A newly created chapter on managing your inner game to achieve project excellence.
- Fresh case studies that cover how to pivot your business to meet changing needs.
- A new approach, Iterating to Excellence, to create your Minimum Viable Project and produce solutions smoother and faster.

Strategic Project Management Made Simple, Revised, and Updated is an indispensable volume for leaders and workers seeking to transform their approach to planning, driving, and executing projects in their organizations.

John Wiley & Sons
9781119718178
Pub Date: Jun 21
\$30.00 USD/£22.99
GBP/€25.70 EUR
Hardcover

272 Pages



Business Analytics

The Art of Modeling with Spreadsheets, 5th Edition, EMEA Edition

Stephen G. Powell, Kenneth R. Baker

Summary

Now in its fifth edition, Powell and Baker's *Business Analytics: The Art of Modeling with Spreadsheets* provides students and business analysts with the technical knowledge and skill needed to develop real expertise in business modeling. In this book, the authors cover spreadsheet engineering, management science, and the modeling craft. The brevity & accessibility of this title offers opportunities to integrate other materials - such as cases - into the course. It can be used in any number of courses or departments where modeling is a key skill.

John Wiley & Sons
9781119586814
Pub Date: Mar 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

552 Pages

Project Risk Management Guidelines (2nd Edition)

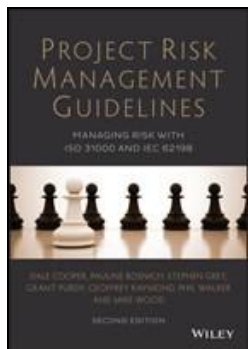
Managing Risk with ISO 31000 and IEC 62198

Dale Cooper, Pauline Bosnich, Stephen Grey, Grant ...

Summary

This new edition of *Project Risk Management Guidelines* has been fully updated to include the new international standards, ISO 31000 *Risk management* and IEC 62198 *Managing risk in projects*. The book explains the standards and how they can be applied. It provides a clear introduction to basic project risk management, introduces the reader to specialized areas of projects and procurement, and shows how quantitative risk analysis methods can be used in large projects.

Chapter by chapter, the authors present simple, practical steps and illustrate them with examples drawn from their extensive experience from around the world, in many different industry sectors and cultures and at all stages of projects from conception through development and into execution. Qualitative and quantitative approaches are covered. Traditional structures and processes are discussed as well as developments in the way projects are conducted, such as outsourcing arrangements and risk-sharing structures like public-private partnerships.



John Wiley & Sons
9781118820315
Pub Date: Mar 14
\$109.95 USD/£55.99
GBP/€66.99 EUR
Paperback

432 Pages

Project Management 2.0

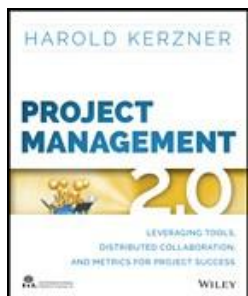
Leveraging Tools, Distributed Collaboration, and Metrics for Project Success

Harold Kerzner

Summary

Get connected and improve outcomes with a more modern approach to project management.

Project Management 2.0 tackles the new emerging approach and toolset for practicing project management in a virtual world. Author Harold Kerzner is recognized as *the* thought leader in project management, and in this book, he shows how PM 2.0 offers better outcomes with a focus on new tools, better governance, improved collaboration, and more meaningful reporting using KPIs, metrics, and dashboards. This full-color guide explores the impact PM 2.0 changes are having on organizations around the world and provides a detailed comparison with PM 1.0 to help practitioners adopt new techniques and tools to use within their existing project management approach.



John Wiley & Sons
9781118991251
Pub Date: Mar 15
\$78.00 USD/£60.00
GBP/€66.70 EUR
Paperback

336 Pages



How to Manage Project Opportunity and Risk (3rd Edition)

Why Uncertainty Management can be a Much Better Approach than Risk Management

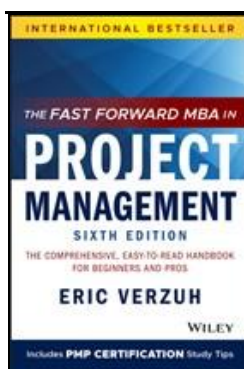
Stephen Ward, Chris Chapman

Summary

Based on a sound conceptual foundation yet developed to meet practical concerns, *Project Risk Management* has become recognized as a standard work on its subject. It sets out the key issues and concepts involved in effective risk and uncertainty management in a clear and accessible way, providing a comprehensive discussion of risk management processes set firmly in the context of the project management task as a whole and focused on improving performance. Essential reading for anyone involved in managing projects including senior and middle managers, consultants, and practitioners the *Third Edition* incorporates discussion of all key developments in the field since the previous edition was published in 2003 and adds new material from the US Project Management Institute to deliver a truly international perspective. Since I wrote the Foreword for the second edition of this book, risk management processes have become much more widely used, but controversy about what should be done and how best to do it has grown. Managing risk is a risky business.

John Wiley & Sons
9780470686492
Pub Date: Nov 11
\$82.00 USD/£40.99 GBP/
€46.40 EUR Hardcover

518 Pages



The Fast Forward MBA in Project Management (6th Edition)

The Comprehensive, Easy to Read Handbook for Beginners and Pros

Eric Verzuh

New!

Summary

The all-inclusive guide to exceptional project management that is trusted by hundreds of thousands of readers-now updated and revised

The Fast Forward MBA in Project Management: The Comprehensive, Easy to Read Handbook for Beginners and Pros, 6th Edition is a comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you the answers you need now. You'll find cutting-edge ideas and hard-won wisdom of one of the field's leading experts, delivered in short, lively segments that address common management issues. Brief descriptions of important concepts, tips on real-world applications, and compact case studies illustrate the most sought-after skills and pitfalls you should watch out for.

John Wiley & Sons
9781119700760
Pub Date: Mar 21
\$30.00 USD/£22.99 GBP/
€25.70 EUR Paperback

544 Pages

Project Management Case Studies (5th Edition)

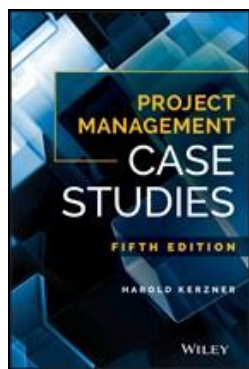
Harold Kerzner

Summary

THE #1 PROJECT MANAGEMENT CASE STUDIES BOOK NOW FEATURING NEW CASES FROM DISNEY, THE OLYMPICS, AIRBUS, BOEING, AND MORE

After on-the-job experience, case studies are the most important part of every project manager's training. This *Fifth Edition* of *Project Management Case Studies* features more than one hundred case studies that detail projects at high-profile companies around the world. These cases offer you a unique opportunity to experience, first-hand, project management in action within a variety of contexts and up against some of the most challenging conditions any project manager will likely face. New to this edition are case studies focusing on agile and scrum methodologies.

- Contains 100-plus case studies from companies that illustrate both successful and not-so-successful project management
- Represents an array of industries, including medical and pharmaceutical, aerospace, entertainment, sports, manufacturing, finance, telecommunications, and more
- Features 18 new case studies, including high-profile cases from Disney, the Olympics, Boeing 787 Dreamliner, and Airbus 380
- Follows and supports preparation for the Project Management Professional (PMP)® Certification Exam



John Wiley & Sons
9781119385974
Pub Date: Sept 17
\$67.50 USD/£52.50
GBP/€57.70 EUR
Paperback

816 Pages

Project Management (12th Edition)

A Systems Approach to Planning, Scheduling, and Controlling

Harold Kerzner

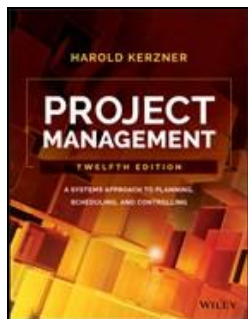
Summary

THE #1 GUIDE FOR STUDENTS AND PROFESSIONALS, NOW UPDATED FOR THE LATEST TRENDS AND EMERGING ISSUES

Project Management, or the "Project Management bible" as it's widely known, provides practical guidance on all aspects of project management. It features a streamlined approach to PM functions without stinting on detailed coverage of the tools and methods used at all stages of a project.

This *12th Edition* has been updated to reflect industry changes and features in-depth coverage of emerging topics, including global stakeholder management, causes of failure, agile project management, project governance failure, customer approval milestones, classifying project metrics, and more. Also, supplementary materials are available for students, professionals, and instructors.

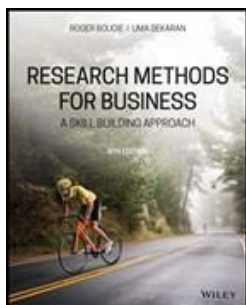
- Understand organizational structures and project management functions.
- Learn how to control costs, manage risk, and analyze trade-offs.
- Examine different methods used for planning, scheduling, QA, and more.
- Work effectively with customers and stakeholders from around the globe.



John Wiley & Sons
9781119165354
Pub Date: Sept 17
\$103.00 USD/£80.00 GBP/
€88.10 EUR

Hardack

848 Pages



Research Methods For Business

A Skill Building Approach

Uma Sekaran, Roger Bougie

Summary

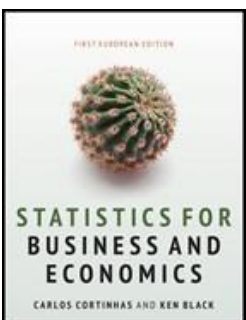
Research Methods For Business, 8th Edition explains the principles and practices of using a systematic, organized method for solving problematic issues in business organizations. Designed to help students view research from the perspective of management, this popular textbook guides students through the entire business research process. Organized into six main themes-Introduction, Defining the Management and the Research Problem, Theory, Collecting Information, Drawing Conclusions, and Writing and Presenting the Research Report-the text enables students to develop the skills and knowledge required to successfully create, conduct, and analyze a research project.

Now in its eighth edition, this popular textbook has been thoroughly updated to incorporate substantial new and expanded content, and reflect current research methods and practices. The text uses a unique blended learning approach, allowing instructors the flexibility to custom-tailor their courses to fit their specific needs.

John Wiley & Sons
9781119663706
Pub Date: Jan 20
\$66.99 USD/£53.99 GBP/
€64.99 EUR

Paperback

432 Pages



Statistics for Business and Economics

Carlos Cortinhas, Ken Black

Summary

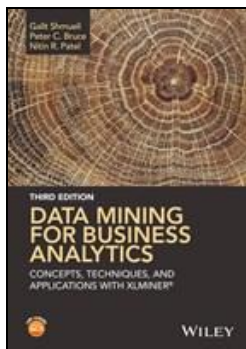
Every business area relies on an understanding of statistics to succeed. **Statistics for Business and Economics** by Carlos Cortinhas and Ken Black shows students that the proper application of statistics in the business world goes hand-in-hand with good decision making. Every statistical tool presented in this book has a business application set in a global context and the many learning features and easy to use structure will engage and reassure each business statistic student.

Featuring a strong focus on European cases, data and scenarios throughout, *Statistics for Business and Economics* provides:

- **Decision Dilemma** each chapter opens with a short case describing a real company or business situation, that raises questions to be answered using techniques presented in the chapter. Answers and explanations are given at the end of the chapter bringing closure. Each chapter uses different cases.
- **Ethical Considerations box** underscores the potential misuse of statistics by discussing such topics as lying with statistics, failing to meet statistical assumptions, failing to include pertinent information, and other matters of principle.

John Wiley & Sons
9781119993667
Pub Date: Mar 12
\$69.99 USD/£55.99
GBP/€66.99 EUR
Paperback

862 Pages



Data Mining for Business Analytics (3rd Edition)

Concepts, Techniques, and Applications with XLMiner

Galit Shmueli, Peter C. Bruce, Nitin R. Patel

Summary

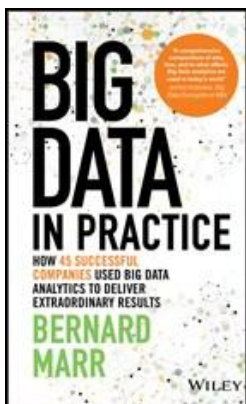
Data Mining for Business Analytics: Concepts, Techniques, and Applications in Microsoft® Office Excel® with XLMiner®, Third Edition presents an applied approach to data mining and predictive analytics with clear exposition, hands-on exercises, and real-life case studies. Readers will work with all of the standard data mining methods using the Microsoft® Office Excel® add-in XLMiner® to develop predictive models and learn how to obtain business value from Big Data.

Featuring updated topical coverage on text mining, social network analysis, collaborative filtering, ensemble methods, uplift modeling and more, the *Third Edition* also includes:

- Real-world examples to build a theoretical and practical understanding of key data mining methods.
- End-of-chapter exercises that help readers better understand the presented material.
- Data-rich case studies to illustrate various applications of data mining techniques.
- Completely new chapters on social network analysis and text mining.
- A companion site with additional data sets, instructors material that include solutions to exercises and case studies, and Microsoft PowerPoint® slides.

Wiley-Blackwell
9781118729274
Pub Date: Jun 16
\$140.50 USD/£107.00
GBP/€120.10 EUR
Hardcover

560 Pages



Big Data in Practice

How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

Bernard Marr

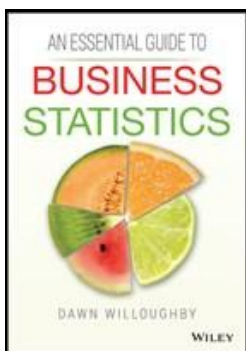
Summary

Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective.

From technology, media and retail, to sports teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put in place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario.

John Wiley & Sons
9781119231387
Pub Date: Apr 16
\$50.00 USD/£29.99
GBP/€33.90 EUR
Hardcover

320 Pages



An Essential Guide to Business Statistics

Dawn A. Willoughby

Summary

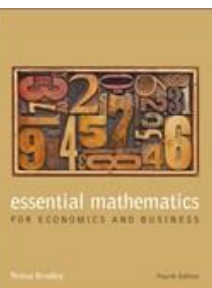
An Essential Guide to Business Statistics offers a clear and concise introduction for business students studying statistics for the first time. It helps them to become proficient in using statistical techniques and interpreting their results within a business context and will enable them to have a better understanding of customers, decision making and planning for the future.

This is an ideal resource for undergraduate business students taking introductory modules in business statistics or quantitative methods. Accompanying the text is a rich supporting website which contains additional teaching and learning materials including slides for each chapter, tutorials in excel, self-test quizzes and student practice projects at varying difficulty levels.

In a business context, we frequently collect information with a variety of different objectives in mind. However, business-related information, also referred to as *data*, has no practical use unless it can be properly processed and understood. We need statistics to help us achieve this understanding: statistics is a mathematical science that involves the collection, analysis, interpretation and presentation of data.

John Wiley & Sons
9781118715635
Pub Date: Apr 15
\$78.00 USD/£39.99
GBP/€47.99 EUR
Paperback

376 Pages



Essential Mathematics for Economics and Business (4th Edition)

Teresa Bradley

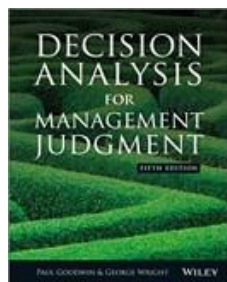
Summary

Essential Mathematics for Economics and Business is established as one of the leading introductory textbooks on mathematics for students of business and economics. Combining a user friendly approach to mathematics with practical applications to the subjects, the text provides students with a clear and comprehensible guide to mathematics. The fundamental mathematical concepts are explained in a simple and accessible style, using a wide selection of worked examples, progress exercises and real-world applications.

New to this Edition

- Fully updated text with revised worked examples and updated material on Excel and Powerpoint.
- New exercises in mathematics and its applications to give further clarity and practice opportunities.

John Wiley & Sons
9781118358290
Pub Date: Jan 13
\$62.00 USD/£53.99 GBP/
€64.99 EUR
688 pages
Paperback



Decision Analysis for Management Judgment (5th Edition)

Paul Goodwin, George Wright

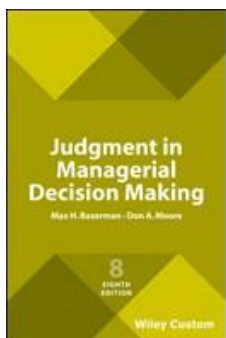
Summary

Decision Analysis for Management Judgment is unique in its breadth of coverage of decision analysis methods. It covers both the psychological problems that are associated with unaided managerial decision making and the decision analysis methods designed to overcome them. It is presented and explained in a clear, straightforward manner without using mathematical notation.

This latest edition has been fully revised and updated and includes a number of changes to reflect the latest developments in the field.

In an increasingly complex world, decision analysis has a major role to play in helping decision-makers gain insight into the problems they face. *Decision Analysis for Management Judgment* is unique in its breadth of coverage of decision analysis methods. It considers both the psychological problems that are associated with unaided managerial decision making and the decision analysis methods designed to overcome them.

John Wiley & Sons Ltd
9781118740736
Pub Date: Apr 14
\$77.95 USD/£47.99 GBP/
€57.99 EUR
496 pages
Paperback



Judgment in Managerial Decision Making

Max H. Bazerman, Don A. Moore

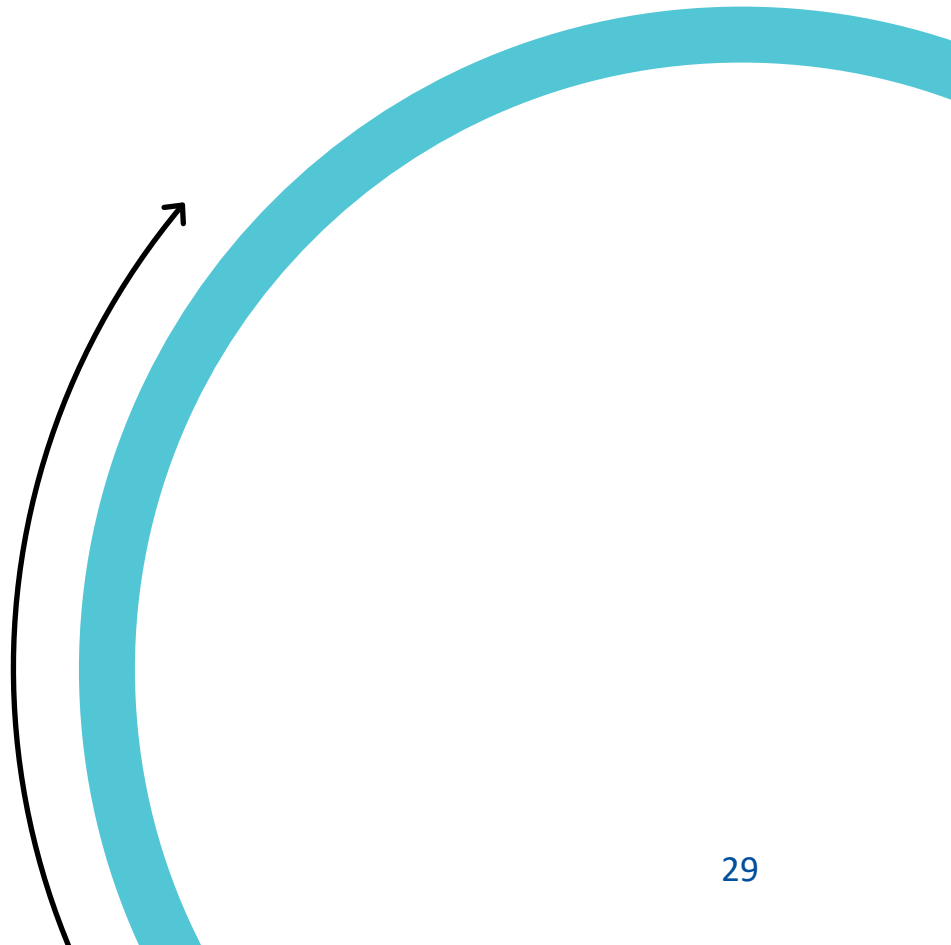
Summary

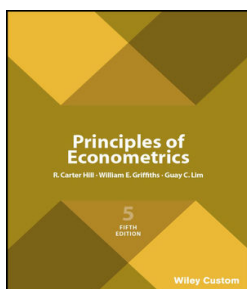
Behavioural decision research provides many important insights into managerial behaviour. From negotiation to investment decision, the authors weave behavioural decision research into the organizational realm by examining judgment in a variety of managerial contexts. Embedded with the latest research and theories, *Managerial Decision Making, 8th Edition* gives students the opportunity to understand their own decision-making tendencies, learn strategies for overcoming cognitive biases, and become better decision-makers.

9781119427384
Pub Date: Apr 17
\$56.99 USD/£47.99 GBP/
€57.99 EUR
288 pages
Paperback



Economics





John Wiley & Sons Ltd
9781119510567
Pub Date: Feb 18
\$56.99 USD/£47.99 GBP/
€57.99EUR
904 pages
Paperback

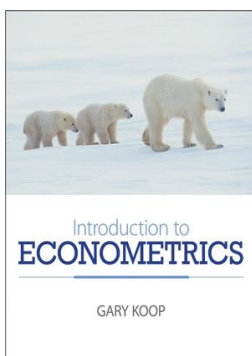
Principles of Econometrics, (5th Edition)

R. Carter Hill

Summary

Principles of Econometrics, Fifth Edition, is an introductory book for undergraduate students in economics and finance, as well as first-year graduate students in a variety of fields that include economics, finance, accounting, marketing, public policy, sociology, law, and political science. Students will gain a working knowledge of basic econometrics so they can apply modeling, estimation, inference, and forecasting techniques when working with real-world economic problems. Readers will also gain an understanding of econometrics that allows them to critically evaluate the results of others' economic research and modeling, and that will serve as a foundation for further study of the field.

This new edition of the highly-regarded econometrics text includes major revisions that both reorganize the content and present students with plentiful opportunities to practice what they have read in the form of chapter-end exercises.



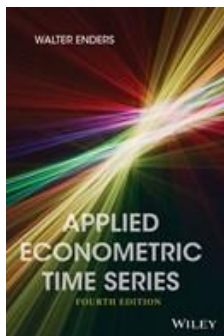
John Wiley & Sons Ltd
9780470032701
Pub Date: Nov 07
\$74.95 USD/£50.99 GBP/
€60.99 EUR 384 pages
Paperback

Introduction to Econometrics

Gary Koop

Summary

Introduction to Econometrics has been written as a core textbook for a first course in econometrics taken by undergraduate or graduate students. It is intended for students taking a single course in econometrics with a view towards doing practical data work. It will also be highly useful for students interested in understanding the basics of econometric theory with a view towards future study of advanced econometrics. To achieve this end, it has a practical emphasis, showing how a wide variety of models can be used with the types of data sets commonly used by economists. However, it also has enough discussion of the underlying econometric theory to give the student a knowledge of the statistical tools used in advanced econometrics courses.



Applied Econometric Time Series

4th Edition

Walter Enders

Summary

Demonstrates modern techniques for developing models capable of forecasting, interpreting, and testing hypotheses concerning economic data. In this text, Dr. Walter Enders commits to using a learn-by-doing approach to help readers master time-series analysis efficiently and effectively.

John Wiley & Sons Ltd
9781118808566
Pub Date: Oct 14
\$227.95 USD/£209.00 GBP/
€232.00 EUR
496 pages
Paperback



A Guide to Modern Econometrics (5th Edition)

Marno Verbeek

Summary

A Guide to Modern Econometrics, Fifth Edition has become established as a highly successful textbook. It serves as a guide to alternative techniques in econometrics with an emphasis on intuition and the practical implementation of these approaches. This fifth edition builds upon the success of its predecessors. The text has been carefully checked and updated, taking into account recent developments and insights. It includes new material on casual inference, the use and limitation of p-values, instrumental variables estimation and its implementation, regression discontinuity design, standardized coefficients, and the presentation of estimation results.

John Wiley & Sons
9781119472117
Pub Date: Sept 17
\$75.00 USD/£47.99 GBP/
€57.99 EUR
Paperback

520 Pages

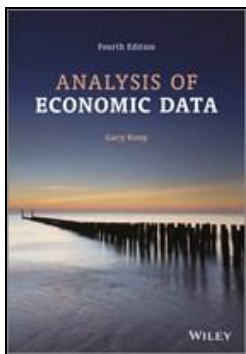
Analysis of Economic Data (4th Edition)

Gary Koop

Summary

Analysis of Economic Data has, over three editions, become firmly established as a successful textbook for students studying data analysis whose primary interest is not in econometrics, statistics or mathematics.

It introduces students to basic econometric techniques and shows the reader how to apply these techniques in the context of real-world empirical problems. The book adopts a largely non-mathematical approach relying on verbal and graphical intuition and covers most of the tools used in modern econometrics research. It contains extensive use of real data examples and involves readers in hands-on computer work.



John Wiley & Sons
9781118472538
Pub Date: : YV %3
\$79.95 USD/£43.99 GBP/
€52.99 EUR
Paperback

272 Pages

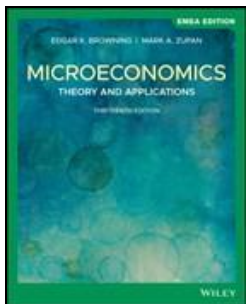
Microeconomics

Theory and Applications, 13th Edition, EMEA Edition

Edgar K. Browning, Mark A. Zupan

Summary

Microeconomics: Theory & Applications, 13th Edition teaches students how fundamental tools of analysis are used to explain and predict market phenomena. Designed for both economics and business students, this thorough yet accessible textbook describes basic microeconomic principles using various applications to clarify complicated economic concepts and provides an essential foundation of microeconomics knowledge. Clear and engaging chapters discuss cutting-edge models and explore numerous real-world examples of microeconomic theory in action.



John Wiley & Sons
9781119668749
Pub Date: >Ub '20
\$56.99 USD/£47.99 GBP/
€57.99 EUR
Paperback

592 Pages

Microeconomics

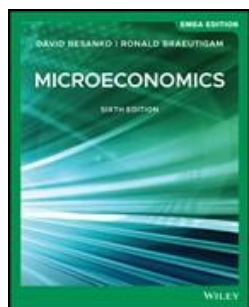
6th Edition, EMEA Edition

David Besanko, Ronald Braeutigam

New!

Summary

Microeconomics, 6th Edition gives students the most effective approach for learning microeconomic tools and concepts. This text provides an accessible, integrated structure with numerous practice problems, exercises, and engaging applications. Worked-out Learning-by-Doing problems, mathematical and graphical data, and verbal explanations enable business and economics majors to recognize significant data, patterns, and trends.



John Wiley & Sons
9781119666134
Pub Date: 2020
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

864 Pages

Macroeconomics (3rd Edition)

Understanding the Global Economy

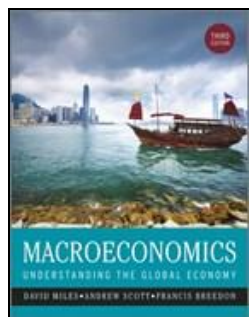
David Miles, Andrew Scott, Francis Breedon

Summary

Macroeconomics: Understanding the Global Economy, 3rd Edition is to help students – and indeed anyone – understand contemporary and past economic events that shape the world we live in, and at a sophisticated level. But it does so without focusing on mathematical techniques and models for their own sake.

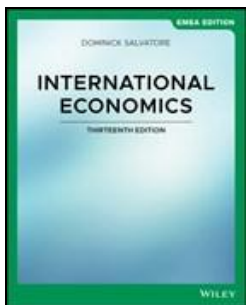
Theory is taken seriously – so much so that the authors go to pains to understand the key aspects of theories in a way that will not put people off before they see how theories are useful to analyse issues. The authors believe that theories are essential to better understand the world, thus the book includes a wealth of historic and current episodes and data to both see how theories can help interpret the world and also to judge their validity.

Economies today are very inter-connected; what happens in China matters pretty much everywhere; and what happens in one (even small) country in the eurozone has implications for the whole euro area and beyond, consequently ***Macroeconomics, 3rd Edition*** adopts a very international focus.



John Wiley & Sons
9781119995715
Pub Date: Aug 12
\$128.95 USD/£55.99
GBP/€66.99 EUR
Paperback

622 Pages



International Economics

13th Edition, EMEA Edition

Dominick Salvatore

Summary

International Economics, 13th Edition provides students with a comprehensive, up-to-date review of the field's essential principles and theory. This comprehensive textbook explains the concepts necessary to understand, evaluate, and address the economic problems and issues the nations of the world are currently facing, and are likely to face in the future. Balancing depth and accessibility, the text helps students identify the real-world relevance of the material through extensive practical applications and examples.

John Wiley & Sons
9781119667520
Pub Date: Dec 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

720 Pages



Economics of Strategy (7th Edition)

David Besanko, David Dranove, Mark Shanley, Scott ...

Summary

Economics of Strategy focuses on the key economic concepts students must master in order to develop a sound business strategy. Ideal for undergraduate managerial economics and business strategy courses, *Economics of Strategy* offers a careful yet accessible translation of advanced economic concepts to practical problems facing business managers. Armed with general principles, today's students--tomorrows future managers--will be prepared to adjust their firms business strategies to the demands of the ever-changing environment.

John Wiley & Sons
9781119378761
Pub Date: Feb 17
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

544 Pages

Personnel Economics in Practice (3rd Edition)

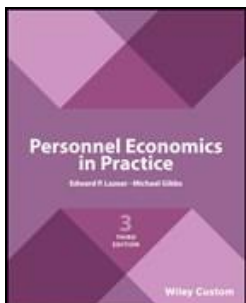
Edward P. Lazear, Mike Gibbs

Summary

Personnel Economics in Practice, 3rd Edition by Edward Lazear and Michael Gibbs gives readers a rigorous framework for understanding organizational design and the management of employees. Economics has proven to be a powerful approach in the changing study of organizations and human resources by adding rigour and structure and clarifying many important issues. Not only will readers learn and apply ideas from microeconomics, they will also learn principles that will be valuable in their future careers.

New to this Edition:

- Fully updated including new material on the financial crisis and the many implications for banking
- New coverage of Islamic banking
- Discussion of microfinance/credit unions is included in chapter 4
- New coverage of the Shadow Banking System
- The impact of Basel 3 and the Vickers Report is discussed particularly with regards to the idea of ring fencing
- Updated statistics and financial data



John Wiley & Sons
9781119427360
Pub Date: Apr 17
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

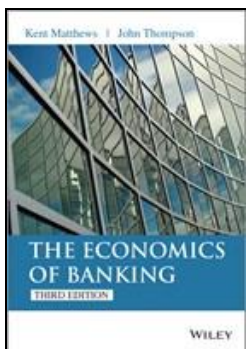
416 Pages

The Economics of Banking (3rd Edition)

Kent Matthews, John Thompson

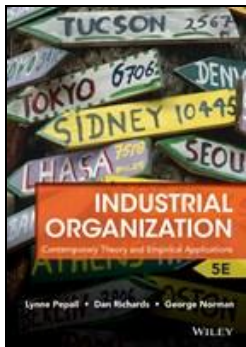
Summary

Economics of Banking is aimed at final year undergraduate, postgraduate and MBA students taking courses in banking. The text focuses on banking trends and operations in a microeconomic context, incorporating theoretical material with practical aspects of banking.



John Wiley & Sons
9781118639207
Pub Date: Aug 14
\$70.95 USD/£50.99
GBP/€60.99 EUR
Paperback

352 Pages



Industrial Organization *(5th Edition)* **Contemporary Theory and Empirical Applications**

Lynne Pepall, Dan Richards, George Norman

Summary

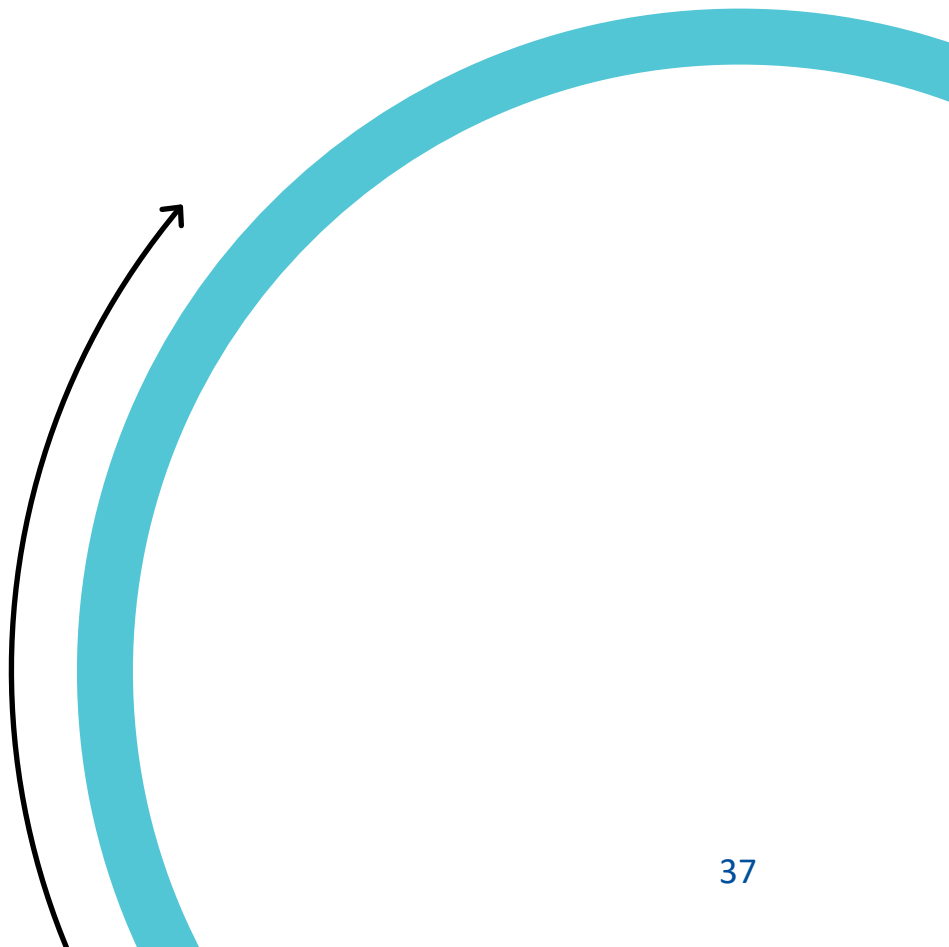
Pepall's ***Industrial Organization: Contemporary Theory and Empirical Applications, 5th Edition*** offers an accessible text in which topics are organized in a manner that motivates and facilitates progression from one chapter to the next. It serves as a complete, but concise, introduction to modern industrial economics. The text uniquely uses the tools of game theory, information economics, contracting issues, and practical examples to examine multiple facets of industrial organization. The fifth edition is more broadly accessible, balancing the tension between making modern industrial analysis accessible while also presenting the formal abstract modeling that gives the analysis its power.

John Wiley & Sons
 9781118250303
 Pub Date: Apr 14
 \$142.00 USD/£47.99
 GBP/€57.99 EUR
 Paperback

736 Pages



Finance



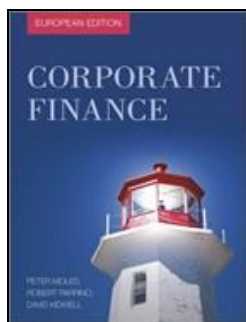
Corporate Finance

Peter Moles, Robert Parrino, David S. Kidwell

Summary

Fundamentals of Corporate Finance helps students develop the **intuition** and **analytical skills** necessary to effectively apply financial tools in real-world decision-making situations.

The authors provide a fully integrated framework for understanding how value creation relates to all aspects of corporate finance; whether it be evaluating an investment opportunity, determining the appropriate financing for a business, or managing working capital. This unique and integrated framework also provides robust coverage of problem-solving and decision-making skills.



John Wiley & Sons
9780470683705
Pub Date: Mar 11
\$69.99 USD/£55.99
GBP/€66.99 EUR
Paperback

970 Pages

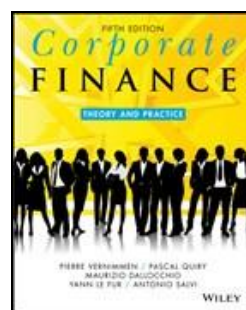
Corporate Finance (5th Edition)

Theory and Practice

Pierre Vernimmen, Pascal Quiry, Maurizio Dallocchio, Yann Le Fur, Antonio Salvi

Summary

Corporate Finance has long been a favourite among both students and professionals in the field for its unique blend of theory and practice with a truly global perspective. The fact that the authors are well-known academics and professionals in the world of mergers and acquisitions (M&A) and investment explains this popularity. This new Fifth Edition continues the tradition, offering a comprehensive tour of the field through scenario-based instruction that places concept and application in parallel. A new chapter has been added, devoted to the financial management of operating buildings that aims to answer questions such as, to own or to rent? Variable or fixed rents? Etc. The book's companion website features regularly updated statistics, graphs and charts, along with study aids including quizzes, case studies, articles, lecture notes and computer models, reflecting the author team's deep commitment to facilitating well-rounded knowledge of corporate finance topics.



John Wiley & Sons
9781119424482
Pub Date: Nov 17
\$70.00 USD/£55.00
GBP/€62.20 EUR
Paperback

1024 Pages

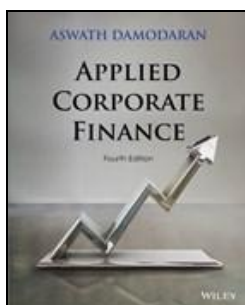
Applied Corporate Finance (4th Edition)

Aswath Damodaran

Summary

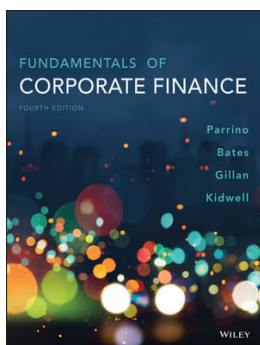
Aswath Damodaran, distinguished author, Professor of Finance, and David Margolis, Teaching Fellow at the NYU Stern School of Business, have delivered the newest edition of **Applied Corporate Finance**. This readable text provides the practical advice students and practitioners need rather than a sole concentration on debate theory, assumptions, or models.

Like no other text of its kind, **Applied Corporate Finance, 4th Edition** applies corporate finance to real companies. It now contains six real-world core companies to study and follow. Business decisions are classified for students into three groups: investment, financing, and dividend decisions.



John Wiley & Sons
9781118808931
Pub Date: Jan 15
\$196.95 USD/£181.00
GBP/€201.00 EUR
Paperback

656 Pages



John Wiley & Sons
9781119371434
Pub Date: Dec 17
\$48.40USD/£40.33
GBP/€50.40 EUR
E-Text

Fundamentals of Corporate Finance (4th Edition)

Robert Parrino, Thomas Bates, Stuart L. Gillan, David S. Kidwell

Summary

Parrino's *Fundamentals of Corporate Finance* develops the key concepts of corporate finance with an intuitive approach while also emphasizing computational skills, enabling students to develop the critical judgments necessary to apply financial tools in real decision-making situations. The fourth edition offers a level of rigour that is appropriate for both business and finance majors.



John Wiley & Sons
9781119380764
Pub Date: Feb 18
\$95.00 USD/£75.00
GBP/€81.20 EUR
Hardcover

672 Pages

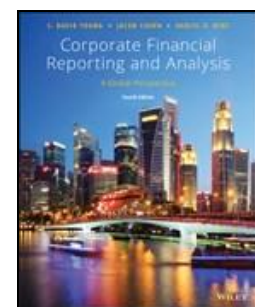
Mergers, Acquisitions, and Corporate Restructurings (7th Edition)

Patrick A. Gaughan

Summary

The essential M&A primer, updated with the latest research and statistics

Mergers, Acquisitions, and Corporate Restructurings provides a comprehensive look at the field's growth and development, and places M&As in realistic context amidst changing trends, legislation, and global perspectives. All-inclusive coverage merges expert discussion with extensive graphs, research, and case studies to show how M&As can be used successfully, how each form works, and how they are governed by the laws of major countries. Strategies and motives are carefully analyzed alongside legalities each step of the way, and specific techniques are dissected to provide deep insight into real-world operations. This new seventh edition has been revised to improve clarity and approachability, and features the latest research and data to provide the most accurate assessment of the current M&A landscape. Ancillary materials include PowerPoint slides, a sample syllabus, and a test bank to facilitate training and streamline comprehension.



John Wiley & Sons
9781119494577
Pub Date: Feb 19
\$60.49 USD/£50.99
GBP/€58.07 EUR
Paperback

368 Pages

Corporate Financial Reporting and Analysis (4th Edition)

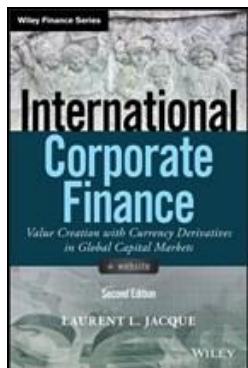
A Global Perspective

S. David Young, Jacob Cohen, Daniel A. Bens

Summary

Corporate Financial Reporting Analysis combines comprehensive coverage and a rigorous approach to modern financial reporting with a readable and accessible style. Merging traditional principles of corporate finance and accepted reporting practices with current models enable the reader to develop essential interpretation and analysis skills, while the emphasis on real-world practicality and methodology provides seamless coverage of both GAAP and IFRS requirements for enhanced global relevance.

Two decades of classroom testing among INSEAD MBA students have honed this text to provide the clearest, most comprehensive model for financial statement interpretation and analysis; a concise, logically organized pedagogical framework includes problems, discussion questions, and real-world case studies that illustrate applications and current practices, and in-depth examination of key topics clarifies complex concepts and builds professional intuition. With insightful coverage of revenue recognition, inventory accounting, receivables, long-term assets, M&A, income taxes, and other principle topics, this book provides both education and ongoing reference for MBA students.



International Corporate Finance (2nd Edition)

Value Creation with Currency Derivatives in Global Capital Markets

Laurent L. Jacque

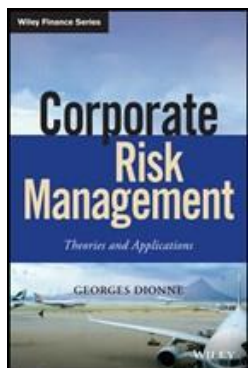
Summary

As globalization is redefining the field of corporate finance, international finance is now part and parcel of the basic literacy of any financial executive. This is why *International Corporate Finance* is a "must" text for upper-undergraduates, MBAs aspiring to careers in global financial services and budding finance professionals.

International Corporate Finance offers thorough coverage of the international monetary system, international financing, foreign exchange risk management and cross-border valuation. Additionally, the book offers keen insight on how disintermediation, deregulation and securitization are re-shaping global capital markets.

John Wiley & Sons
9781119550464
Pub Date: Dec 19
\$120.00 USD/£95.00 GBP/
€102.60 EUR
Hardcover

832 Pages



Corporate Risk Management

Theories and Applications

Georges Dionne

Summary

An updated review of the theories and applications of corporate risk management

After the financial crisis of 2008, issues concerning corporate risk management arose that demand new levels of oversight. *Corporate Risk Management* is an important guide to the topic that puts the focus on the corporate finance dimension of risk management. The author—a noted expert on the topic—presents several theoretical models appropriate for various industries and empirically verifies theoretical propositions. The book also proposes statistical modeling that can evaluate the importance of different risks and their variations according to economic cycles.

The book provides an analysis of default, liquidity, and operational risks as well as the failures of LTCM, ENRON, and financial institutions that occurred during the financial crisis. The author also explores Conditional Value at Risk (CVaR), which is central to the debate on the measurement of market risk under Basel III.

John Wiley & Sons
9781119583127
Pub Date: May 19
\$95.00 USD/£75.00
GBP/€81.20 EUR

416 Pages

Asset-Liability and Liquidity Management

New!

Pooya Farahvash

Summary

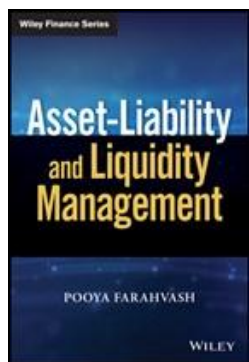
Asset-Liability and Liquidity Management distills the author's extensive experience in the financial industry, and ALM in particular, into concise and comprehensive lessons. Each of the topics are covered with a focus on real-world applications, based on the author's own experience in the industry.

The author is the Vice President of Treasury Modeling and Analytics at American Express. He is also an adjunct professor at New York University, teaching a variety of analytical courses.

Learn from the best as Dr. Farahvash takes you through basic and advanced topics, including:

- The fundamentals of analytical finance.
- Detailed explanations of financial valuation models for a variety of products.
- The principle of economic value of equity and value-at-risk.
- The principle of net interest income and earnings-at-risk.
- Liquidity risk.
- Funds transfer pricing.

A detailed Appendix at the end of the book helps novice users with basic probability and statistics concepts used in financial analytics.



John Wiley & Sons
9781119701880
Pub Date: Aug 20
\$49.95 USD/£37.99
GBP/€42.70 EUR
Hardcover

1056 Pages

Investments

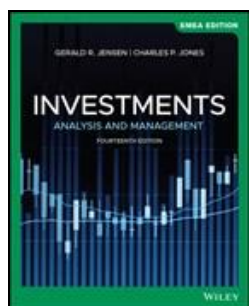
Analysis and Management, 14th Edition, EMEA Edition

Gerald R. Jensen, Charles P. Jones

Summary

The revised and updated fourteenth edition of *Investments: Analysis and Management* explains the essentials of investing and supports good investment decisions. More than a simple introduction to the subject, this comprehensive textbook prepares students to handle real-world investment problems and controversies in a clear and accessible manner. Emphasizing readability, Authors Charles Jones and Gerald Jensen minimize complex formulas and simplify difficult material-enabling students of all levels and backgrounds to follow the entire discussion and delve further into the subject.

Ideally suited for beginning courses in investments, this textbook is designed as a practical guide to help students gain foundational knowledge of investing and develop the analytic skills necessary for deciphering investment issues. Carefully organized chapters guide students through fundamental investing concepts, portfolio and capital market theory, common stock analysis and valuation, fixed-income and derivative securities, the specifics of security analysis and portfolio management, and more.



John Wiley & Sons
9781119667506
Pub Date: Nov 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

672 Pages



Investments (2nd Edition)

Keith Cuthbertson, Dirk Nitzsche

Summary

Designed for MBA and advanced undergraduate students taking a course in investments/introduction to finance/financial markets. These courses aim to introduce students to the financial markets and instruments (including money markets, fixed income, equities and FX markets). *Investments* provides an introduction to risk management and provides a real-world flavour throughout.

The authors include a lot of pedagogy, namely: chapter objectives summaries; end of chapter exercises; numerous real-world examples and case vignettes; Excel spreadsheets providing simulations for the reader; a glossary of terms; clear, simple and consistent mathematical notation.

John Wiley & Sons
9780470519561
Pub Date: Jul 08
\$88.95 USD/£55.99
GBP/€66.99 EUR
Paperback

790 Pages



Alternative Investments (4th Edition)

CAIA Level I

Donald R. Chambers, Mark J. P. Anson, Keith H. Bla...

Summary

Alternative Investments: CAIA Level I, 4th Edition is the curriculum book for the Chartered Alternative Investment Analyst (CAIA) Level I professional examination. Covering the fundamentals of the alternative investment space, this book helps you build a foundation in alternative investment markets. You'll look closely at the different types of hedge fund strategies and the range of statistics used to define investment performance as you gain a deep familiarity with alternative investment terms and develop the computational ability to solve investment problems. From strategy characteristics to portfolio management strategies, this book contains the core material you will need to succeed on the CAIA Level I exam. This updated fourth edition tracks to the latest version of the exam and is accompanied by the following ancillaries: a workbook, study guide, learning objectives, and an ethics handbook.

John Wiley & Sons
9781119604143
Pub Date: Mar 20
\$125.00 USD/£95.00 GBP/
€106.90 EUR
Hardcover

928 Pages



The FINTECH Book

The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries

Susanne Chishti, Janos Barberis

Summary

THE FIRST GLOBALLY CROWDSOURCED BOOK ON FINTECH

The FinTech Book is the leading guide to the financial technology revolution, including the disruption, innovation and lucrative opportunities. Created by two prominent thought leaders in FinTech and the associated investment space, this groundbreaking guide showcases the leading industry influencers in FinTech in a single, informative volume.

Entrepreneurs and investors will find this an invaluable resource to uncovering new opportunities and maximizing their ROI in this growing market. This inspiring book covers every major industry development in-depth, complete with firsthand insights and lessons learned by practitioners at the cutting edge. This first comprehensive volume on the global state of FinTech gives you a distinct competitive advantage by:

- Illustrating the ins and outs of the industry with the leading figures at the centre of the action.
- Detailing the unique market dynamics of the FinTech revolution.
- Illuminating the diverse potential of the sector and the various ways it can impact related industries.
- Showing you firsthand how other investors and entrepreneurs have risen to the top of this dynamic environment.

John Wiley & Sons
9781119218876
Pub Date: Apr 16
\$39.95 USD/£23.99
GBP/€27.20 EUR
Paperback

312 Pages



Fixed-Income Securities

Valuation, Risk Management and Portfolio Strategies

Lionel Martellini, Philippe Priaulet, Stéphane Pri...

Summary

This textbook will be designed for fixed-income securities courses taught on MSc Finance and MBA courses. There is currently no suitable text that offers a 'Hull-type' book for the fixed income student market. This book aims to fill this need. The book will contain numerous worked examples, excel spreadsheets, with a building block approach throughout. A key feature of the book will be coverage of both traditional and alternative investment strategies in the fixed-income market; for example, the book will cover the modern strategies used by fixed-income hedge funds.

- The text will be supported by a set of PowerPoint slides for use by the lecturer
- First textbook designed for students written on fixed-income securities - a growing market
- Contains numerous worked examples throughout
- Includes coverage of important topics often omitted in other books i.e. deriving the zero yield curve, deriving credit spreads, hedging and also covers interest rate and credit derivatives

John Wiley & Sons
9780470852774
Pub Date: May 03
\$90.00 USD/£45.00
GBP/€50.90 EUR
Paperback

662 Pages

Introduction to Private Equity, Debt and Real Assets (3rd Edition)

From Venture Capital to LBO, Senior to Distressed Debt, Immaterial to Fixed Assets

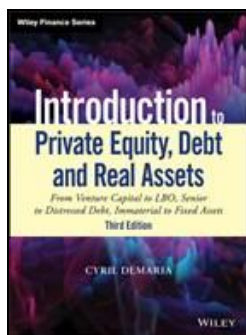
Cyril Demaria

Summary

Fully revised and updated to reflect changes in the private equity sector.

Building on and refining the content of previous editions, *Introduction to Private Equity, Debt and Real Assets, Third Edition* adopts the same logical, systematic, factual and long-term perspective on private markets (private equity, private debt and private real assets combining academic rigour with extensive practical experience.

The content has been fully revised to reflect developments and innovations in private markets, exploring new strategies, changes in structuring and the drive of new regulations. New sections have been added, covering fund-raising and fund analysis, portfolio construction and risk measurement, as well as liquidity and start-up analysis. In addition, private debt and private real assets are given greater focus, with two new chapters analysing the current state of these evolving sectors.



John Wiley & Sons
9781119537380
Pub Date: Apr 20
\$58.00 USD/£45.00
GBP/€50.90 EUR
Hardcover

464 Pages

Fixed Income Analysis Workbook (4th Edition)

Barbara S. Petitt

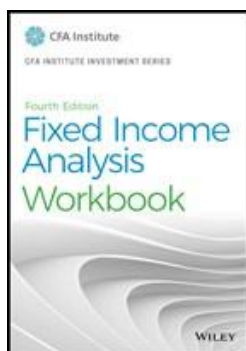
Summary

THE THOROUGHLY REVISED AND UPDATED FOURTH EDITION OF THE COMPANION WORKBOOK TO FIXED INCOME ANALYSIS

Now in its fourth edition, the Fixed Income Analysis Workbook offers a range of practical information and exercises that will enhance your understanding of the tools, strategies, and techniques associated with fixed-income portfolio management. Written by a team of knowledgeable contributors, this hands-on resource helps busy professionals and those new to the discipline apply the concepts and methodologies that are essential for mastery.

The Workbook is an accessible guide for understanding the metrics, methods, and mechanics as applied in the competitive world of fixed-income analysis. It also provides a stress-free way to practice the tools and techniques described in the companion text. The Fixed Income Analysis Workbook includes information and exercises to help you:

- Work real-world problems associated with fixed-income risk and return.
- Review the fundamentals of asset-backed securities.
- Comprehend the principles of credit analysis.
- Understand the arbitrage-free valuation framework.
- Practice important methods and techniques before applying them in actual situations.



John Wiley & Sons
9781119627449
Pub Date: Nov 19
\$49.95 USD/£37.84
GBP/€42.69 EUR
Paperback

272 Pages

Fixed Income Analysis (4th Edition)

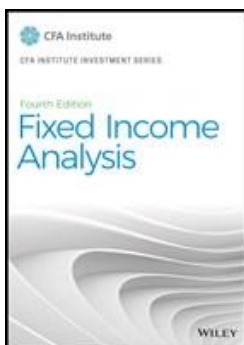
Barbara S. Petitt

Summary

CFA Institute's essential guide to fixed-income portfolio management, revised and updated

Now in its fourth edition, *Fixed Income Analysis* offers authoritative and up-to-date coverage of how successful investment professionals analyze and manage fixed-income portfolios.

With contributions from a team of financial experts, the text is filled with detailed information from CFA Institute and contains a comprehensive review of the essential topics in the field. *Fixed Income Analysis* introduces the fundamental concepts of fixed-income securities and markets and provides in-depth coverage of fixed-income security valuation and portfolio management. The book contains a general framework for valuation that is designed to be accessible to both professionals and those new to the field. The fourth edition provides updated coverage of fixed-income portfolio management, including detailed coverage of liability-driven and index-based strategies, the major types of yield curve strategies, and approaches to implementing active credit strategies.



John Wiley & Sons
9781119627289
Pub Date: Nov 19
\$110.00 USD/£83.33 GBP/
€94.02 EUR
Hardcover

944 Pages

International Financial Statement Analysis Workbook (4th Edition)

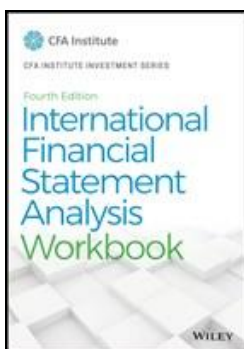
Thomas R. Robinson

Summary

Practice the concepts, tools, and techniques of international financial statement analysis

International Financial Statement Analysis Workbook gives busy professionals and those aspiring to a financial career a hands-on reference for understanding and applying the concepts and methodologies essential to accurate financial analysis. A companion to the *International Financial Statement Analysis* text, this practical workbook includes learning outcomes, chapter summaries, and problems that are designed to build skills and boost confidence before applying the concepts to real-world cases.

The workbook offers an opportunity to test your understanding of the standards and mechanics of financial reporting and makes use of the text's tools and techniques. This informative guide—which has practical application across international borders—aims in the understanding of financial reporting standards, income statements, balance sheets, cash flow statements, inventories, long-lived assets, income taxes, and much more. *International Financial Statement Analysis Workbook* is designed to facilitate information retention and build a strong foundation in financial statement analysis.



John Wiley & Sons
9781119628095
Pub Date: Mar 20
\$49.95 USD/£37.84
GBP/€42.69 EUR

256 Pages

International Financial Statement Analysis (4th Edition)

Thomas R. Robinson

Summary

Better analysis for more accurate international financial valuation *International Financial Statement Analysis, 4th Edition* provides the most up-to-date detail for the successful assessment of company performance and financial position regardless of country of origin. The seasoned experts at the CFA Institute offer readers a rich, clear reference, covering all aspects from financial reporting mechanics and standards to understanding income and balance sheets. Comprehensive guidance toward effective analysis techniques helps readers make real-world use of the knowledge presented, with this new third edition containing the most current standards and methods for the post-crisis world. Coverage includes the complete statement analysis process, plus information on income tax accounting, employee compensation, and the impact of foreign exchange rates on the statements of multinational corporations.



John Wiley & Sons
9781119628057
Pub Date: Mar 20
\$110.00 USD/£83.33 GBP/
€94.02 EUR
Hardcover

1008 Pages

Portfolio Management in Practice, Volume 1

Investment Management Workbook

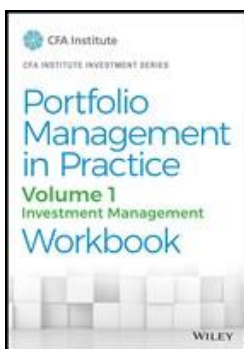
CFA Institute

New!

Summary

The companion workbook to the *Investment Management* volume in the CFA Institute's *Portfolio Management in Practice* series provides students and professionals with essential practice regarding key concepts in the portfolio management process. Filled with stimulating exercises, this text is designed to help learners explore the multifaceted topic of investment management in a meaningful and productive way.

The *Investment Management Workbook* is structured to further readers' hands-on experience with a variety of learning outcomes, summary overview sections, challenging practice questions, and solutions. Featuring the latest tools and information to help users become confident and knowledgeable investors, this workbook includes sections on professionalism in the industry, fintech, hedge fund strategies, and more.



John Wiley & Sons
9781119743750
Pub Date: Dec 20
\$50.00 USD/£37.88
GBP/€42.74 EUR

352 Pages

Portfolio Management in Practice, Volume 1

New!

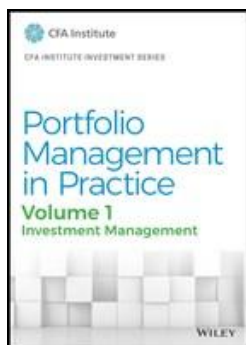
Investment Management

CFA Institute

Summary

***Portfolio Management in Practice, Volume 1: Investment Management* delivers a comprehensive overview of investment management for students and industry professionals.**

As the first volume in the CFA Institute's new *Portfolio Management in Practice* series, *Investment Management* offers professionals looking to enhance their skillsets and students building foundational knowledge an essential understanding of key investment management concepts. Designed to be an accessible resource for a wide range of learners, this volume explores the full portfolio management process.



John Wiley & Sons
9781119743699
Pub Date: Jan 21
\$110.00 USD/£83.33 GBP/
€94.02 EUR
Hardcover

1328 Pages

Quantitative Investment Analysis, Workbook

New!

(4th Edition)

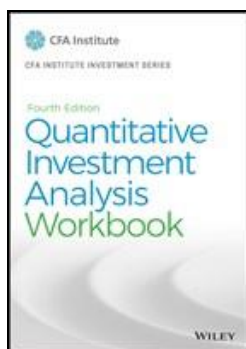
CFA Institute

Summary

The thoroughly revised and updated fourth edition of the companion workbook to *Quantitative Investment Analysis* is here.

Now in its fourth edition, the *Quantitative Investment Analysis Workbook* offers a range of practical information and exercises that will facilitate your mastery of quantitative methods and their application in today's investment process. Part of the reputable CFA Institute Investment Series, the workbook is designed to further your hands-on experience with a variety of learning outcomes, summary overview sections, and challenging problems and solutions.

The workbook provides all the statistical tools and latest information to help you become a confident and knowledgeable investor, including expanded problems on Machine Learning algorithms and the role of Big Data in investment contexts. Well suited for motivated individuals who learn on their own, as well as a general reference, this companion resource delivers a clear, example-driven method for practicing the tools and techniques covered in the primary *Quantitative Investment Analysis, 4th Edition* text.



John Wiley & Sons
9781119743675
Pub Date: Oct 20
\$50.00 USD/£37.88
GBP/€42.74 EUR

288 Pages

Quantitative Investment Analysis (4th Edition)**New!**

CFA Institute

Summary

Whether you are a novice investor or an experienced practitioner, *Quantitative Investment Analysis, 4th Edition* has something for you.

Part of the CFA Institute Investment Series, this authoritative guide is relevant the world over and will facilitate your mastery of quantitative methods and their application in today's investment process. This updated edition provides all the statistical tools and latest information you need to be a confident and knowledgeable investor. This edition expands coverage to Machine Learning algorithms and the role of Big Data in an investment context along with capstone chapters in applying these techniques to factor modeling, risk management and backtesting and simulation in investment strategies. The authors go to great lengths to ensure an even treatment of subject matter, consistency of mathematical notation, and continuity of topic coverage that is critical to the learning process. Well suited for motivated individuals who learn on their own, as well as general reference, this complete resource delivers clear, example-driven coverage of a wide range of quantitative methods.



John Wiley & Sons
9781119743620
Pub Date: Nov 20
\$110.00 USD/£83.33 GBP/
€94.02 EUR
Hardcover

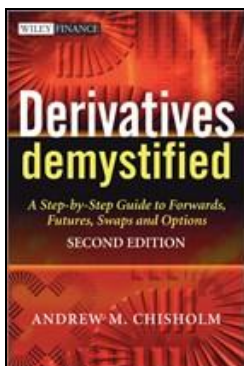
944 Pages

Derivatives Demystified (2nd Edition)**A Step-by-Step Guide to Forwards, Futures, Swaps and Options**

Andrew M. Chisholm

Summary

Derivatives are everywhere in the modern world, and it is important for everyone in banking, investment and finance to have a good understanding of the subject. *Derivatives Demystified* provides a step-by-step guide to the subject, enabling the reader to have a solid, working understanding of key derivative products. Adopting a highly accessible approach, the author explains derivative products in straightforward terms and without the complex mathematics that underlie the subject, focusing on practical applications, case studies and examples of how the products are used to solve real-world problems. *Derivatives Demystified* follows a sequence that is designed to show that, although there are many applications of derivatives, there are only a small number of basic building blocks, namely forwards and futures, swaps and options. The book shows how each building block is applied to different markets and to the solution of various risk management and trading problems.



John Wiley & Sons
9780470749371
Pub Date: July 10
\$85.00 USD/£47.50
GBP/€53.70 EUR
Hardcover

288 Pages

Venture Capital and the Finance of Innovation (2nd Edition)

Andrew Metrick, Ayako Yasuda

Summary

This useful guide walks venture capitalists through the principles of finance and the financial models that underlie venture capital decisions. It presents a new unified treatment of investment decision making and mark-to-market valuation. The discussions of risk-return and cost-of-capital calculations have been updated with the latest information. The most current industry data is included to demonstrate large changes in venture capital investments since 1999. The coverage of the real-options methodology has also been streamlined and includes new connections to venture capital valuation. In addition, venture capitalists will find revised information on the reality-check valuation model to allow for greater flexibility in growth assumptions.

THE FINANCIAL PRINCIPLES EVERY VENTURE CAPITALIST NEEDS TO MASTER

In *Venture Capital and the Finance of Innovation, Second Edition*, future and current venture capitalists will find a useful guide to the principles of finance and the financial models that underlie venture capital decisions.



John Wiley & Sons
9780470454701
Pub Date: Nov 10
\$223.95 USD/£205.00
GBP/€228.00 EUR
Hardcover

576 Pages

The Business of Venture Capital (3rd Edition)

The Art of Raising a Fund, Structuring Investments, Portfolio Management, and Exits

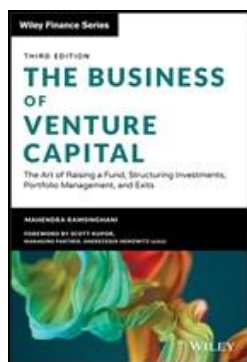
Mahendra Ramsinghani

New!

Summary

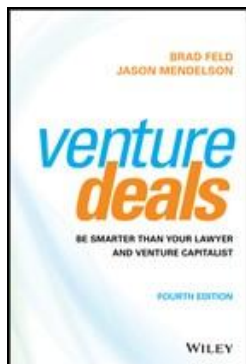
The new edition of the definitive guide for venture capital practitioners-covers the entire process of venture firm formation & management, fund-raising, portfolio construction, value creation, and exit strategies.

Since its initial publication, *The Business of Venture Capital* has been hailed as the definitive, most comprehensive book on the subject. Now in its third edition, this market-leading text explains the multiple facets of the business of venture capital, from raising venture funds, to structuring investments, to generating consistent returns, to evaluating exit strategies. Author and VC Mahendra Ramsinghani, who has invested in startups and venture funds for over a decade, offers best practices from experts on the front lines of this business.



John Wiley & Sons
9781119639688
Pub Date: Mar 21
\$95.00 USD/£75.00
GBP/€81.20 EUR
Hardcover

544 Pages



Venture Deals (4th Edition)

Be Smarter Than Your Lawyer and Venture Capitalist

Brad Feld, Jason Mendelson

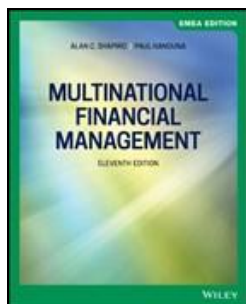
Summary

Help take your startup to the next step with the new and revised edition of the popular book on the VC deal process—from the co-founders of the Foundry Group.

How do venture capital deals come together? This is one of the most frequent questions asked by each generation of new entrepreneurs. Surprisingly, there is little reliable information on the subject. No one understands this better than Brad Feld and Jason Mendelson. The founders and driving force behind the Foundry Group—a venture capital firm focused on investing in early-stage information technology companies—Brad and Jason have been involved in hundreds of venture capital financings. Their investments range from small startups to large Series A venture financing rounds. The new edition of *Venture Deals* continues to show fledgeling entrepreneurs the inner-workings of the VC process, from the venture capital term sheet and effective negotiating strategies to the initial seed and the later stages of development.

John Wiley & Sons
9781119594826
Pub Date: Oct 19
\$49.95 USD/£37.99
GBP/€42.70 EUR
Hardcover

368 Pages



Multinational Financial Management

11th Edition, EMEA Edition

Alan C. Shapiro, Paul Hanouna

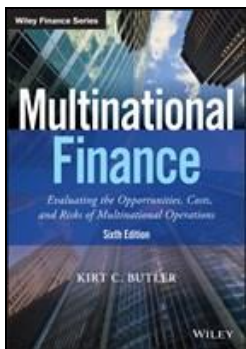
Summary

The eleventh edition of *Multinational Financial Management* is a comprehensive survey of the essential areas of the international financial market environment, including foreign exchange and derivative markets, risk management, and international capital markets and portfolio investment. Designed for upper-level undergraduate and masters-level courses in international finance and management, this textbook offers readers a conceptual framework for analyzing key financial decisions of multinational firms. The authors both explain and simplify multinational financial management by illustrating how its basic principles share the same foundation as domestic corporate finance.

Assuming no prior knowledge of international economics or finance, this substantially revised new edition builds upon the fundamental principles of domestic financial management to examine the unique dimensions of international finance. Readers are presented with a solid theoretical knowledgebase for examining decision problems, as well as practical analytical techniques that clarify the often-ambiguous guidelines used by international financial executives.

John Wiley & Sons
9781119668855
Pub Date: Jan 20
\$69.99 USD/£55.99
GBP/€66.99 EUR
Paperback

624 Pages



Multinational Finance (6th Edition)

Evaluating the Opportunities, Costs, and Risks of Multinational Operations

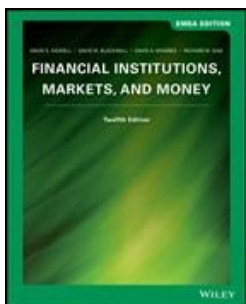
Kirt C. Butler

Summary

Deep coverage and rigorous examination of international corporate finance. *Multinational Finance* offers an advanced exploration of international corporate finance concepts and operations. Despite its status as one of the most rigorous texts on the topic, this book remains accessible and readable without sacrificing depth of coverage. Sidebars, key terms, essays, conceptual questions, and problems with solutions help aid in the learning process, while suggested readings and PowerPoint handouts reinforce the material and offer avenues for further exploration. This new sixth edition includes Excel templates that allow students to use real-world tools in a learning environment, and the modular structure facilitates course customization to individual objectives, interests, and preparatory level. The emphasis is on the basics of financial management, but coverage includes unique chapters on treasury management, asset pricing, hedging, options, and portfolio management in addition to traditional finance topics.

John Wiley & Sons
9781119219682
Pub Date: Jun 16
\$95.00 USD/£75.00
GBP/€81.20 EUR
Paperback

576 Pages



Financial Institutions

12th Edition, Markets and Money

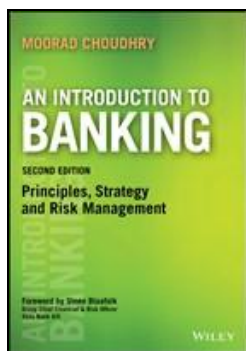
David S. Kidwell, David W. Blackwell, David A. Whidbee, Richard W. Sias

Summary

Kidwell's *Financial Institutions, 12th Edition* presents a balanced introduction to the operation, mechanics, and structure of the U.S. financial system, emphasizing its institutions, markets, and financial instruments. The text discusses complex topics in a clear and concise fashion with an emphasis on "Real World" data, and people and event boxes, as well as personal finance examples, to help retain topical interest.

John Wiley & Sons
9781119589983
Pub Date: May 19
\$62.99 USD/£50.99
GBP/€60.99 EUR
Paperback

678 Pages



An Introduction to Banking (2nd Edition)

Principles, Strategy and Risk Management

Moorad Choudhry

Summary

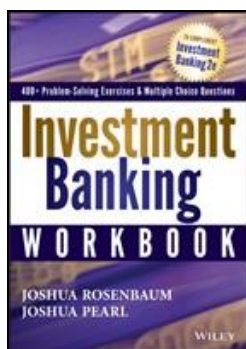
A practical primer to the modern banking operation. *Introduction to Banking, Second Edition* is a comprehensive and jargon-free guide to the banking operation. Written at the foundational level, this book provides a broad overview of banking to give you an all-around understanding that allows you to put your speciality work into context within the larger picture of your organization. With a specific focus on risk components, this second edition covers all key elements with new chapters on reputational risk, credit risk, stress testing and customer service, including an updated chapter on sustainability. Practical material includes important topics such as the yield curve, trading and hedging, asset-liability management, loan origination, product marketing, reputational risk and regulatory capital.

This book gives you the context you need to understand how modern banks are run and the key points operation at all levels.

- Learn the critical elements of a well-structured banking operation
- Examine the risk components inherent in banking
- Understand operational topics including sustainability and stress testing
- Explore service-end areas including product marketing and customer service

John Wiley & Sons
9781119115892
Pub Date: Apr 18
\$65.00 USD/£40.00 GBP/
€45.20 EUR Paperback

584 Pages



Investment Banking Workbook

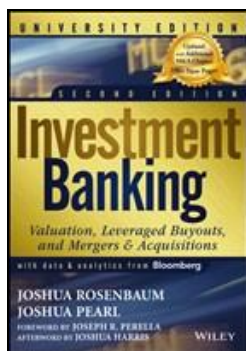
Joshua Rosenbaum, Joshua Pearl

Summary

Investment Banking WORKBOOK is the ideal complement to *Investment Banking, Valuation, Leveraged Buyouts, and Mergers & Acquisitions, Second Edition*, enabling you to truly master and refine the core skills at the centre of the world of finance. This comprehensive study guide provides an invaluable opportunity to explore your understanding of the strategies and techniques covered in the main text, before putting them to work in real-world situations. The WORKBOOK which parallels the main book chapter by chapter-contains over 400 problem-solving exercises and multiple-choice questions. Topics reviewed include: Valuation and its various forms of analysis, including comparable companies, precedent transactions and discounted cash flow analysis Leveraged buyouts-from the fundamentals of LBO economics and structure to detailed modeling and valuation M&A sell-side tools and techniques, including an overview of an organized M&A sale process M&A buy-side strategy and analysis, including a comprehensive merger consequences analysis that includes accretion/(dilution) and balance sheet effects.

John Wiley & Sons
9781118715703
Pub Date: Aug 13
\$50.00 USD/£37.99
GBP/€42.80 EUR
E-Book

272 Pages



Investment Banking (2nd Edition)

Valuation, Leveraged Buyouts, and Mergers and Acquisitions

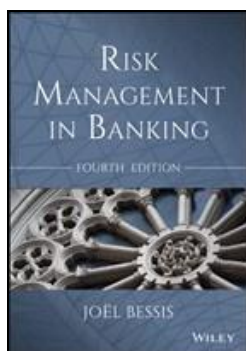
Joshua Pearl, Joshua Rosenbaum

Summary

Investment Banking, UNIVERSITY EDITION is a highly accessible and authoritative book written by investment bankers that explains how to perform the valuation work at the core of the financial world. This body of work builds on Rosenbaum and Pearl's combined 30+ years of experience on a multitude of transactions, as well as input received from numerous investment bankers, investment professionals at private equity firms and hedge funds, attorneys, corporate executives, peer authors, and university professors. This book fills a noticeable gap in contemporary finance literature, which tends to focus on theory rather than practical application. It focuses on the primary valuation methodologies currently used on Wall Street-comparable companies, precedent transactions, DCF, and LBO analysis-as well as M&A analysis. The ability to perform these methodologies is especially critical for those students aspiring to gain full-time positions at investment banks, private equity firms, or hedge funds. This is the book Rosenbaum and Pearl wish had existed when we were trying to break into Wall Street.

John Wiley & Sons
9781118472200
Pub Date: Jul 13
\$85.00 USD/£65.00
GBP/€72.70 EUR
Paperback

496 Pages



Risk Management in Banking (4th Edition)

Joël Bessis

Summary

THE SEMINAL GUIDE TO RISK MANAGEMENT REVISED AND UPDATED

Now in its fourth edition, *Risk Management in Banking* is the industry's seminal reference that offers a comprehensive review of all aspects in the field. The text covers a complete range of risk topics in banking, including asset-liability management, risk-based capital, value at risk, loan portfolio management, capital allocation, and other fundamental risk factors. All these topics are examined within the new mindset inspired by the financial crisis.

This practical guide contains the latest information on topics such as: ALM, Basel 3, liquidity analysis, market risk, credit risk, derivatives, structured products, securitizations, and more.

- **WORKBOOK**

- *Risk Management in Banking Workbook* (ISBN 9781118925652) reinforces the material from a practical perspective, featuring chapter-by-chapter sample questions and makes the material more accessible to both students and practitioners.

- **COMPANION WEBSITE**

- Visit www.wiley.com/go/Bessis for per-chapter slides and illustrative examples utilizing an easy-to-follow and modular approach for students, as well as Excel-based solutions from the Workbook's questions.

John Wiley & Sons
9781118660218
Pub Date: Jun 15
\$65.00 USD/£39.99
GBP/€45.20 EUR
Paperback

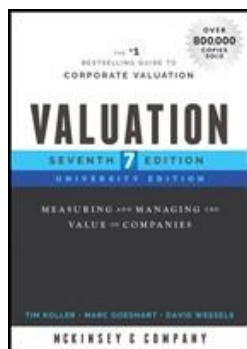
376 Pages

Valuation (7th Edition)**Measuring and Managing the Value of Companies**

McKinsey & Company Inc., Tim Koller, Marc Goedhart...

New!**Summary**

McKinsey & Company's #1 best-selling guide to corporate valuation - the fully updated seventh edition *Valuation, University Edition* is filled with the expert guidance from McKinsey & Company that students and professors have come to rely on over nearly three decades. Now in its seventh edition, this acclaimed volume continues to help financial professionals around the world gain a deep understanding of valuation and help their companies create, manage, and maximize economic value for their shareholders. This latest edition has been carefully revised and updated throughout, and includes new insights on topics such as digital, ESG (environmental, social and governance), and long-term investing, as well as fresh case studies.



John Wiley & Sons
9781119611868
Pub Date: Aug 20
\$85.00 USD/£65.00
GBP/€72.70 EUR
Paperback

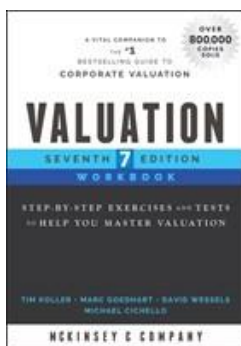
960 Pages

Valuation Workbook (7th Edition)**Step-by-Step Exercises and Tests to Help You Master Valuation**

McKinsey & Company Inc.

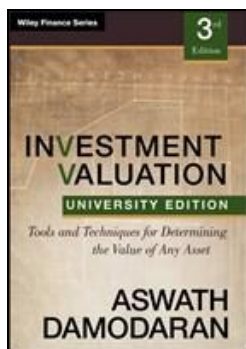
New!**Summary**

A vital companion to the bestselling guide to corporate valuation. *Valuation Workbook, 7th Edition* is the ideal companion to McKinsey's *Valuation*, helping you get a handle on difficult concepts and calculations before using them in the real world. This workbook reviews all things valuation, with chapter-by-chapter summaries and comprehensive questions and answers that allow you to test your knowledge and skills. Useful both in the classroom and for self-study, this must-have guide is essential for reviewing and applying the renowned McKinsey & Company approach to valuation and reinforces the major topics discussed in detail in the book. Fully updated to align with the latest edition of *Valuation*, this workbook is an invaluable learning tool for students and professionals alike and an essential part of the McKinsey Valuation suite.



John Wiley & Sons
9781119611813
Pub Date: Nov 20
\$45.00 USD/£34.99
GBP/€38.50 EUR
Paperback

256 Pages



Investment Valuation (3rd Edition)

Tools and Techniques for Determining the Value of any Asset, University Edition

Aswath Damodaran

Summary

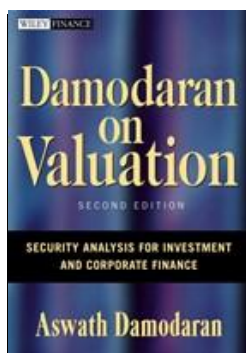
The definitive source of information on all topics related to investment valuation tools and techniques.

Valuation is at the heart of any investment decision, whether that decision is to buy, sell or hold. But the pricing of many assets has become a more complex task in modern markets, especially after the recent financial crisis. In order to be successful at this endeavour, you must have a firm understanding of the proper valuation techniques. One valuation book stands out as withstanding the test of time among students of financial markets and investors, Aswath Damodaran's *Investment Valuation*.

Now completely revised and updated to reflect changing market conditions, this third edition comprehensively introduces students and investment professionals to the range of valuation models available and how to choose the right model for any given asset valuation scenario. This edition includes valuation techniques for a whole host of real options, start-up firms, unconventional assets, distressed companies, and private equity, and real estate. All examples have been updated, and new material has been added.

John Wiley & Sons
9781118130735
Pub Date: Apr 12
\$95.00 USD/£75.00
GBP/€81.20 EUR
Paperback

992 Pages



Damodaran on Valuation (2nd Edition)

Security Analysis for Investment and Corporate Finance

Aswath Damodaran

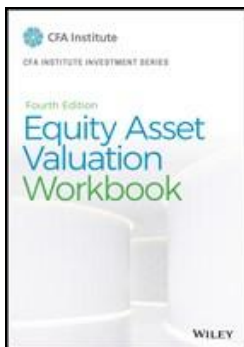
Summary

In order to be a successful CEO, corporate strategist, or analyst, understanding the valuation process is a necessity. The second edition of **Damodaran on Valuation** stands out as the most reliable book for answering many of today's critical valuation questions. Completely revised and updated, this edition is the ideal book on valuation for CEOs and corporate strategists. You'll gain an understanding of the vitality of today's valuation models and develop the acumen needed for the most complex and subtle valuation scenarios you will face.

Damodaran on Valuation explores all aspects of valuation, from the fundamentals of estimating cash flows and discount rates to the principles underlying the use of multiples. In addition, the book addresses what are often left as loose ends in valuation; the value of control and synergy; how best to deal with cash, non-operating assets, and employee stock options when valuing a company; and the consequences of illiquidity, distress, and lack of transparency for asset value.

John Wiley & Sons
9780471751212
Pub Date: Aug 06
\$100.00 USD/£75.00
GBP/€85.00 EUR
Hardcover

704 Pages



Equity Asset Valuation Workbook (4th Edition)

Jerald E. Pinto

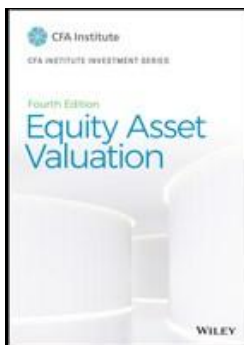
Summary

Equity Asset Valuation Workbook, Fourth Edition provides the key component of effective learning: practice. This companion workbook conveniently aligns with the text chapter-by-chapter, provides brief chapter summaries to refresh your memory on key points before you begin working, and explicitly lays out the learning objectives so you understand the "why" of each problem. These features reinforce essential theories and their practical application, assist you in gaining proficiency in the core concepts behind these theories, and accurately determine when and how to implement them. Those who self study will find solutions to all exercise problems. This workbook lets you:

- Refresh your memory with succinct chapter summaries.
- Enhance your understanding with topic-specific practice problems.
- Work toward explicit chapter objectives to internalize key information.
- Practice important techniques with real-world applications.

John Wiley & Sons
9781119628118
Pub Date: Mar 20
\$49.95 USD/£37.84
GBP/€42.69 EUR

224 Pages



Equity Asset Valuation (4th Edition)

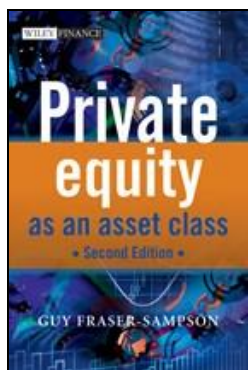
Jerald E. Pinto

Summary

Navigate equity investments and asset valuation with confidence *Equity Asset Valuation, Fourth Edition* blends theory and practice to paint an accurate, informative picture of the equity asset world. The most comprehensive resource on the market, this text supplements your studies for the third step in the three-level CFA certification program by integrating both accounting and finance concepts to explore a collection of valuation models and challenge you to determine which models are most appropriate for certain companies and circumstances. Detailed learning outcome statements help you navigate your way through the content, which covers a wide range of topics, including how an analyst approaches the equity valuation process, the basic DDM, the derivation of the required rate of return within the context of Markowitz and Sharpe's modern portfolio theory, and more.

John Wiley & Sons
9781119628101
Pub Date: Mar 20
\$110.00 USD/£83.33 GBP/
€94.02 EUR

720 Pages



Private Equity as an Asset Class (2nd Edition)

Guy Fraser-Sampson

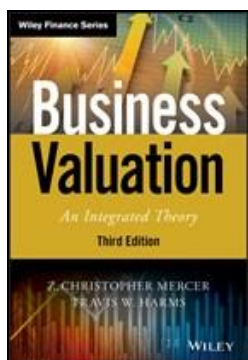
Summary

Unfairly reviled, and much misunderstood, private equity differs from all other asset classes in various important respects, not least the way in which its fund mechanisms operate, and the way in which its returns are recorded and analysed. Sadly, high-level asset allocation decisions are frequently made on the basis of prejudice and misinformation, rather than a proper appreciation of the facts.

Guy Fraser-Sampson draws upon more than twenty years of experience of the private equity industry to provide a practical guide to mastering the intricacies of this highly specialist asset class. Aimed equally at investors, professionals and business school students, it starts with such fundamental questions as 'what is private equity?' and progresses to detailed consideration of different types of private equity activity such as venture capital and buyout.

John Wiley & Sons
9780470661383
Pub Date: Apr 10
\$65.00 USD/£39.99
GBP/€45.20 EUR
Hardcover

280 Pages



Business Valuation (3rd Edition)

An Integrated Theory

Z. Christopher Mercer, Travis W. Harms

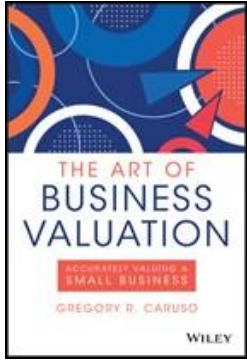
New!

Summary

A guide that demystifies modern valuation theory and shows how to apply fundamental valuation concepts. The revised and updated third edition of Business Valuation: An Integrated Theory explores the core concepts of the integrated theory of business valuation and adapts the theory to reflect how the market for private business actually works. In this third edition of their book, the authors--two experts on the topic of business valuation--help readers translate valuation theory into everyday valuation practice. This important updated book: Includes an extended review of the core concepts of the integrated theory of business valuation and applies the theory on a total capital basis Explains typical valuation discounts (marketability and minority interest) and premiums (control premiums) in the context of financial theory, institutional reality and the behaviour of market participants Explores evolving valuation perspectives in the context of the integrated theory.

John Wiley & Sons
9781119583097
Pub Date: Nov 20
\$115.00 USD/£90.00 GBP/
€98.30 EUR
Hardcover

512 Pages



The Art of Business Valuation

Accurately Valuing a Small Business

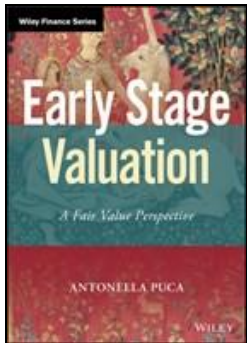
Gregory R. Caruso

New!

Summary

Starting from the practical viewpoint of, "I would rather be approximately right than perfectly wrong" this book provides a commonsense comprehensive framework for small business valuation that offers solutions to common problems faced by valuers and consultants both in performing valuations and providing ancillary advisory services to business owners, sellers, and buyers. If you conduct small business valuations, you may be seeking guidance on topics and problems specific to your work. *Focus on What Matters: A Different Way of Valuing a Small Business* fills a previous void in valuation resources. It provides a practical and comprehensive framework for small and very small business valuation (Companies under \$10 million of revenues and often under \$5 million of revenues), with a specialized focus on the topics and problems that confront valuers of these businesses.

Wiley
9781119605997
Pub Date: Oct 20
\$60.00 USD/£42.99
GBP/€51.30 EUR
Hardcover
432 Pages



Early Stage Valuation

A Fair Value Perspective

Antonella Puca

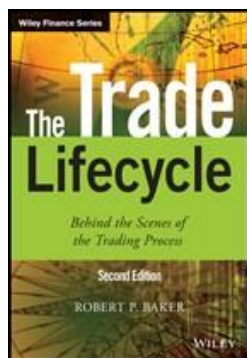
New!

Summary

Addresses significant developments in the valuation of early stage enterprises at fair value with emphasis on practical applications-features a broad selection of case studies of early-stage valuation. *Early Stage Valuation: A Fair Value Perspective* provides a comprehensive review of the current methodologies used to value Early Stage Enterprises (ESEs) at fair value for financial reporting, investment, and mergers and acquisitions. Author Antonella Puca, Senior Director with Alvarez & Marsal Valuation Services in New York, provides accurate, up-to-date information on recent guidelines and new approaches for valuation assessments.

John Wiley & Sons
9781119613633
Pub Date: Aug 20
\$85.00 USD/£65.00 GBP/
€72.70 EUR
Hardcover

384 Pages



The Trade Lifecycle (2nd Edition)

Behind the Scenes of the Trading Process

Robert P. Baker

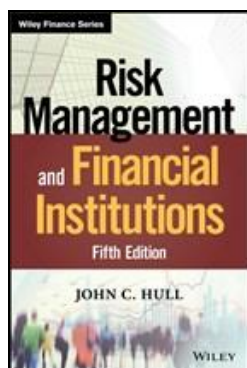
Summary

Drive profit and manage risk with expert guidance on trade processing

The Trade Lifecycle catalogues and details the various types of trades, including the inherent cash flows and risk exposures of each. Now in its second edition, this comprehensive guide includes major new coverage of traded products, credit valuation adjustment, regulation, and the role of information technology. By reading this, you'll dissect a trade into its component parts, track it from preconception to maturity, and learn how it affects each business function of a financial institution. You will become familiar with the full extent of legal, operational, liquidity, credit, and market risks to which it is exposed. Case studies of real projects cover topics like FX exotics, commodity counterparty risk, equity settlement, bond management, and global derivatives initiatives, while the companion website features additional video training on specific topics to help you build a strong background in this fundamental aspect of finance.

John Wiley & Sons
9781118999462
Pub Date: Aug 15
\$70.00 USD/£39.99
GBP/€45.20 EUR
Hardcover

416 Pages



Risk Management and Financial Institutions (5th Edition)

John C. Hull

Summary

The most complete, up-to-date guide to risk management in finance

Risk Management and Financial Institutions, Fifth Edition explains all aspects of financial risk and financial institution regulation, helping you better understand the financial markets and their potential dangers. Inside, you'll learn the different types of risk, how and where they appear in different types of institutions, and how the regulatory structure of each institution affects risk management practices. Comprehensive ancillary materials include software, practice questions, and all necessary teaching supplements, facilitating more complete understanding and providing an ultimate learning resource.

John Wiley & Sons
9781119448112
Pub Date: May 18
\$125.00 USD/£95.00 GBP/
€106.90 EUR
Hardcover

832 Pages

All financial professionals need to understand and quantify the risks associated with their decisions. This book provides a complete guide to risk management with the most up to date information. Understand how risk affects different types of financial institutions. Learn the different types of risk and how they are managed.



FinTech Innovation

From Robo-Advisors to Goal Based Investing and Gamification

Paolo Sironi

Summary

A survival guide for the FinTech era of banking

FinTech Innovation examines the rise of financial technology and its growing impact on the global banking industry. Wealth managers are standing at the epicentre of a tectonic shift, as the balance of power between offering and demand undergoes a dramatic upheaval. Regulators are pushing toward a 'constrained offering' norm while private clients and independent advisors demand a more proactive role; practitioners need examine this banking evolution in detail to understand the mechanisms at work. This book presents analysis of the current shift and offers clear insight into what happens when established economic interests collide with social transformation. Business models are changing in profound ways, and the impact reaches further than many expect; the democratization of banking is revolutionizing the wealth management industry toward more efficient and client-centric advisory processes, and keeping pace with these changes has become a survival skill for financial advisors around the world.

John Wiley & Sons
9781119226987
Pub Date: Aug 16
\$50.00 USD/£30.00
GBP/€33.90 EUR
Hardcover

180 Pages



Big Data Science in Finance

Mathematics and Applications

Irene Aldridge, M. Avellaneda

New!

Summary

Explains the mathematics, theory, and methods of Big Data as applied to finance and investing

Data science has fundamentally changed Wall Street-applied mathematics and software code are increasingly driving finance and investment-decision tools. *Big Data Science in Finance* examines the mathematics, theory, and practical use of the revolutionary techniques that are transforming the industry. Designed for mathematically-advanced students and discerning financial practitioners alike, this energizing book presents new, cutting-edge content based on world-class research taught in the leading Financial Mathematics and Engineering programs in the world. Marco Avellaneda, a leader in quantitative finance, and quantitative methodology author Irene Aldridge help readers harness the power of Big Data.

John Wiley & Sons
9781119602989
Pub Date: Mar 21
\$125.00 USD/£95.00
GBP/€106.90 EUR
Hardcover

336 Pages

Comprehensive in scope, this book offers in-depth instruction on how to separate signal from noise, how to deal with missing data values, and how to utilize Big Data techniques in decision-making. Key topics include data clustering, data storage optimization, Big Data dynamics, Monte Carlo methods and their applications in Big Data analysis, and more.

Artificial Intelligence for Asset Management and Investment

New!

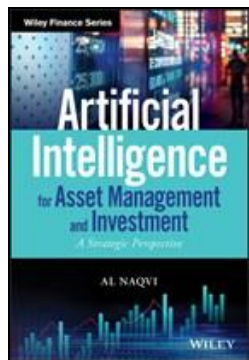
A Strategic Perspective

AI Naqvi

Summary

Make AI technology the backbone of your organization to compete in the Fintech era.

The rise of artificial intelligence is nothing short of a technological revolution. AI is poised to completely transform asset management and investment banking, yet its current application within the financial sector is limited and fragmented. Existing AI implementations tend to solve very narrow business issues, rather than serving as a powerful tech framework for next-generation finance. *Artificial Intelligence for Asset Management and Investment* provides a strategic viewpoint on how AI can be comprehensively integrated within investment finance, leading to evolved performance in compliance, management, customer service, and beyond.



John Wiley & Sons
9781119601821
Pub Date: Apr 21
\$50.00 USD/£37.99
GBP/€42.80 EUR
Hardcover

320 Pages

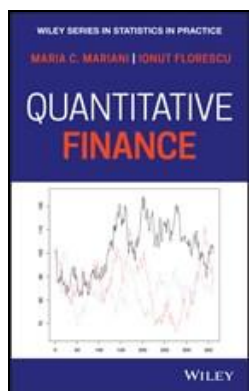
Quantitative Finance

Maria C. Mariani, Ionut Florescu

Summary

Presents a multitude of topics relevant to the quantitative finance community by combining the best of the theory with the usefulness of applications.

Written by accomplished teachers and researchers in the field, this book presents quantitative finance theory through applications to specific practical problems and comes with accompanying coding techniques in R and MATLAB, and some generic pseudo-algorithms to modern finance. It also offers over 300 examples and exercises that are appropriate for the beginning student as well as the practitioner in the field.



Wiley-Blackwell
9781118629956
Pub Date: Jan 20
\$135.00 USD/£102.00 GBP/
€115.40 EUR
Hardcover

496 Pages

Applications of Computational Intelligence in Data-Driven Trading

An Introduction to Computational Finance

Cris Doloc

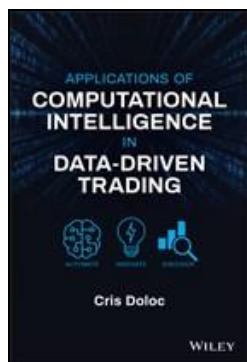
Summary

"Life on earth is filled with many mysteries, but perhaps the most challenging of these is the nature of Intelligence."

- Prof. Terrence J. Sejnowski, Computational Neurobiologist

The main objective of this book is to create awareness about both the promises and the formidable challenges that the era of Data-Driven Decision-Making and Machine Learning are confronted with, and especially about how these new developments may influence the future of the financial industry.

The subject of *Financial Machine Learning* has attracted a lot of interest recently, specifically because it represents one of the most challenging *problem spaces* for the applicability of Machine Learning.



John Wiley & Sons
9781119550501
Pub Date: Dec 19
\$60.00 USD/£47.50
GBP/€51.30 EUR
Hardcover

304 Pages

Liability-Driven Investment

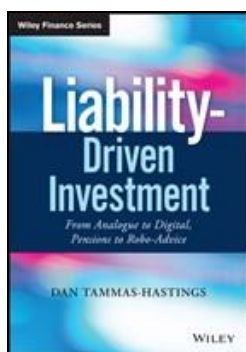
From Analogue to Digital, Pensions to Robo-Advice

Dan Tammas-Hastings

New!

Summary

Understand the investment template that dominates the pension industry Liability-Driven Investment is the practitioner's guide to this increasingly popular investment template. Already the dominant framework for pension schemes in Europe and the UK, the LDI market is expected to grow significantly with the shift from Defined Benefit to Defined Contribution, and then into Digital Asset Management -- or Robo-Advice. With an ageing population and significant under-saving globally, more and more finance professionals will need to know how to work within and around the LDI framework; this book provides clear explanations for the frameworks usefulness and growing popularity to help practitioners find their bearings in and around the LDI space. The ultimate goal of LDI is to move beyond simple asset value maximisation and ensure that investors have sufficient funds to pay liabilities. This informative guide digs into that basic premise to show the various mechanisms, guidelines and practices that make up the frameworks working parts. Discover the optimal investment strategies in multiple assets classes.



John Wiley & Sons
9781119441953
Pub Date: Feb 21
\$37.50 USD/£30.00
GBP/€33.90 EUR
Hardcover

200 Pages

Introduction to Private Equity, Debt and Real Assets:

From Venture Capital to LBO, Senior to Distressed Debt, Immaterial to Fixed Assets, 3rd Edition

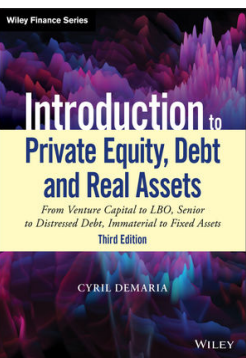
Cyril Demaria

Summary

Fully revised and updated to reflect changes in the private equity sector.

Building on and refining the content of previous editions, this title adopts the same logical, systematic, factual and long-term perspective on private markets (private equity, private debt and private real assets) combining academic rigour with extensive practical experience.

The content has been fully revised to reflect developments and innovations in private markets, exploring new strategies, changes in structuring and the drive of new regulations. New sections have been added, covering fundraising and fund analysis, portfolio construction and risk measurement, as well as liquidity and start-up analysis. In addition, private debt and private real assets are given greater focus, with two new chapters analysing the current state of these evolving sectors.

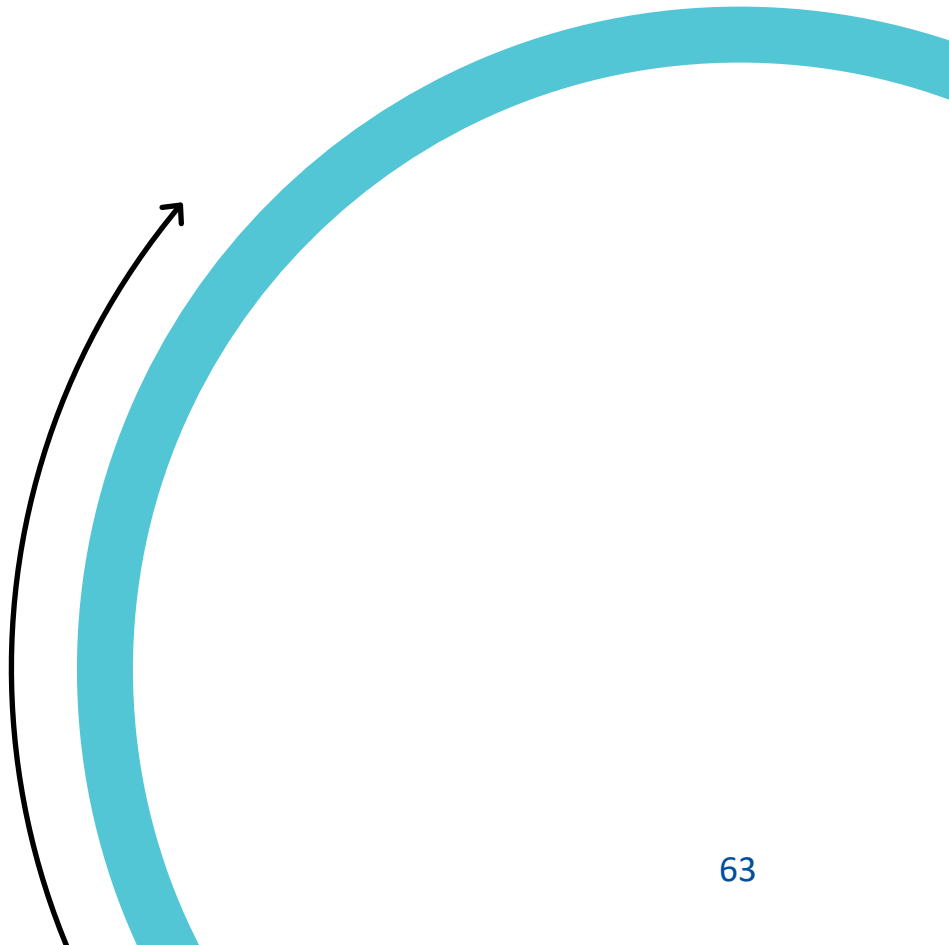


John Wiley & Sons
9781119537380
Pub Date: Apr 20
\$50.90 USD/£45.00
GBP/€60.00 EUR
Hardcover

464 Pages



HR Management



Managing Human Resources (5th Edition)

Human Resource Management in Transition

Stephen Bach, Martin Edwards

Summary

As in previous editions, *Managing Human Resources* analyses HRM, the study of work and employment, using an integrated multi-disciplinary approach. The starting point is a recognition that HRM practice and firm performance are influenced by a variety of institutional arrangements that extend beyond the firm. The consequences of HRM need to incorporate analysis of employees and other stakeholders as well as the implications for organizational performance.

This new, completely revised edition of Stephen Bach's successful graduate text includes new chapters from outside Britain as part of a more thorough internationalization of the text.

As adopting institutions continue to shift their education portfolios from undergraduate to postgraduate degrees, the demand for advanced texts suited to specialist MSc programmes has increased. Many universities have established MSc programmes in HRM and this new edition also reflects the trend back towards year-long in-depth modules rather than semester-based modules.

The 5th edition builds on the strengths of the previous editions.

Human Resource Management (4th Edition)

Grey L. Stewart, Kenneth G. Brown

Summary

Human Resource Management addresses the challenges faced by human resource managers, integrating traditional theory with real-world strategy to equip students with the knowledge, perspective, and skills they need to thrive in the ever-changing global business environment. Presented in a clear and relatable style, this text emphasizes how effective human resource management and strategic planning work in concert to allow organizations to achieve maximum success.

The focus on practical application illustrates the essential link between strategic planning and implementation, providing an inside look at how real-world companies increase effectiveness through world-class human resources management practices. A wealth of case studies, discussion topics, and exercises reinforce key concepts, strengthening students' ability to think strategically and integrate core HR management principles into the decision-making process. By mirroring the current landscape's increased reliance on smart people-management strategy, this text underscores the importance of HR management in attracting and retaining the top talent that drives an organization forward.

Designing Organizations (3rd Edition)

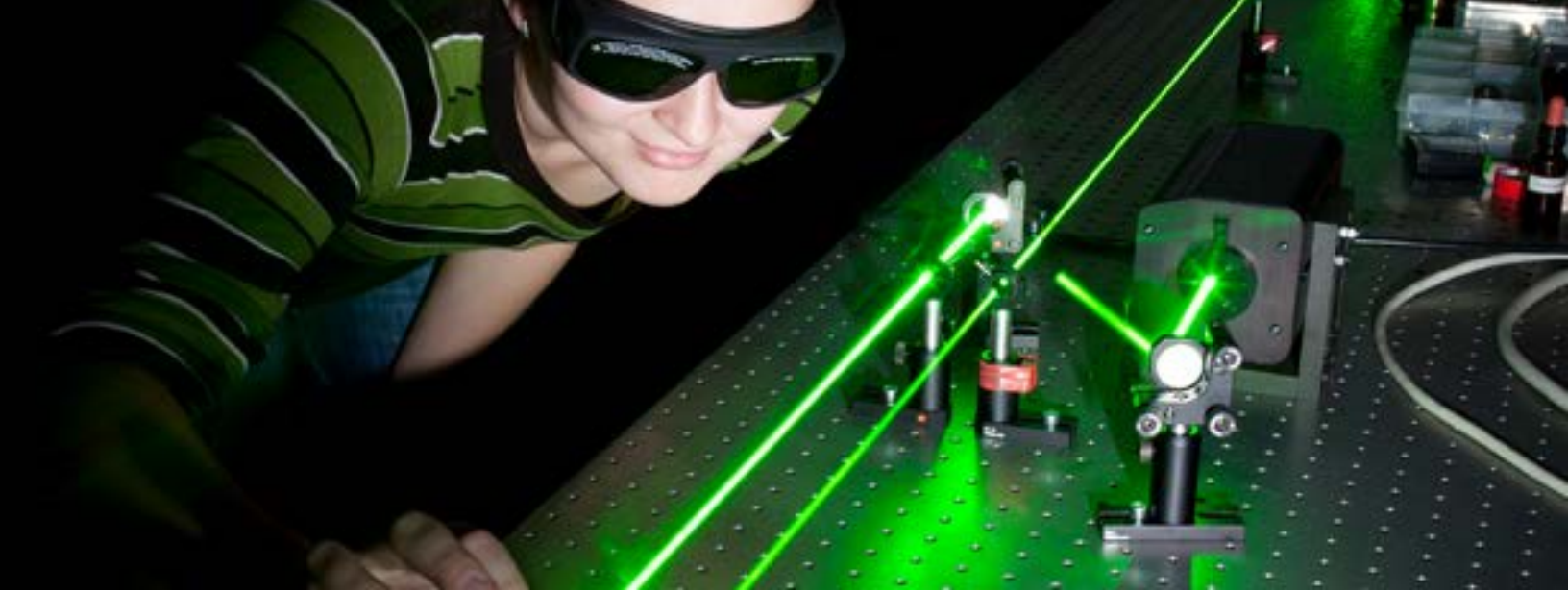
Strategy, Structure, and Process at the Business Unit and Enterprise Levels

Jay R. Galbraith

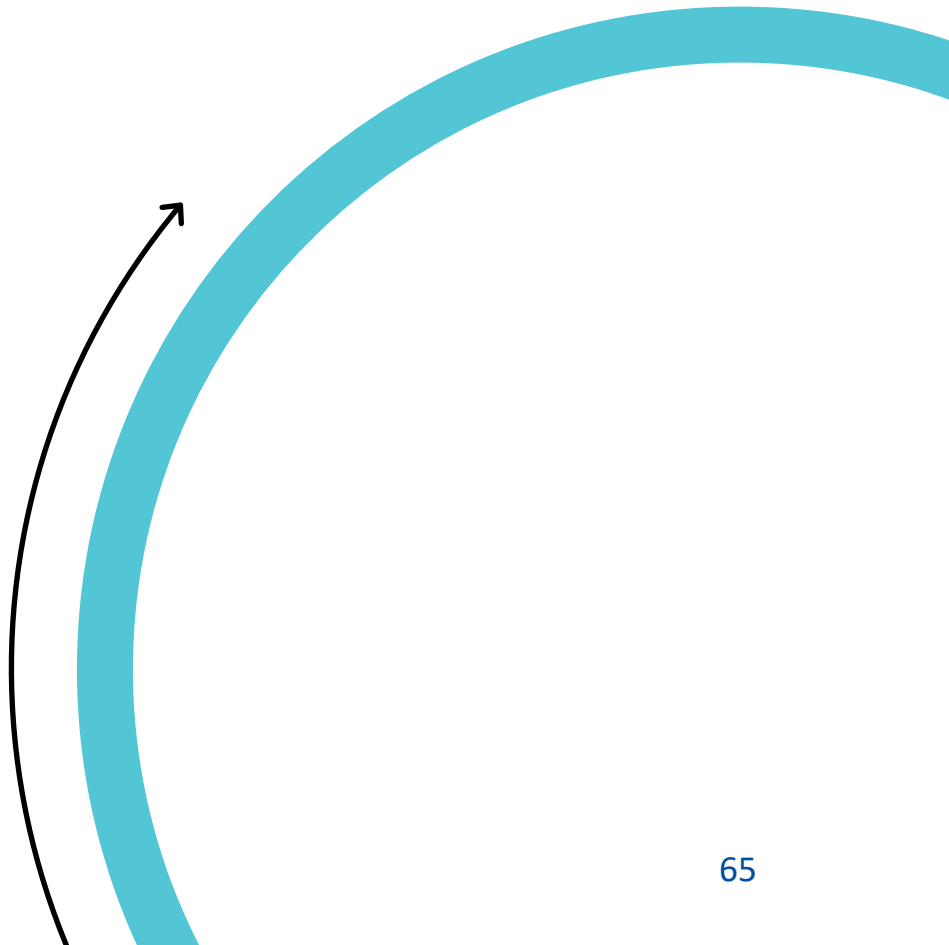
Summary

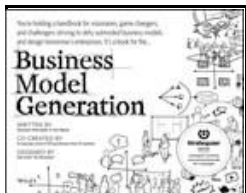
This *Third Edition* of the groundbreaking book *Designing Organizations* offers a guide to the process of creating and managing an organization (no matter how complex) that will be positioned to respond effectively and rapidly to customer demands and have the ability to achieve unique competitive advantage. This latest edition includes fresh illustrative examples and references, while the foundation of the book remains the author's popular and widely used Star Model.

- Includes a comprehensive explanation of the basics of organization design.
- Outlines a strategic approach to design that is based on the Star Model, a holistic framework for combining strategy, structure, processes, rewards, and people.
- Describes the different types of single-business, functional organizations and focuses on the functional structure and the cross-functional lateral processes that characterize most single-business organizations.
- Features a special section on the effects of big data on organization design, and whether or not it will result in a new dimension of organizational structure.



Innovation





Business Model Generation

A Handbook for Visionaries, Game Changers, and Challengers

Alexander Osterwalder, Yves Pigneur

Summary

Business Model Generation is a handbook for visionaries, game-changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need *Business Model Generation*.

Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-colour design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition.

John Wiley & Sons
9780470876411
Pub Date: Aug 10
\$34.95 USD/£26.99
GBP/€29.90 EUR
Paperback

288 Pages



Value Proposition Design

How to Create Products and Services Customers Want

Alexander Osterwalder, Yves Pigneur, Gregory Berna...

Summary

The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist.

Value Proposition Design helps you tackle the core challenge of every business creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell.

Using the same stunning visual format as the author's global bestseller, *Business Model Generation*, this sequel explains how to use the Value Proposition Canvas to design, test, create, and manage products and services customers actually want.

Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers needs and desires.

John Wiley & Sons
9781118968055
Pub Date: Oct 14
\$35.00 USD/£26.99
GBP/€30.00 EUR
Paperback

320 Pages



Managing Innovation (7th Edition)

Integrating Technological, Market and Organizational Change

Joe Tidd, John R. Bessant

New!

Summary

Now in its seventh edition, *Managing Innovation: Integrating Technological, Market and Organizational Change* enables graduate and undergraduate students to develop the unique skill set and the foundational knowledge required to successfully manage innovation, technology, and new product development. This bestselling text has been fully updated with new data, new methods, and new concepts while still retaining its holistic approach to the subject. The text provides an integrated, evidence-based methodology to innovation management that is supported by the latest academic research and the authors' extensive experience in real-world management practice.

John Wiley & Sons
9781119713302
Pub Date: Dec 20
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

624 Pages



Innovation and Entrepreneurship (3rd Edition)

John R. Bessant, Joe Tidd

Summary

Innovation and Entrepreneurship 3rd Edition is an accessible text on innovation and entrepreneurship aimed specifically at undergraduate students studying business and management studies, but also those on engineering and science degrees with management courses.

The text applies key theories and research on innovation and entrepreneurship and then reviews and synthesises those theories and research to apply them in a much broader and contemporary context, including the corporate and public services, emerging technologies and economies, and sustainability and development and creating and capturing value from innovation and entrepreneurship. In this third edition the authors continue to adopt an explicit process model to help organise the material with clear links between innovation and entrepreneurship.

This text has been designed to be fully integrated with the Innovation Portal at www.innovation-portal.info, which contains an extensive collection of additional resources for both lecturers and students, including teaching resources, case studies, media clips, innovation tools, seminar and assessment activities and test questions.

John Wiley & Sons
9781118993095
Pub Date: May 15
\$99.95 USD/£53.99
GBP/€64.99 EUR
Paperback

542 Pages

**Strategic Innovation Management**

Joe Tidd, John R. Bessant

9781118457238

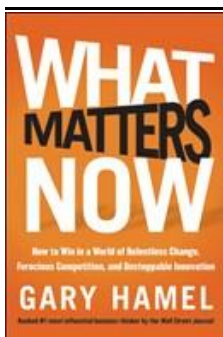
Pub Date: Mar 14

\$65.95 USD/£47.99 GBP/€57.99 EUR

436 pages

Paperback

Summary: This first edition of *Strategic Innovation Management* is an exciting new addition to the established bestselling texts *Managing Innovation* and *Innovation and Entrepreneurship* written by Joe Tidd and John Bessant. Aimed at students taking courses in business studies and management, as well as non-specialist courses in other disciplines, this book provides a practical and accessible evidence-based approach to managing innovation in a wide range of contexts, including: manufacturing, services, small to large organizations and the private, public and third sectors. Innovative organizations grow twice as fast, both in employment and sales, as those that fail to innovate. The social benefits of innovation are even greater.

**What Matters Now : How to Win in a World of Relentless Change, Ferocious Competition, and Unstoppable Innovation**

Gary Hamel

9781118120828

Pub Date: Feb 12

\$26.95 USD/£20.99 GBP/€23.10 EUR

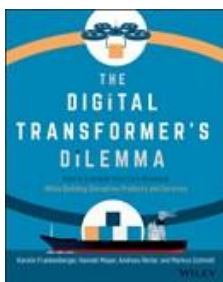
304 pages

Hardcover

Summary: This is not a book about one thing. It's not a 250-page dissertation on leadership, teams or motivation. Instead, it's an agenda for building organizations that can flourish in a world of diminished hopes, relentless change and ferocious competition. This is not a book about doing better. It's not a manual for people who want to tinker at the margins. Instead, it's an impassioned plea to reinvent management as we know it to rethink the fundamental assumptions we have about capitalism, organizational life, and the meaning of work. Leaders today confront a world where the unprecedented is the norm. Wherever one looks, one sees the exceptional and the extraordinary:

- Business newspapers decrying the state of capitalism.
- Once-innovative companies struggling to save off senescence.

New!

**The Digital Transformer's Dilemma : How to Energize Your Core Business While Building Disruptive Products and Services**

Karolin Frankenberger, Hannah Mayer, Andreas Reiter and Markus Schmidt

9781119701309

Pub Date: Nov 20

\$34.00 USD/£25.99 GBP/€29.10 EUR

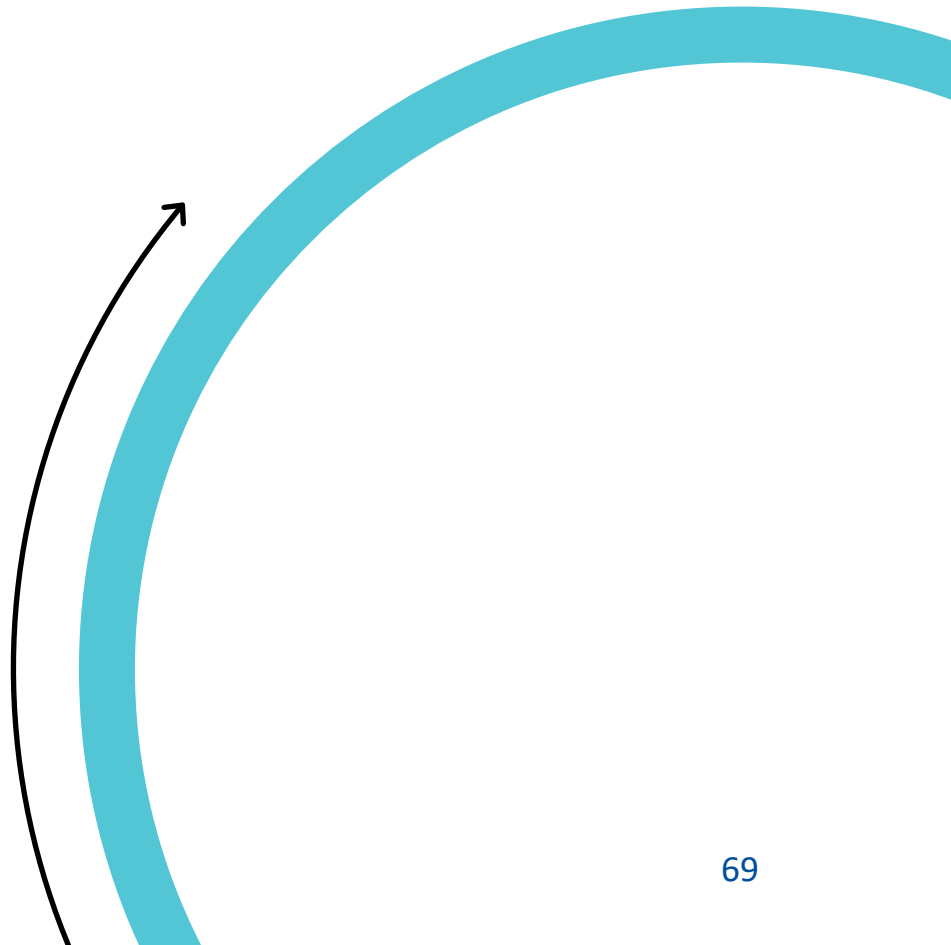
400 pages

Paperback

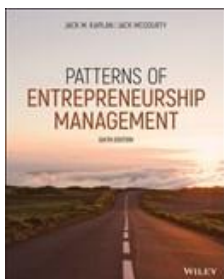
Summary: Bring your company into the digital era without compromising your core business. The authors show companies how to go digital while also advancing their core business. The book emphasizes how to strike a difficult balance between establishing a new (digital) business and revitalizing - and digitizing - the legacy business. The core of the book is focused on the actual implementation of the digital transformation across both businesses, providing concrete tips, tricks, tools and action plans across six key dimensions: crafting a flexible organization; using technology as a driver; designing the necessary processes; building transformational leaders; right-skilling the workforce of the future and galvanizing cultural change.



Entrepreneurship



New!



Patterns of Entrepreneurship Management (6th Edition)

Jack M. Kaplan, Jack McGourty

9781119703068

Pub Date: Nov 20

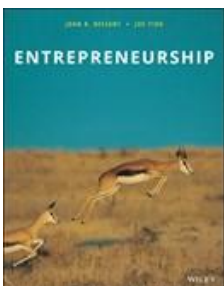
\$59.00 USD/£59.84 GBP/€67.71 EUR

368 pages

Paperback

Summary: *Patterns of Entrepreneurship Management, 6th Edition* is the essential road map for anyone interested in starting a new venture, whether for-profit or social enterprise. Featuring updated themes, new cases, and enhanced interactive learning tools, the sixth edition of *Patterns of Entrepreneurship Management* addresses the challenges, issues, and rewards real-life entrepreneurs encounter when starting and growing a venture in today's complex world.

Using its innovative "Roadmap" approach, this practical guide enables students and aspiring entrepreneurs to design, execute, and maintain their business plan-covering every essential step of the entrepreneurial process, from turning an idea into a business model to securing funding and managing resources.



Entrepreneurship

John R. Bessant, Joe Tidd

9781119221869

Pub Date: May 18

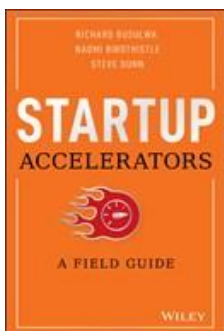
\$75.95 USD/£47.99 GBP/€57.99 EUR

208 pages

Paperback

Summary: Successful entrepreneurship requires a specialized mix of innovation, drive, business acumen, and communication; an entrepreneur sees the potential and pitfalls in any idea, and understands the product, the market, and the business climate well enough to make smart decisions for the venture. This book is designed to go beyond the nuts and bolts of entrepreneurship and help students develop the critical foundation referred to as "entrepreneurial thinking."

Organized to align with the typical flow of development, the text allows students to develop their own ideas alongside each lesson.



Startup Accelerators : A Field Guide

Richard Busulwa, Naomi Birdthistle, Steve Dunn

9781119638599

Pub Date: Mar 20

\$40.00 USD/£30.99 GBP/€34.20 EUR

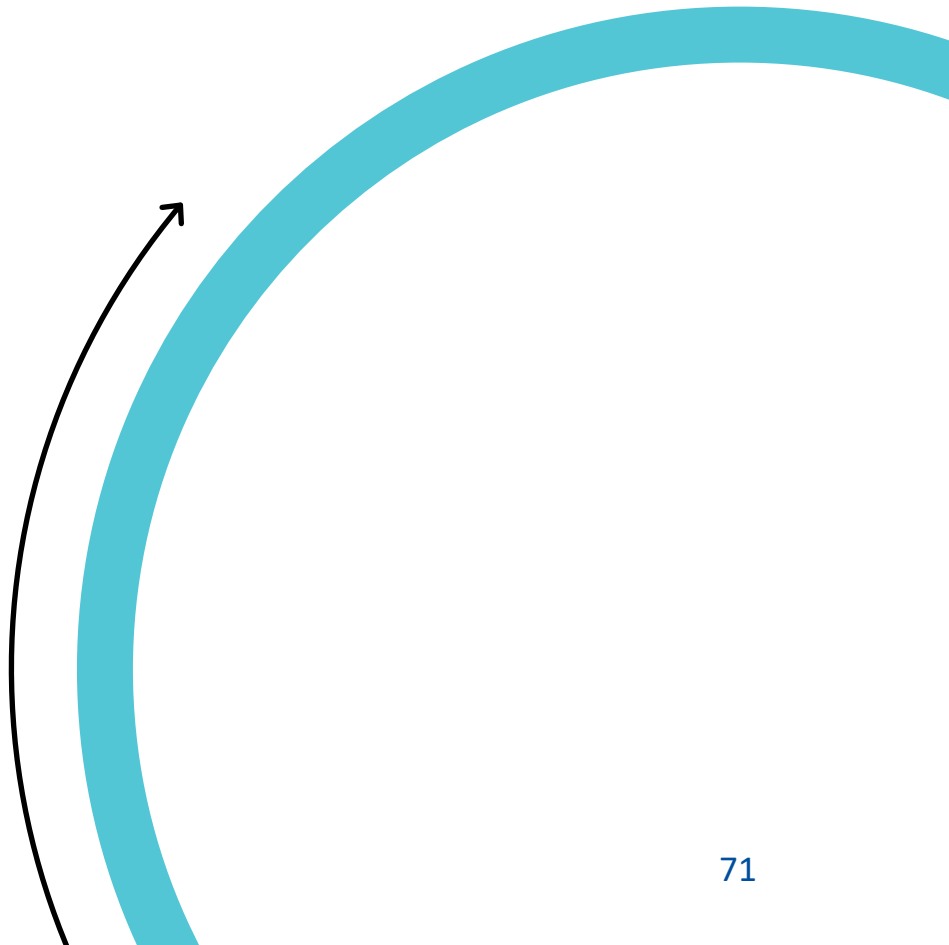
368 pages

Hardcover

Summary: **The must-read guidebook for entrepreneurs looking to get into accelerator programs and to build and scale their startups with speed.** Accelerator programs have become one of the most powerful and valuable resources for entrepreneurs seeking to learn rapidly, build powerful networks, raise capital, build their startups and do this at speed and scale. In recent years, the number of accelerator programs around the world has grown at an incredible rate, propelling startups such as AirBnB, Uber, DropBox, Reddit, and others - many to billion-dollar valuations. The number of accelerators, the differences in accelerator program offerings and the unique benefits and costs of different accelerator locations makes choosing the right accelerator a challenge. Selecting the wrong accelerator, failing to be accepted in the right one, or not fully taking advantage of all the accelerator has to offer can be costly, sometimes fatal.



Management & OB



Corporate Governance (5th Edition)

Robert A. G. Monks, Nell Minow

Summary

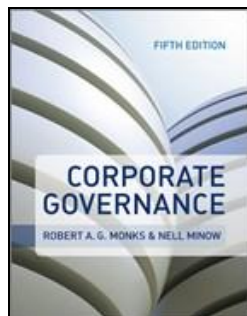
In the wake of the recent global financial collapse, the timely new edition of this successful text provides students and business professionals with a welcome update of the key issues facing managers, boards of directors, investors, and shareholders.

In addition to its authoritative overview of the history, the myth and the reality of corporate governance, this new edition has been updated to include:

- Analysis of the financial crisis.
- The reasons for the global scale of the recession.
- The failure of international risk management.
- An overview of corporate governance guidelines and codes of practice.
- New cases.

Once again in the new edition of their textbook, Robert A. G. Monks and Nell Minow show clearly the role of corporate governance in making sure the right questions are asked and the necessary checks and balances in place to protect the long-term, sustainable value of the enterprise.

Features 18 case studies of institutions and corporations in crisis, and analyses the reasons for their fall (Cases include Lehman Brothers, General Motors, American Express, Time Warner, IBM and Premier Oil.)



John Wiley & Sons
9780470972595
Pub Date: Jul 11
\$76.00 USD/£37.99
GBP/€43.00 EUR
Paperback

542 Pages

The Leader's Dilemma

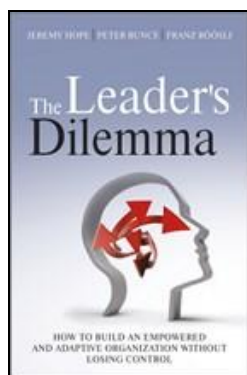
How to Build an Empowered and Adaptive Organization Without Losing Control

Jeremy Hope, Peter Bunce, Franz Rösli

Summary

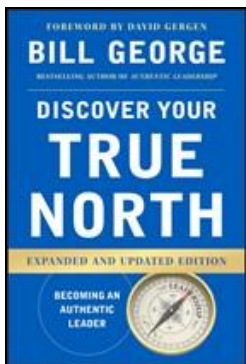
Drawing on their work on performance management within the 'beyond budgeting' movement over the past ten years, including many interviews and case studies, Jeremy Hope, Peter Bunce and Franz Rösli set out in this book an executive guide to building a new management model based on eight key change management issues: 1. Governance: From rules and budgets to purpose and values 2. Success: From fixed targets to relative improvement 3. Organization: From centralized functions to customer-oriented teams 4.

Accountability: From narrow targets to holistic success criteria 5. Trust: From central control to local autonomy 6. Transparency: From closed information to open-book management 7. Rewards: From individual incentives to team-based reward 8. Risk: From complying with rules to understanding pressure points This book is about rethinking how we manage organizations in a post-industrial, post-credit crunch world where innovative management models represent the only remaining source of sustainable competitive advantage.



John Wiley & Sons
9781119970002
Pub Date: Apr 11
\$38.00 USD/£20.99
GBP/€23.80 EUR
Hardcover

344 Pages



Discover Your True North (2nd Edition)

Bill George, David Gergen

Summary

The Leadership Classic, *Discover Your True North*, expanded for today's leaders.

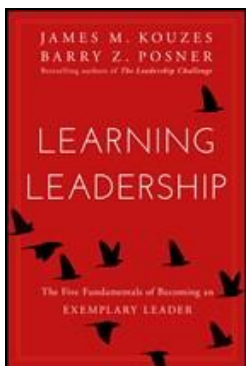
Discover Your True North is the best-selling leadership classic that enables you to become an authentic leader by discovering your True North. Originally based on first-person interviews with 125 leaders, this book instantly became a must-read business classic when it was introduced in 2007. Now expanded and updated to introduce 48 new leaders and new learning about authentic global leaders, this revisited classic includes more diverse, global, and contemporary leaders of all ages. New case studies include Warren Buffett, Indra Nooyi, Arianna Huffington, Jack Ma, Paul Polman, Mike Bloomberg, Mark Zuckerberg, and many others. Alongside these studies, former Medtronic CEO Bill George continues to share his personal stories and his wisdom by describing how you can become the leader you want to be, with helpful exercises included throughout the book.

Discover Your True North offers a concrete and comprehensive program for becoming an authentic leader, and shows how to chart your path to leadership success.

Once you discover the purpose of your leadership, you'll find the true leader inside you.

John Wiley & Sons
9781119082941
Pub Date: Sep 15
\$32.00 USD/£24.99
GBP/€27.40 EUR
Hardcover

320 Pages



Learning Leadership

The Five Fundamentals of Becoming an Exemplary Leader

James M. Kouzes, Barry Z. Posner

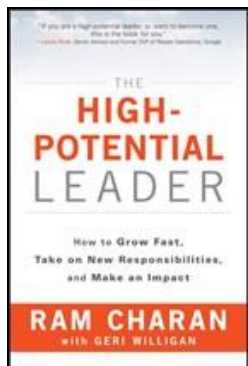
Summary

From the bestselling authors of *The Leadership Challenge* and over a dozen award-winning leadership books, James M. Kouzes and Barry Z. Posner have written a new book that examines a fundamental question: How do people learn leadership? How do they learn to become leaders?

Learning Leadership: The Five Fundamentals of Becoming an Exemplary Leader is a comprehensive guide to unleashing the inner-leader in us all and to building a solid foundation for a lifetime of leadership growth and mastery. The book offers a concrete framework to help individuals of all levels, functions, and backgrounds take charge of their own leadership development and become the best leaders they can be. Arguing that all individuals are born with the capacity to lead, Kouzes and Posner provide readers with a practical series of actions and specific coaching tips for harnessing that capacity and creating a context in which they can excel. Supported by over 30 years of research, from over seventy countries, and with examples from real-world leaders, ***Learning Leadership*** is a clarion call to unleash the leadership potential that is already present in today's society.

John Wiley & Sons
9781119144281
Pub Date: Jun 16
\$25.00 USD/£18.99
GBP/€21.40 EUR
Hardcover

272 Pages



The High–Potential Leader

How to Grow Fast, Take on New Responsibilities, and Make an Impact

Ram Charan, Geri Willigan

Summary

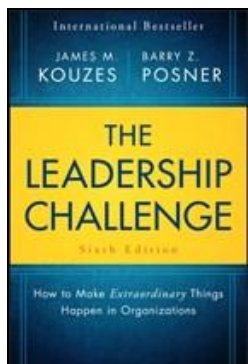
Set your sights on High-Potential leadership and help your organization thrive.

In today's tumultuous and rapidly evolving business environment, High-Potential leaders are in high demand. Do you possess the relationship skills, strategic vision, innovation, and determination needed to thrive as a high-potential leader in your organization? *New York Times* bestselling author Ram Charan answers that question and helps you hop on the fast-track to leadership success in this insightful guide.

Traditionally, leaders have risen up through the ranks based on their cognitive abilities, analytical skills, thoroughness, and even perfectionist tendencies, but as modern businesses have moved to a more digitally-driven model, the criteria for leaders has markedly changed. *The High-Potential Leader* explains the modern business climate while highlighting the critical role relationship building, communication style, engagement, and ability to motivate and bring out the best performance in others play in becoming an impactful leader.

John Wiley & Sons
9781119286950
Pub Date: Apr 17
\$30.00 USD/£22.99
GBP/€25.70 EUR
Hardcover

240 Pages



The Leadership Challenge (6th Edition)

How to Make Extraordinary Things Happen in Organizations

James M. Kouzes, Barry Z. Posner

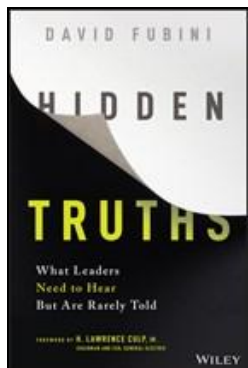
Summary

The most trusted source of leadership wisdom, updated to address today's realities

The Leadership Challenge is the gold-standard manual for effective leadership, grounded in research and written by the premier authorities in the field. With deep insight into the complex interpersonal dynamics of the workplace, this book positions leadership both as a skill to be learned, and as a relationship that must be nurtured to reach its full potential. This new sixth edition has been revised to address current challenges, and includes more international examples and a laser focus on business issues; you'll learn how extraordinary leaders accomplish extraordinary things, and how to develop your leadership skills and style to deliver quality results every time. Engaging stories delve into the fundamental roles that great leaders fulfil, and simple frameworks provide a primer for those who seek continuous improvement; by internalizing key insights and putting concepts into action, you'll become a more effective, more impactful leader.

John Wiley & Sons
9781119278962
Pub Date: Jun 17
\$35.00 USD/£26.99
GBP/€30.00 EUR
Hardcover

400 Pages



Hidden Truths

What Leaders Need to Hear But Are Rarely Told

David Fubini

New!

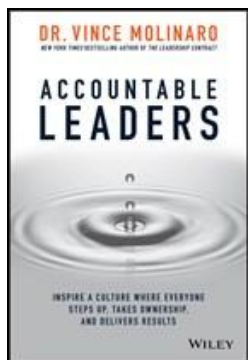
Summary

Hidden Truths is a book about leadership that every existing or future leader must-read. It offers insights about C-suite jobs that few employees really understand-insights that can help them help their leaders perform better and prepare themselves to be leaders. When everyone from board members to junior executives are on the same page about leadership roles and responsibilities the organization performs at a higher level.

Hidden Truths is also an "inside baseball" book. There's an inherent fascination with the position of CEO and other high-level organizational jobs-especially leadership positions at the world's top companies-and this book will satisfy readers' curiosity about what goes on in the minds and offices of CEOs and other leaders at global companies like American Airlines, General Electric, Con Agra, DuPont, Lenovo, Suntory and many others. As a top consultant to leaders at these and other companies, I witnessed business history in the making. I'll share what I saw.

John Wiley & Sons
9781119682332
Pub Date: Jan 21
\$29.95 USD/£22.99
GBP/€25.60 EUR
Hardcover

240 Pages



Accountable Leaders

Inspire a Culture Where Everyone Steps Up, Takes Ownership, and Delivers Results

Vince Molinaro

New!

Summary

Proven methods to push your organization to its maximum potential with responsible leadership.

Accountable Leaders is the real-world guide to propelling your business to extraordinary levels of performance and achievement. Leadership accountability is a major issue in organizations around the globe. Research has shown that teams and individual employees are overwhelmingly dissatisfied with the degree of accountability demonstrated by their leaders. Effective teams need responsible, and accountable leaders-the solution seems simple. Yet, thousands of businesses are struggling with mediocre performance and widening gaps in leadership. This essential resource provides practical and no-nonsense strategies to transform any organization into a cohesive, highly motivated culture of accountable leaders and fully committed teams.

Bestselling author Dr. Vince Molinaro shares his proven methods of optimal leadership accountability, providing a step-by-step blueprint for leaders in any organization.

John Wiley & Sons
9781119550112
Pub Date: Aug 20
\$25.00 USD/£18.99
GBP/€21.40 EUR
Hardcover

272 Pages

Your 168

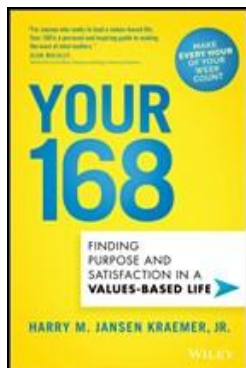
Finding Purpose and Satisfaction in a Values-Based Life

Harry M. Kraemer, Jr.

New!

Summary

Despite our good intentions, many of us experience a chronic imbalance between the desire to live our values and the distractions and never-ending to-do lists that can get in the way. In *Your 168: Finding Purpose and Satisfaction in a Values-Based Life*, readers learn how to pursue a values-based life by identifying and committing to their values and priorities. The book is written by bestselling author Harry Kraemer, former Chairman and CEO of Baxter International and currently a professor of management and strategy at Northwestern University's Kellogg School of Management, where he was a Professor of the Year. Kraemer uses personal stories and insights from others to help readers discover the dissonance between what they say is most important and where they actually devote their time. This is an eye-opener for most people, uncovering the obstacles to leading a value-based life.



John Wiley & Sons
9781119658542
Pub Date: Jun 20
\$28.00 USD/£21.99
GBP/€24.00 EUR
Hardcover

224 Pages

Everyday People, Extraordinary Leadership

How to Make a Difference Regardless of Your Title, Role, or Authority

James M. Kouzes, Barry Z. Posner

New!

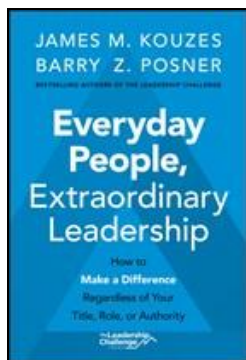
Summary

Learn how you can tackle everyday leadership challenges regardless of your title, position, or authority with this insightful resource.

A book about leadership for people who are not in formal or hierarchical leadership positions, *Everyday People, Extraordinary Leadership* provides readers with a comprehensive and practical approach to addressing leadership challenges, no matter the setting or circumstance. Esteemed scholars and sought-after consultants Jim Kouzes and Barry Posner adapt their trademark The Five Practices of Exemplary Leadership® framework to today's more horizontal workplace, showing people that leadership is not about where you are in the organization; it's about how you behave and what you do.

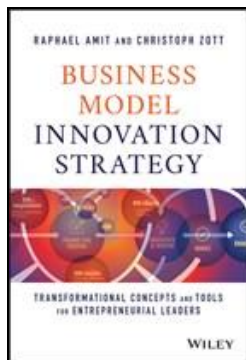
Everyday People, Extraordinary Leadership draws on the authors' deep well of research and practical experience to cover key subjects:

- The essence of making a difference in any role, setting, or situation.
- The difference between positions of authority and leadership.
- The importance of self-development in leadership development.



John Wiley & Sons
9781119687016
Pub Date: Mar 21
\$25.00 USD/£18.99
GBP/€21.40 EUR
Hardcover

240 Pages



Business Model Innovation Strategy

Transformational Concepts and Tools for Entrepreneurial Leaders

Raphael Amit, Christoph Zott

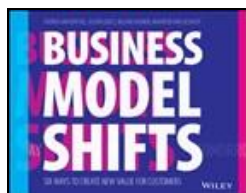
New!

Summary

The most comprehensive, global guide to business model design and innovation for academic and business audiences. Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders is centred on a timely, mission-critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they re-imagine their firms in the post-COVID-19 world. The book, which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research, has a pragmatic orientation and is filled with examples and illustrations from around the world. This action-oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative, and scalable business models for their companies. Faculty and students can use Business Model Innovation Strategy as a textbook in undergraduate, MBA, and EMBA degree courses as well as in executive courses of various designs and lengths.

John Wiley & Sons
9781119689683
Pub Date: Nov 20
\$29.00 USD/£21.99
GBP/€24.80 EUR
Hardcover

368 Pages



Business Model Shifts

Six Ways to Create New Value For Customers

Patrick van der Pijl, Justin Lokitz, Roland Wijnen...

New!

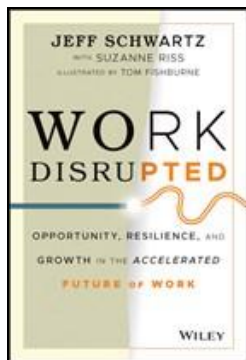
Summary

This groundbreaking book, co-authored by Patrick van Der Pijl, producer of the global bestseller Business Model Generation, was written during the COVID-19 pandemic and perfectly captures the challenging times in which we live. **Business Model Shifts** includes case studies, stories, and in-depth analysis based on the work of hundreds of the world's largest and most intriguing organizations. Each case study details how organizations created their own business model shifts in order to create more customer value, and ultimately create a stronger, more competitive business.

John Wiley & Sons
9781119525349
Pub Date: Nov 20
\$35.00 USD/£26.99
GBP/€30.00 EUR
Paperback

304 Pages

Whether you're looking for ways to redesign your business due to the challenges introduced by COVID-19 and other disruptions, or you want to simply create more lasting value for your customers, **Business Model Shifts** is an essential book that will change the way you think about your business.



Work Disrupted

Opportunity, Resilience, and Growth in the Accelerated Future of Work

Jeff Schwartz, Suzanne Riss, Tom Fishburne

New!

Summary

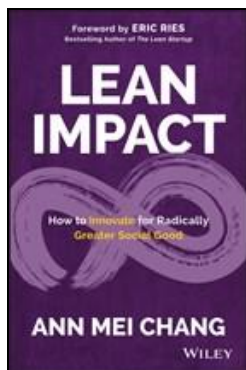
If you only read one book on the future of work, *Work Disrupted: Opportunity, Resilience, and Growth in the Accelerated Future of Work* should be that book.

The future of work swept in sooner than expected, accelerated by Covid-19, creating an urgent need for new maps, new mindsets, new strategies-- and most importantly, a trusted guide to take us on this journey. That guide is Jeff Schwartz. A founding partner of Deloitte Consulting's Future of Work practice, Schwartz brings clarity, humour, wisdom, and practical advice to the future of work, a topic surrounded by misinformation, fear, and confusion. With a fundamental belief in the power of human innovation and creativity, Schwartz presents the key issues, critical choices, and potential pitfalls that must be on everyone's radar.

Written in a conversational style by Schwartz, with Suzanne Riss, an award-winning journalist and book author, ***Work Disrupted*** offers a welcome alternative to books on the topic that lack a broad perspective or dwell on the problems rather than offer solutions.

John Wiley & Sons
9781119762270
Pub Date: Nov 21
\$28.00 USD/£21.99
GBP/€24.00 EUR
Hardcover

240 Pages



Lean Impact

How to Innovate for Radically Greater Social Good

Ann Mei Chang, Eric Ries

Summary

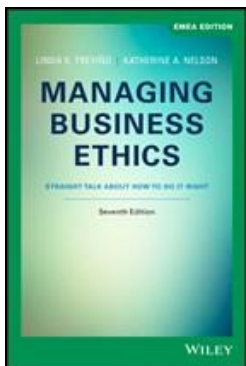
Despite enormous investments of time and money, are we making a dent on the social and environmental challenges of our time? What if we could exponentially increase our impact?

Around the world, a new generation is looking beyond greater profits, for a meaningful purpose. But, unlike business, few social interventions have achieved significant impact at scale. Inspired by the modern innovation practices, popularized by bestseller *The Lean Startup*, that have fueled technology breakthroughs touching every aspect of our lives, *Lean Impact* turns our attention to a new goal - radically greater social good.

Social change is far more complicated than building a new app. It requires more listening, more care, and more stakeholders. To make a lasting difference, solutions must be embraced by beneficiaries, address root causes, and include an engine that can accelerate growth to reach the scale of the need. *Lean Impact* offers bold ideas to reach audacious goals through customer insight, rapid experimentation and iteration, and a relentless pursuit of impact.

John Wiley & Sons
9781119506607
Pub Date: Dec 18
\$30.00 USD/£22.99
GBP/€25.70 EUR
Hardcover

304 Pages



Managing Business Ethics

Straight Talk about How to Do It Right, 7th Edition, EMEA Edition

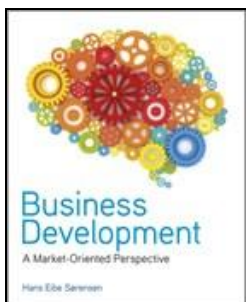
Linda K. Trevino, Katherine A. Nelson

Summary

Linda Treviño and Kate Nelson bring together a mix of theory and practice in ***Managing Business Ethics: Straight Talk about How to Do It Right, 7th Edition***. In this new edition, the dynamic author team of Linda Treviño, prolific researcher and Distinguished Professor, and Kate Nelson, Professor and longtime practitioner of strategic organizational communications and human resources, equip students with the pragmatic knowledge they need to identify and solve ethical dilemmas, understand their own and others' ethical behaviour, and promote ethical behaviour in their organization. *Managing Business Ethics* is the perfect text to prepare students for a range of roles in the business world-managers across business functions, communications professionals, compliance officers, corporate counsels, human resources managers, and senior executives.

John Wiley & Sons
9781119588832
Pub Date: Mar 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

490 Pages



Business Development

A Market-Oriented Perspective

Hans Eibe Sørensen

Summary

This textbook answers the basic questions: "What is business development?" "What does the business developer do?" and "What characterises good, structured, effective business development?" Distinguishing business development and the tasks of the business developer from traditional approaches of strategic management, entrepreneurship, and strategic marketing, this textbook will enable the market-oriented business developer to conceive, craft, and implement superior business plans.

The book is divided into three modules focusing on the market-oriented business developer's mindset, on providing a state-of-the-art toolbox for careful strategic analyses and decisions, and lastly on the critical aspects of business plans and their content.

The approach of the book is focused and selective in its choice of content and provides a cumulative development of the relevant topics. Each chapter includes 'implications for the market-oriented business developer' at the end to enhance a student's learning.

John Wiley & Sons
9780470683668
Pub Date: Mar 12
\$77.95 USD/£47.99
GBP/€57.99 EUR
Paperback

566 Pages

The Consultant's Handbook

A Practical Guide to Delivering High-value and Differentiated Services in a Competitive Marketplace

Samir Parikh

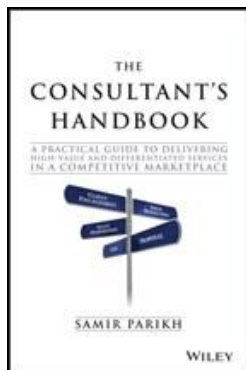
Summary

Delivers the essential practical skills needed to consult and make sharp, well-prepared interactions in a wide range of business situations

This comprehensive handbook covers the fundamental skills and attitudes required by successful consultants from novice to practitioner level, irrespective of their specialist area. It untangles the key variables present in any consulting service and introduces practical ways to improve their effectiveness based upon the author's experience of helping consulting organisations to develop and excel in the marketplace. The book explores consulting 'from the ground up' steering away from theory and focusing instead on practical application, providing a solid platform upon which to build further domain-specific competence.

The Consultant's Handbook provides:

- An understanding of the key variables that can be addressed in order to improve one's own consulting performance
- A set of simple practices that can be implemented with immediate benefit to the reader
- Practical insight into day-to-day real-life consulting interactions
- Confidence to implement the new ideas and approaches



John Wiley & Sons
9781119106203
Pub Date: Jun 15
\$40.00 USD/£24.99
GBP/€28.30 EUR
Hardcover

232 Pages

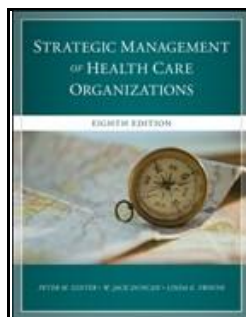
The Strategic Management of Health Care Organizations (8th Edition)

Peter M. Ginter, W. Jack Duncan, Linda E. Swayne

Summary

A comprehensive guide to effective strategic management of health care organizations.

Strategic Management of Health Care Organizations provides essential guidance for leading health care organizations through strategic management. This structured approach to strategic management examines the processes of strategic thinking, consensus building and documentation of that thinking into a strategic plan, and creating and maintaining strategic momentum all essential for coping with the rapidly evolving health care industry. *Strategic Management of Health Care Organizations* fully explains how strategic managers must become strategic thinkers with the ability to evaluate a changing industry, analyze data, question assumptions, and develop new ideas. The book guides readers through the strategic planning process demonstrating how to incorporate strategic thinking and create and document a clear and coherent plan of action. In addition, the all-important processes of creating and maintaining the strategic momentum of the organization are fully described.



John Wiley & Sons
9781119349709
Pub Date: Mar 18
\$78.00 USD/£60.00
GBP/€76.80 EUR
Hardcover

528 Pages

Key Account Management

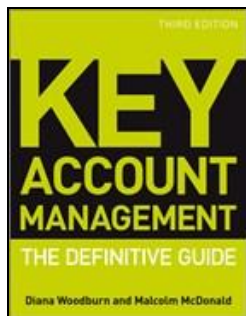
The Definitive Guide

Diana Woodburn, Malcolm McDonald

Summary

"This book is crammed with distilled, practical wisdom for key account managers and their directors. Organizations claiming to practise key account management should equip everyone involved with a copy, so they really understand what they are supposed to be doing. Anything less is just old-fashioned selling."

Developing successful business-to-business relationships with more customers in highly competitive markets requires processes and skills that go beyond traditional selling activity. The very best state-of-the-art strategies are set out clearly in this book by intentionally known authors who have worked at the highest levels with more key and strategic account managers worldwide than probably any other leading advisors.



John Wiley & Sons
9780470974155
Pub Date: Jan 11
\$71.00 USD/£35.99
GBP/€40.70 EUR
Paperback

496 Pages

The Blue Line Imperative

What Managing for Value Really Means

Kevin Kaiser, S. David Young

Summary

A groundbreaking guide to making profitable business decisions

Do you wonder why your value initiatives aren't providing the payoff you'd hoped for? Could it be because you've been thinking about value all wrong? According to the authors of this groundbreaking guide, there's a very good chance that you have. Using examples from leading companies worldwide, they explain why every decision a company makes either creates value or detracts from it, and why, if they hope to survive and thrive in today's increasingly competitive global marketplace, company leaders must make value-creation the centrepiece of every business decision. Authors Kaiser and Young have dubbed this approach "Blue-Line Management," (BLM), and in this entertaining, highly accessible book, they delineate BLM principles and practices and show you how to implement them in your company.



John Wiley & Sons
9781118510889
Pub Date: Aug 13
\$49.00 USD/£29.99
GBP/€33.90 EUR
Hardcover

320 Pages



The First Move

A Negotiator's Companion

Alain Lempereur, Aurelien Colson, Michele Pekar

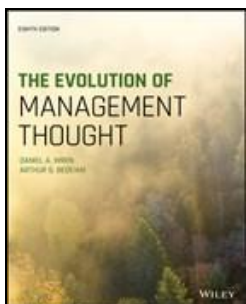
Summary

Negotiation is of increasing importance in our world and our workplace. As societies have evolved from "vertical-dominated structures" in which norms "from above" dictated most transactions, to societies that are more and more "horizontal", in which stakeholders build their own norms there is a correspondingly greater need for 'negotiated processes of decision-making'. Today, it has become important to progress "with others" and not "against them". It is important to turn adversaries into partners. The capacity to negotiate well makes the difference in many situations.

Lempereur and Colson have written a step by step guide to help negotiators with the underlying psychology of any negotiation. Their book shows that negotiating is anticipating first, and acting second. An unprepared negotiation is an invitation to failure. They examine how to organise an effective preparation by focusing on three key questions: *Who* is negotiating? The people dimension. *What* are they negotiating about? The problem dimension. *How* should they negotiate it? The process dimension.

John Wiley & Sons
9780470750087
Pub Date: Jan 10
\$50.00 USD/£26.99
GBP/€30.50 EUR
Hardcover

264 Pages



The Evolution of Management Thought (8th Edition)

Daniel A. Wren, Arthur G. Bedeian

New!

Summary

The eighth edition of *The Evolution of Management Thought* provides readers with a deep understanding of the origin and development of management ideas. Spanning an expansive time period, from the pre-industrial era to the modern age of globalization, this landmark volume examines the backgrounds, original work, and influences of major figures and their contributions to advances in management theory and practice. This fully-revised edition has been painstakingly reviewed and thoroughly updated to reflect areas of contemporary management such as job design, motivation, leadership, organization theory, technological change, and increased worker diversity.

In this classic text, authors Daniel Wren and Arthur Bedeian examine the management challenges and perspectives of the Industrial Revolution, discuss the emergence of the management process and systematic management, trace the rise of scientific management, and much more.

John Wiley & Sons
9781119692850
Pub Date: Aug 20
\$75.95 USD/£59.84
GBP/€67.51 EUR
Paperback

432 Pages



Managing Quality (6th Edition)

An Essential Guide and Resource Gateway

Barrie G. Dale, David Bamford, Ton van der Wiele

Summary

An essential quality management resource for students and practitioners alike now in its sixth edition

This popular and highly successful text on Quality Management has been fully revised and updated to reflect recent developments in the field. New to the Sixth Edition is timely coverage of agile development, emerging markets, product research, evidence-based decision-making, and quality control. Some of the material has been re-ordered and changes to terminology have been made to bring the book completely up to date. Contributions from new co-author David Bamford offer insights from a veteran teacher and practitioner.

- A popular resource for students, academics, and business practitioners alike.
- Combines the latest information on quality management system series standards with up-to-date tools, techniques and quality systems.
- Includes insights on quality, operations management, and strategic process improvement.
- Highly relevant for professionals, particularly those involved with reacting to rapid developments in the global market.

John Wiley & Sons
9781119130925
Pub Date: Jul 16
\$65.00 USD/£34.99
GBP/€39.60 EUR
Paperback

352 Pages



Organizational Behaviour

Ray French, Charlotte Rayner, Gary Rees, Sally Rumbles

Summary

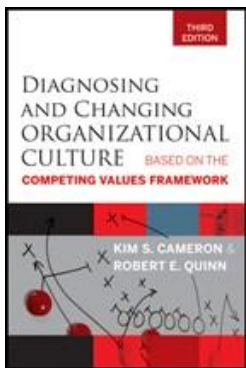
Organizational Behaviour, Third Edition, builds on the strengths and successes of the previous editions and has been fully updated to reflect changes in the world of work and the context of organizational behaviour within that world.

The authors combine a managerial approach, focusing on practical, real-world applications, with a rigorous critical perspective that analyses the research behind the theories. The text addresses alternative theoretical perspectives, in parallel to the introduction of new worldwide cases and examples. The concise coverage of the core topics can be applied to both one-semester and year-long teaching and learning patterns.

In addition, the text includes a strong applied focus stressing the applicability of all topic areas in work organisations, as well as examples from across a wide variety of business and geographic sectors.

John Wiley & Sons
9781118852637
Pub Date: Feb 15
\$66.99 USD/£53.99
GBP/€64.99 EUR
Paperback

480 Pages



Diagnosing and Changing Organizational Culture (3rd Edition)

Based on the Competing Values Framework

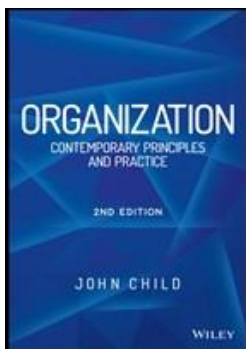
Kim S. Cameron, Robert E. Quinn

Summary

The *Third Edition* of this key resource provides a means of understanding and changing organizational culture in order to make organizations more effective. It provides validated instruments for diagnosing organizational culture and management competency; a theoretical framework (competing values for understanding organizational culture; and a systematic strategy and methodology for changing organizational culture and personal behaviour. New edition includes online versions of the MSAI andOCAI assessments and new discussions of the implications of national cultural profiles. The third edition of the best-selling book *Diagnosing and Changing Organizational Culture* offers a proven framework and methodology for helping managers and their organizations carefully analyze and alter their fundamental culture. This book contains validated instruments for diagnosing organizational culture and management competency, a theoretical framework for understanding organizational culture, and a systematic strategy for changing organizational culture and personal behaviour.

John Wiley & Sons
9780470650264
Pub Date: Apr 11
\$57.00 USD/£45.00
GBP/€48.80 EUR
Paperback

288 Pages



Organization (2nd Edition)

Contemporary Principles and Practice

John Child

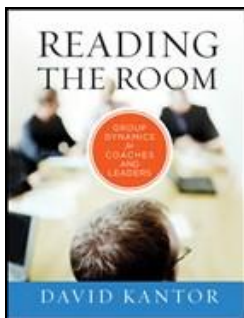
Summary

Organization: Contemporary Principles and Practices, Second Edition is the completely updated and revised landmark guide to "macro" organization theory and design, fully grounded in current international practice. International management expert John Child explores the conditions facilitating the development of new organizational forms and provides up-to-date coverage of the key developments driving new organization structure and practice. This revised Second Edition includes a new introductory section on Organization Theory as well as a complete Instructor Manual updated with new material on the basic principles of organizational design.

With detailed case studies and examples from throughout the UK, Europe, Asia and North America, *Organization* provides a truly international overview for advanced students and business executives who want to be at the forefront of the evolution in Organization Theory. 21st Century organizations will be faced with entirely new challenges and opportunities than those faced by previous generations, and emerging business leaders must understand the new "macro" realities in order to succeed.

John Wiley & Sons
9781119951834
Pub Date: Jan 15
\$65.00 USD/£34.99
GBP/€39.60 EUR
Paperback

536 Pages



Reading the Room

Group Dynamics for Coaches and Leaders

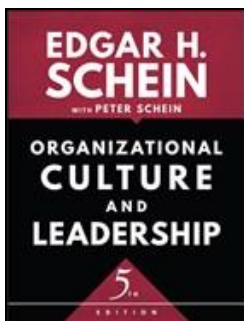
David Kantor

Summary

In this innovative book, renowned psychologist David Kantor applies his research and theory of structural dynamics to the workplace to show how individual leaders and coaches can develop their own skills in understanding group dynamics and apply this understanding to improve organizational communication and performance. *Reading the Room* provides guidelines for understanding the differences between communication in low stakes and high stakes situations, a framework for improving leadership behaviour in crisis, and action strategies to enhance leadership development through organizational approaches and accelerated team performance.

John Wiley & Sons
9780470903438
Pub Date: May 12
\$56.50 USD/£45.00
GBP/€48.30 EUR
Hardcover

448 Pages



Organizational Culture and Leadership (5th Edition)

Edgar H. Schein, Peter A. Schein

Summary

The book that defined the field, updated and expanded for today's organizations.

Organizational Culture and Leadership is the classic reference for managers and students seeking a deeper understanding of the inter-relationship of organizational culture dynamics and leadership. Author Edgar Schein is the 'father' of organizational culture, world-renowned for his expertise and research in the field; in this book, he analyzes and illustrates through cases the abstract concept of culture and shows its importance to the management of organizational change. This new fifth edition shows how culture has become a popular concept leading to a wide variety of research and implementation by various organizations and expands the focus on the role of national cultures in influencing culture dynamics, including some practical concepts for how to deal with international differences.

Special emphasis is given to how the role of leadership varies with the age of the organization from founding, through mid-life to old age as the cultural issues vary at each stage. How culture change is managed at each stage and in different types of organizations is emphasized as a central concern of leader behaviour.

John Wiley & Sons
9781119212041
Pub Date: Feb 17
\$65.00 USD/£50.00
GBP/€55.60 EUR
Paperback

416 Pages

Peak Performance Culture

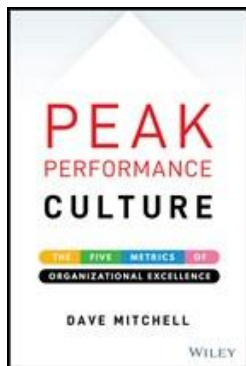
The Five Metrics of Organizational Excellence

Dave Mitchell

New!

Summary

An innovative approach to driving maximum performance at all levels of an organization Peak Performance Culture: The Five Metrics of Operational Excellence is a step-by-step roadmap to achieving optimal organizational development in your company or association. This practical guide helps you accurately evaluate the current state of your company and create a strategy that maximizes its future success. Author Dave Mitchell, building upon concepts introduced in his bestselling books *The Power of Understanding People* and *The Power of Understanding*, provides new applications, effective real-world tactics, powerful organizational assessment tools, and much more. The book addresses the five critical factors for organizational success: vertical alignment, horizontal alignment, leadership ideology and corporate culture, employee experience, and customer experience. Each comprehensive chapter introduces a key component to peak performance culture -- containing a detailed definition of the component, illustrative examples, expert insights, and practical considerations relevant to a diverse range of real-world situations.



John Wiley & Sons
9781119581499
Pub Date: Oct 20
\$25.00 USD/£18.99
GBP/€21.40 EUR
Hardcover

240 Pages

Reframing Organizations (6th Edition)

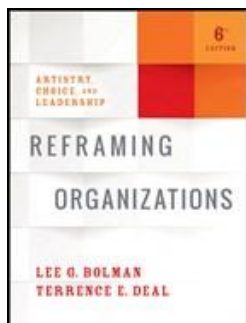
Artistry, Choice, and Leadership

Lee G. Bolman, Terrence E. Deal

Summary

Set aside trends to focus on the fundamentals of great leadership

Reframing Organizations provides time-tested guidance for more effective organizational leadership. Rooted in decades of social science research across multiple disciplines, Bolman and Deal's four-frame model has continued to evolve since its conception over 25 years ago; this new sixth edition has been updated to include coverage of cross-sector collaboration, generational differences, virtual environments, globalization, sustainability, and communication across cultures. The Instructor's guide has been expanded to provide additional tools for the classroom, including chapter summary tip sheets, mini-assessments, Bolman & Deal podcasts, and more. These recent revisions reflect the intersection of reader recommendations and the current leadership environment, resulting in a renewed practicality and even greater alignment with everyday application.



John Wiley & Sons
9781119281818
Pub Date: Sep 17
\$85.00 USD/£65.00
GBP/€72.70 EUR
Hardcover

512 Pages

Management

14th Edition, EMEA Edition

John R. Schermerhorn Jr., Daniel G. Bachrach

Summary

Schermerhorn, Management 14e continues to offer the same balanced theory approach as with previous editions. Students need an active and engaged learning classroom environment that brings personal meaning to course content and the instructor's course objectives.

Schermerhorn communicates with students through rich, timely features and cases that bring management topics, theories, and concepts to life. The underlying goal is to translate foundation theories into lasting tools for students as they move beyond the classroom where their skills will be put to the test.



John Wiley & Sons
9781119677796
Pub Date: Mar 20
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

496 Pages

Management (2nd Edition)

Christopher P. Neck, Jeffery D. Houghton, Emma Mur...

Summary

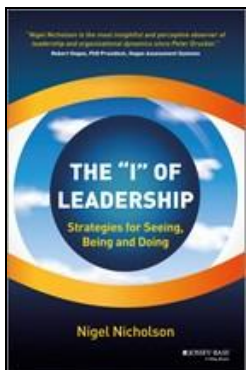
Management, 2nd Edition by Neck, Houghton, Murray, & Lattimer helps students think critically, make better decisions, and act in an ethical way that contributes to long-term organizational success. The authors of *Management 2nd Edition* believe that young managers can contribute to building a more sustainable future by making decisions that are more acutely informed by their ability to see, think, apply, analyze, design, integrate, and evaluate systems and patterns of behaviour. This text provides the tools to help instructors teach and students learn the how and why behind management decisions. Choose Neck, Management and build your students' critical thinking skills necessary for sound decision-making that later translates into effective business management.



Wiley
9781119300441
Pub Date: Jan 17
\$64.00 USD/£30.83
GBP/€37.00 EUR

E-Book

504 Pages



The "I" of Leadership

Strategies for Seeing, Being and Doing

Nigel Nicholson

Summary

This is the leadership book you have to read: a barn-storming new take on what makes a versatile, integrated, and effective leader.

Using stories and examples from the lives of leaders, from the sports stadium to the White House to the office of the CEO, Nicholson shows vividly how the capacity of leaders **to see what others do not see** frames their actions and allows them to transform, build, destroy, or stabilize. Leaders fail through lack of insight into themselves and into the worlds they inhabit.

The strategic challenge of leadership is to find the right balance between impact and versatility and the successful crafting of an **identity** that merges the leader and the surrounding culture or '*zeitgeist*.'

Leaders covered in the book include: George Bush, Tony Blair, George S Patton, Warren Buffet, Steve Jobs, Josef Stalin, Hannibal, Elizabeth I, Nelson Mandela, Edith Cowan, Abraham Lincoln, Mohandas Gandhi, Henry Ford, Ernest Shackleton, Barack Obama, Robert Maxwell, JFK, Pope John XXIII, Margaret Thatcher, and Samuel Pepys.

John Wiley & Sons
9781118567432
Pub Date: Apr 13
\$29.95 USD/£18.99
GBP/€21.50 EUR
Hardcover

322 Pages



Service Management and Marketing (4th Edition)

Managing the Service Profit Logic

Christian Gronroos

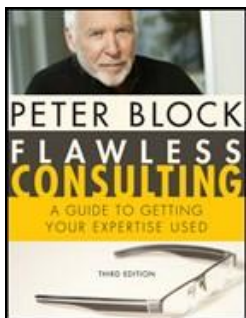
Summary

Written by a leading pioneer in the field, the revised and updated fourth edition of this successful text examines service management and management in service competition from the point of view of the service profit logic. It focuses on adopting service logic in the management of service firms as well as of product manufacturers which want to become service providers.

With a wide base of examples, *Christian Grönroos* draws on decades of experience to explain how to manage any organization as a service business and move closer to current and future customers. Service logic and service management are all about customer-focused outside-in management, using current academic research and business practice to make organizations more successful in the service-based economy.

John Wiley & Sons
9781118921449
Pub Date: Jul 15
\$99.95 USD/£53.99
GBP/€64.99 EUR
Paperback

536 Pages



Flawless Consulting (3rd Edition)

A Guide to Getting Your Expertise Used

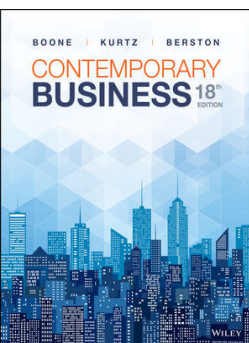
Peter Block

Summary

This *Third Edition* to Peter Block's *Flawless Consulting* addresses business changes and new challenges since the second edition was written ten years ago. It tackles the challenges next-generation consultants face, including more guidance on how to ask better questions, dealing with difficult clients, working in an increasingly virtual world, how to cope with complexities in international consulting, case studies, and guidelines on implementation. Also included are illustrative examples and exercises to help you cement the guides offered.

John Wiley & Sons
9780470620748
Pub Date: Apr 11
\$69.00 USD/£52.50
GBP/€59.00 EUR
Hardcover

352 Pages



Contemporary Business (18th Edition)

Louis E. Boone, David L. Kurtz, Susan Berston

Summary

Contemporary Business, 18th Edition, is a student-friendly, engaging product designed to attract students to the field of business. Boone 18e offers a comprehensive approach to the material that will cater to a wide variety of students with different learning needs. Up-to-date content is vital to any Intro to Business course and Boone 18e with its contemporary style, wealth of new examples, and hot business topics can deliver that currency.

John Wiley & Sons
9781119498117
Pub Date: Feb 19
\$42.99 USD/£35.99
GBP/€40.99 EUR
E-Text

Becoming a Master Manager (7th Edition)

A Competing Values Approach

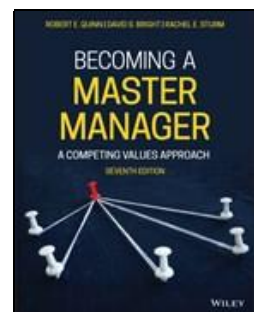
Robert E. Quinn, Lynda S. St. Clair, Sue R. Faerma...

New!

Summary

Integrating theory and empirical evidence, *Becoming a Master* helps students and future managers master the dynamics and intricacies of the modern business environment. The text's unique "competing values framework" provides a deep and holistic understanding of what is required to effectively manage any type of organization. Readers learn to develop and apply critical managerial skills that encourage change, promote adaptability, build stability, maintain continuity, strengthen commitment and cohesion, and yield positive organizational results.

The seventh edition features new and revised content throughout, offering students a comprehensive and up-to-date presentation of critical management competencies and their underlying theoretical value intentions and real-life application. Throughout the text, classroom-tested exercises enable students to assess, analyze, practice, and apply the material while gaining insight into the paradoxes and contradictions that make the practice of management so complex.

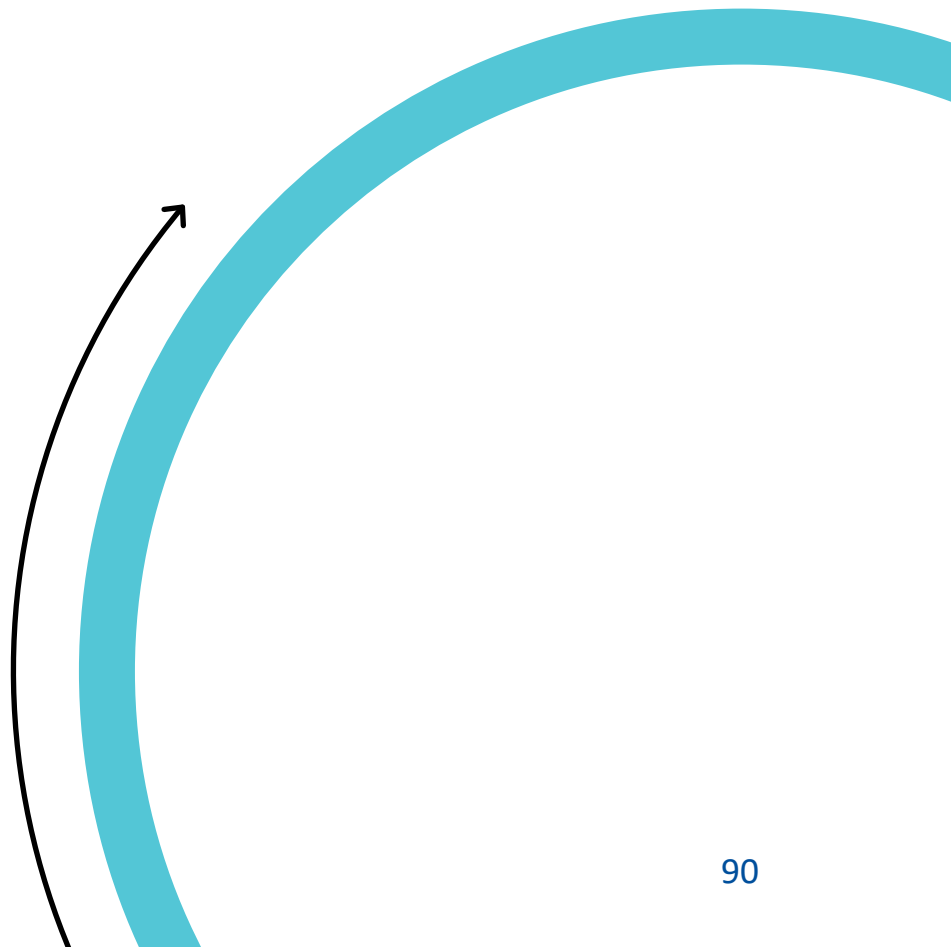


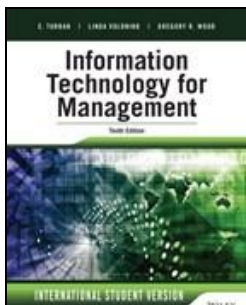
John Wiley & Sons
9781119710967
Pub Date: Feb 21
\$59.00 USD/£59.84
GBP/€67.51 EUR
Paperback

288 Pages



Management Information Systems





Information Technology for Management

Advancing Sustainable, Profitable Business Growth

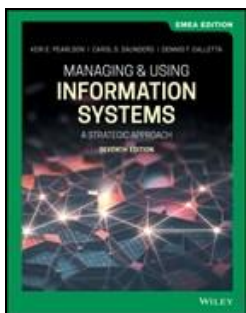
Efraim Turban, Carol Pollard, Gregory Wood

Summary

- **Information Technology for Management** by Turban, Volonino, and Wood engages students with up-to-date coverage of the most important IT trends today.
- Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives.
- The 10th Edition continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology.

John Wiley & Sons
9781118961261
Pub Date: Jun 15
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

386 Pages



Managing and Using Information Systems

A Strategic Approach, 7th Edition, EMEA Edition

Keri E. Pearlson, Carol S. Saunders, Dennis F. Galletta

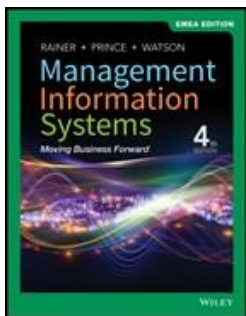
Summary

Managing & Using Information Systems: A Strategic Approach provides a solid knowledgebase of basic concepts to help readers become informed, competent participants in Information Systems (IS) decisions. Written for MBA students and general business managers alike, the text explains the fundamental principles and practices required to use and manage information, and illustrates how information systems can create, or obstruct, opportunities within various organizations.

This revised and updated seventh edition discusses the business and design processes relevant to IS, and presents a basic framework to connect business strategy, IS strategy, and organizational strategy. Readers are guided through each essential aspect of information Systems, including information architecture and infrastructure, IT security, the business of Information Technology, IS sourcing, project management, business analytics, and relevant IS governance and ethical issues. Detailed chapters contain mini-cases, full-length case studies, discussion topics, review questions, supplemental reading links, and a set of managerial concerns related to the topic.

John Wiley & Sons
9781119668251
Pub Date: Dec 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

360 Pages



Management Information Systems

Moving Business Forward, 4th Edition, EMEA Edition

Kelly Rainer, Brad Prince, Hugh J. Watson

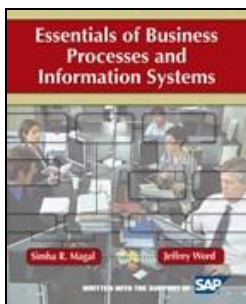
R.

Summary

The 4e, EMEA Edition of *Management Information Systems* promotes active learning like no other text in the market. Each chapter is comprised of tightly coupled concepts, and section-level student activities that transport your students from passively learning about IS to doing IS in a realistic context.

John Wiley & Sons
9781119588610
Pub Date: Jul 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

544 Pages



Essentials of Business Processes and Information Systems

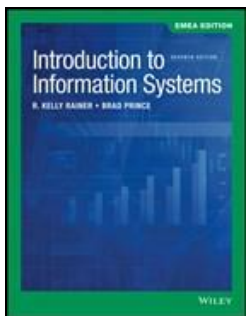
Simha R. Magal, Jeffrey Word

Summary

Essentials of Business Processes and Information Systems bridges the gap between the fundamentals of how businesses operate (processes) and the tools that business people use to accomplish their tasks (systems). The authors have developed this supplement text for an introductory MIS or general business course to establish a fundamental understanding of business processes. Business students, regardless of their functional discipline, will be able to apply the real-world concepts discussed in this text immediately upon entering the workforce. As more and more businesses adopt enterprise systems globally, it becomes increasingly important for business schools to offer a process-based curriculum to better reflect the realities of modern business. Given the integration of business operations and enterprise systems, Magal and Word have designed this text to reflect, in a practical and accessible format, how real-world business processes are managed and executed.

John Wiley & Sons
9780470230596
Pub Date: Feb 09
\$65.95 USD/£60.50
GBP/€66.95 EUR
Paperback

192 Pages



Introduction to Information Systems

7th Edition, EMEA Edition

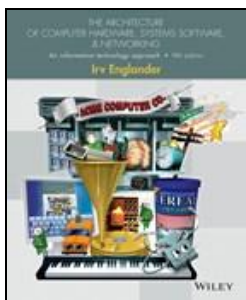
R. Kelly Rainer, Brad Prince

Summary

The goal of *Introduction to Information Systems* is to teach business students how to use information technology to master their current or future jobs. Students develop a working understanding of information systems and information technology and learn how to apply concepts to successfully facilitate business processes. This product demonstrates that IT is a key component of any business, whether a student is in Accounting, Finance, Marketing, Human Resources, or Production/Operations Management.

John Wiley & Sons
9781119585916
Pub Date: Aug 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

480 Pages



The Architecture of Computer Hardware, Systems Software, and Networking (5th Edition)

An Information Technology Approach

Irv Englander

Summary

The Architecture of Computer Hardware, System Software, and Networking: An Information Technology Approach, 5th Edition provides the right amount of technical detail needed to succeed in the field. This accessible introduction provides the basic principles of computer system architecture and organization in the context of the current technological landscape. The author provides chapters on the fundamentals of networking as it relates to computer systems as well as all kinds of business systems, from entrepreneurial to small business, networked, distributed, and more. This valuable book provides IT professionals with several real-world case studies that clearly show how the concepts are applied in the field.

John Wiley & Sons
9781118322635
Pub Date: Apr 14
\$154.95 USD/£142.00
GBP/€158.00 EUR
Paperback

704 Pages

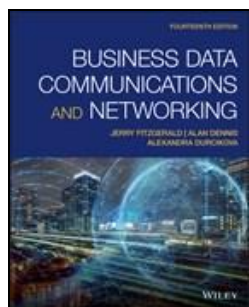
Business Data Communications and Networking (14th Edition)**New!**

Jerry FitzGerald, Alan Dennis, Alexandra Durcikova

Summary

Business Data Communications and Networking, 14th Edition presents a classroom-tested approach to the subject, combining foundational concepts, practical exercises, and real-world case studies. The text provides a balanced, well-rounded presentation of data communications while highlighting its importance to nearly every aspect of modern business. This fully-updated new edition helps students understand how networks work and what is required to build and manage scalable, mobile, and secure networks.

Clear, student-friendly chapters introduce, explain, and summarize fundamental concepts and applications such as server architecture, network and transport layers, network design processes and tools, wired and wireless networking, and network security and management. An array of pedagogical features teaches students how to select the appropriate technologies necessary to build and manage networks that meet organizational needs, maximize competitive advantage, and protect networks and data from cybersecurity threats.



John Wiley & Sons
9781119702849
Pub Date: Jan 21
\$75.95 USD/£59.84
GBP/€67.51 EUR
Paperback

416 Pages

Fundamentals of Database Management Systems (2nd Edition)

Mark L. Gillenson

Summary

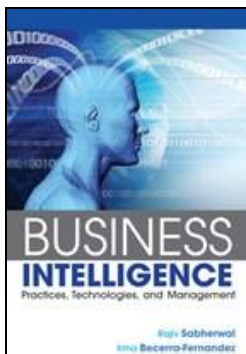
Gillenson's *Fundamentals of Database Management Systems* provides concise coverage of the fundamental topics necessary for a deep understanding of the basics. In this issue, there is more emphasis on a practical approach, with new "your turn" boxes and much more coverage in a separate supplement on how to implement databases with Access.

In every chapter, the author covers concepts first, then show how they're implemented in continuing case(s.) "Your Turn" boxes appear several times throughout the chapter to apply concepts to projects. And "Concepts in Action" boxes contain examples of concepts used in practice. This pedagogy is easily demonstrable, and the text also includes more hands-on exercises and projects and a standard diagramming style for the data modeling diagrams. Furthermore, revised and updated content and organization includes more coverage on database control issues, earlier coverage of SQL, and new coverage on data quality issues.



John Wiley & Sons
9780470624708
Pub Date: Oct 12
\$156.95 USD/£144.00
GBP/€160.00 EUR
Hardcover

416 Pages



Business Intelligence

Practices, Technologies, and Management

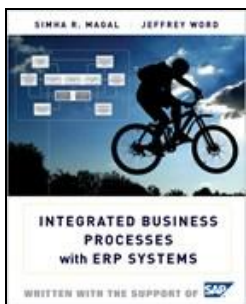
Rajiv Sabherwal, Irma Becerra-Fernandez

Summary

Business professionals who want to advance their careers need to have a strong understanding of how to utilize business intelligence. This new book provides a comprehensive introduction to the basic business and technical concepts they'll need to know. It integrates case studies that demonstrate how to apply the material. Business professionals will also find suggested further readings that will develop their knowledge and help them succeed.

John Wiley & Sons
9780470461709
Pub Date: Mar 10
\$95.95 USD/£87.95
GBP/€97.50 EUR
Paperback

304 Pages



Integrated Business Processes with ERP Systems

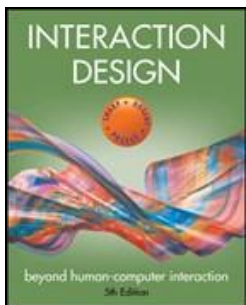
Simha R. Magal, Jeffrey Word

Summary

Integrated Business Processes with ERP Systems covers the key processes supported by modern ERP systems. This textbook is designed for use as both a reference guide and a conceptual resource for students taking ERP-focused courses using SAP. It examines in depth the core concepts applicable to all ERP environments, and it explains how those concepts can be utilized to implement business processes in SAP systems. Students will gain a deep appreciation for the role of enterprise systems in efficiently managing processes from multiple functional perspectives. Examples of both positive and negative issues associated with enterprise systems are integrated throughout the chapters to illustrate the concepts with real-world experiences.

John Wiley & Sons
9780470478448
Pub Date: Apr 11
\$169.95 USD/£156.00
GBP/€173.00 EUR
Hardcover

384 Pages



Interaction Design (5th Edition)

Beyond Human-Computer Interaction

Helen Sharp, Jennifer Preece, Yvonne Rogers

Summary

A new edition of the #1 text in the human-computer Interaction field!

Hugely popular with students and professionals alike, the Fifth Edition of *Interaction Design* is an ideal resource for learning the interdisciplinary skills needed for interaction design, human-computer interaction, information design, web design, and ubiquitous computing. New to the fifth edition: a chapter on data at scale, which covers developments in the emerging fields of 'human data interaction' and data analytics. The chapter demonstrates the many ways organizations manipulate, analyze, and act upon the masses of data being collected with regards to human digital and physical behaviours, the environment, and society at large. Revised and updated throughout, this edition offers a cross-disciplinary, practical, and process-oriented, state-of-the-art introduction to the field, showing not just what principles ought to apply to interaction design, but crucially how they can be applied.

John Wiley & Sons
9781119547259
Pub Date: May 19
\$70.00 USD/£55.00
GBP/€59.90 EUR
Paperback

656 Pages



Information Technology Project Management (5th Edition)

Providing Measurable Organizational Value

Jack T. Marchewka

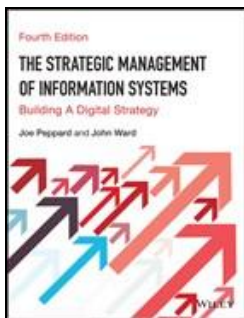
Summary

The 5th Edition of Jack Marchewka's *Information Technology Project Management* focuses on how to create measurable organizational value (MOV) through IT projects. The author uses the concept of MOV, combined with his own research, to create a solid foundation for making decisions throughout the project's lifecycle.

The book's integration of project management and IT concepts provides students with the tools and techniques they need to develop in this field.

John Wiley & Sons
9781118911013
Pub Date: Feb 15
\$158.00 USD/£127.00
GBP/€141.00 EUR
Paperback

368 Pages



The Strategic Management of Information Systems (4th Edition)

Building a Digital Strategy

Joe Peppard, John Ward

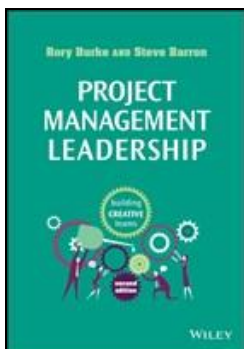
Summary

The Strategic Management of Information Systems: Building a Digital Strategy (4th Edition) is a comprehensively updated revision of a book regarded by many as one of the leading and authoritative titles for practitioners, academics and students in the domain of information systems and technology (IS/IT) strategy. It brings together the implications of the significant advances in IT and the most useful current thinking, research and experiences concerning the business impact and strategic opportunities created by IS/IT.

Managing IS/IT successfully is becoming increasingly difficult in today's dynamic business and technology environments, where uncertainty, complexity and rapid business change are combined with the ever-extending capabilities of digital technologies and the multiple choices in the supply of IT services and infrastructure. At the same time 'consumer IT' has become an essential aspect of most people's personal as well as their working lives, raising both awareness and expectations of what technology can do.

John Wiley & Sons
9780470034675
Pub Date: Apr 16
\$77.95 USD/£53.99
GBP/€64.99 EUR
Paperback

504 Pages



Project Management Leadership (2nd Edition)

Building Creative Teams

Rory Burke, Steve Barron

Summary

Project Management Leadership: Building Creative Teams is a comprehensive guide to the human side of project management. It addresses the key leadership skills and managerial styles needed to effectively manage a project team, encompassing a number of key topics:

- Team building.
- Project governance.
- Negotiation and networking.
- Empowerment and collaboration.

Project Management Leadership will help you master the fundamental knowledge needed to become a project leader. The wealth of information, examples and exercises will teach you the best ways to effectively manage teams, stakeholders and participants, whilst hitting targets throughout the project lifecycle.

Project Management Leadership is a comprehensive guide to the human factors involved in Project Management, in particular, the leadership skills required to ensure successful implementation of current best practice. It provides the latest insights on team building, motivation, collaboration, and networking skills, and the way these can be harnessed to manage a successful project. Exercises and worked examples are provided throughout.

John Wiley & Sons
9781118674017
Pub Date: Mar 14
\$44.00 USD/£24.99
GBP/€31.10 EUR
Paperback

384 Pages

Research Methods in Human-Computer Interaction

Jonathan Lazar, Jinjuan Heidi Feng, Harry Hochheis...

Summary

A comprehensive research guide for both quantitative and qualitative research methods

Written by a team of authorities in human-computer interaction (HCI) and usability, this pedagogical guide walks you through the methods used in HCI and examines what are considered to be appropriate research practices in the field. Featuring a plethora of real-world examples throughout, you'll discover how these methods have been used in HCI research so that you can gain a stronger understanding of the subject matter.

- Serves as an authoritative, comprehensive resource on all things related to research methods in human-computer interaction.
- Addresses experimental research and design methods, statistical analysis, and time diaries
- Shares authentic case studies, interviews, and focus group experiences.
- Reviews analyzing qualitative data, working with human subjects, handling automated computer data collection methods, and more.

If you are looking for a detailed, no-nonsense resource that offers in-depth coverage of HCI methods, then this is the book for you.



John Wiley & Sons
9780470723371
Pub Date: Dec 09
\$74.95 USD/£50.99
GBP/€60.99 EUR
Paperback

446 Pages

Systems Analysis and Design

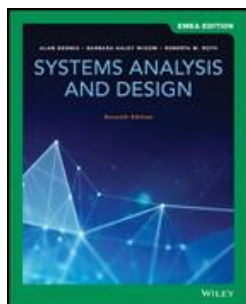
7th Edition, EMEA Edition

Alan Dennis, Barbara Wixom, Roberta M. Roth

Summary

With the overarching goal of preparing the analysts of tomorrow, ***Systems Analysis and Design*** offers students a rigorous hands-on introduction to the field with a project-based approach that mirrors the real-world workflow. Core concepts are presented through running cases and examples, bolstered by in-depth explanations and special features that highlight critical points while emphasizing the process of "doing" alongside "learning." As students apply their own work to real-world cases, they develop the essential skills and knowledge base a professional analyst needs while developing an instinct for approach, tools, and methods.

Accessible, engaging, and geared toward active learning, this book conveys both essential knowledge and the *experience* of developing and analyzing systems; with this strong foundation in SAD concepts and applications, students are equipped with a robust and relevant skillset that maps directly to real-world systems analysis projects.



John Wiley & Sons
9781119585855
Pub Date: May 19
\$56.99 USD/£47.99
GBP/€57.99 EUR
Paperback

464 Pages



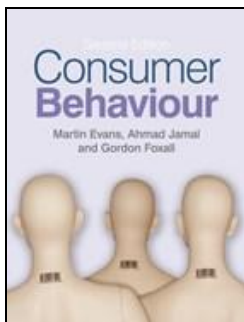
Marketing

Consumer Behaviour (2nd Edition)

Martin M. Evans, Gordon Foxall, Ahmad Jamal

Summary

Consumer behaviour is the study of how, where, when and why we conduct the exchange elements of our lives to satisfy our needs and desires. It is fundamental to marketing as marketing is concerned with supplying and anticipating customer requirements; therefore understanding how customers behave is at the very heart of the marketing concept. **Consumer Behaviour, 2nd Edition** is more student-centred than the competition, manifested in the use of cases and exercises to be used in participative and applied ways, reflecting the clear trend towards student-centred and application-based marketing courses.



John Wiley & Sons
9780470994658
Pub Date: Mar 09
\$69.99 USD/£55.99
GBP/€66.99 EUR
Paperback

576 Pages

Marketing Plans (8th Edition)

How to prepare them, how to profit from them

Malcolm McDonald, Hugh Wilson

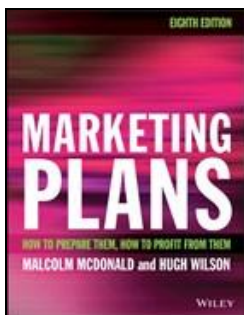
Summary

Now in its 8th edition, *Marketing Plans* is a highly renowned international bestseller. The book has been thoroughly revised, and every chapter has been carefully updated with special attention to the latest developments in marketing.

Major changes to this edition include new chapters based on the very latest research on:

- Understanding needs and developing value propositions.
- The accelerative impact of digital.
- Marketing planning experiences from the real world. Written by two former directors of multinational companies.

Marketing Plans is designed as a tool and a user-friendly learning resource. Every point is illustrated by powerful practical examples and made actionable through simple, step-by-step templates and exercises. The book is established as essential reading for all serious professional marketers and students of marketing, from undergraduate and postgraduate to professional courses for bodies such as The Chartered Institute of Marketing. Above all it provides a practical, hands-on guide to implementing every single concept included in the text.



John Wiley & Sons
9781119217138
Pub Date: Oct 16
\$70.00 USD/£38.99
GBP/€44.10 EUR
Paperback

640 Pages



Marketing Research

11th Edition, EMEA Edition

Carl McDaniel Jr., Roger Gates

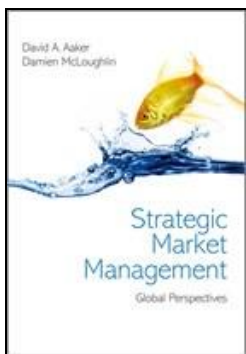
Summary

In *Marketing Research, 11th Edition*, authors Carl McDaniel & Roger Gates share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors' practical, applications-based approach features **Real Data, Real People**, and **Real Research**, to prepare students to conduct and use market research for future careers in business.

Marketing Research, 11th Edition features new trends, features and cases throughout, with updated chapters featuring new examples of companies and research firms, from Ilycaffe, the famous Italian coffee brand, Twitter, ESPN, Ford and General Motors. Co-author Roger Gates, President of DSS Research, infuses the text with a practitioner perspective, helping students learn how to use marketing research through a practical presentation of theory and practice.

John Wiley & Sons
9781119586494
Pub Date: May 19
\$62.99 USD/£50.99
GBP/€60.99 EUR
Paperback

584 Pages



Strategic Market Management

Global Perspectives

David A. Aaker, Damien McLoughlin

Summary

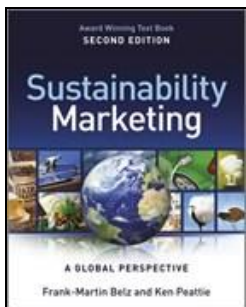
Strategic Market Management: Global Perspectives is motivated by the strategic challenges created by the dynamic nature of markets. The premise is that all traditional strategic management tools either do not apply or need to be adapted to a more dynamic context.

The unique aspects of the book are its inclusion of:

- A business strategy definition that includes product/market scope, value proposition, and assets and competences.
- A structured strategic analysis including a detailed customer, competitor, market, and environmental analysis leading to an understanding of market dynamics that is supported by a summary flow diagram, a set of agendas to help start the process, and a set of planning forms.
- Concepts of strategic commitment, opportunism, and adaptability and how they can and should be blended together.
- Bases of a value proposition and strong brands. A strategy without a compelling value proposition will not be market-driven or successful. Brand assets that will support a business strategy need to be developed.

John Wiley & Sons
9780470689752
Pub Date: Mar 10
\$62.99 USD/£50.99
GBP/€60.99 EUR
Paperback

368 Pages



Sustainability Marketing (2nd Edition)

A Global Perspective

Frank-Martin Belz, Ken Peattie

Summary

The new and extended Second Edition of the award-winning textbook **Sustainability Marketing: A Global Perspective** provides a sustainability-oriented vision of marketing for the twenty-first century. Adopting a consumer marketing focus, it emphasises integrating sustainability principles into both marketing theory and the practical decision making of marketing managers.

The book shows how the complexities of sustainability issues can be addressed by marketers through a systematic step-by-step approach. The steps involve an analysis of socio-environmental priorities to complement conventional consumer research; an integration of social, ethical and environmental values into marketing strategy development; a new consumer-oriented sustainability marketing mix to replace the outmoded and producer-oriented '4Ps'; and finally an analysis of how marketing can go beyond responding to social change to contribute to a transformation to a more sustainable society. Without taking such steps, marketing will continue to drive global crises linked to climate change, poverty, food shortages, oil depletion and species extinction, instead of helping to tackle them.

John Wiley & Sons
9781119966197
Pub Date: Aug 12
\$70.00 USD/£43.99
GBP/€52.99 EUR
Paperback

352 Pages



Marketing Research

V. Kumar, Robert P. Leone, David A. Aaker, George ...

New!

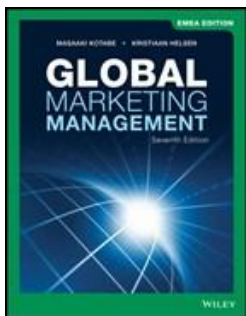
Summary

Marketing Research, 13th Edition presents a clear and comprehensive introduction to the field, with a strong focus on methodologies and the role of market research in strategic decision making. Employing a unique macro-micro-macro approach, the text begins with a broad overview of market research and its place within-and value to-an organization, before zooming in to detail the granular view of the research process. Step-by-step explanations cover the latest methodologies and current practices, highlighting advanced techniques as well as their limitations and potential benefits, followed by a high-level discussion of research applications.

An emphasis on real-world processes is underscored by end-of-chapter cases, allowing students to apply what they've learned in the context of real-life examples covering a broad range of products and organizations. This practical approach promotes engagement while building essential critical analysis, interpretation, and decision-making skills, preparing students to recognize potential research applications, alternatives where they exist, and the quality of research at hand.

Wiley-VCH GmbH
9781119497585
Pub Date: Aug 20
€115.00 EUR
Paperback

768 Pages



Global Marketing Management

7th Edition, EMEA Edition

Masaaki (Mike) Kotabe, Kristiaan Helsen

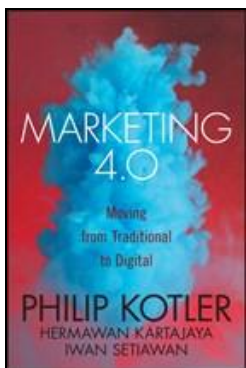
Summary

The 7th Edition of ***Global Marketing Management*** prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text's guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more "multilateral."

Suitable for all business students, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals. *Global Marketing Management* brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

John Wiley & Sons
9781119586777
Pub Date: Apr 19
\$62.99 USD/£50.99
GBP/€60.99 EUR
Paperback

698 Pages



Marketing 4.0

Moving from Traditional to Digital

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

Summary

Marketing has changed forever-this is what comes next.

Marketing 4.0: Moving from Traditional to Digital is the much-needed handbook for next-generation marketing. Written by the world's leading marketing authorities, this book helps you navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively. Today's customers have less time and attention to devote to your brand-and they are surrounded by alternatives every step of the way. You need to stand up, get their attention, and deliver the message they want to hear. This book examines the marketplace's shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that will shape tomorrow's consumer; this foundation shows why Marketing 4.0 is becoming imperative for productivity, and this book shows you how to apply it to your brand today.

Marketing 4.0 takes advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before. Exploit the changes that are tripping up traditional approaches, and make them an integral part of your methodology.

John Wiley & Sons
9781119341208
Pub Date: Jan 17
\$25.00 USD/£18.99
GBP/€21.40 EUR
Hardcover

208 Pages



Hey, Whipple, Squeeze This (5th Edition)

The Classic Guide to Creating Great Ads

Luke Sullivan, Edward Boches

Summary

The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional

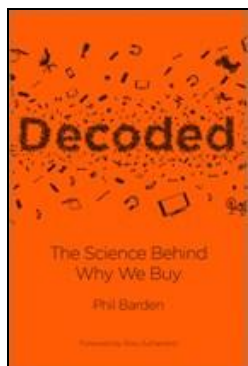
Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict.

Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer.

- Turn great ideas into successful campaigns.
- Work effectively in all media channels.
- Avoid the kill shots that will sink any campaign.
- Protect your work.
- Succeed without selling out.

John Wiley & Sons
9781119164005
Pub Date: Feb 16
\$25.00 USD/£18.99
GBP/€21.40 EUR
Paperback

448 Pages



Decoded

The Science Behind Why We Buy

Phil P. Barden

Summary

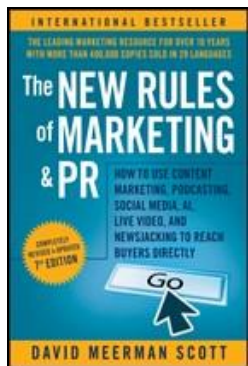
In this groundbreaking book, Phil Barden reveals what decision science explains about people's purchase behaviour, and specifically demonstrates its value to marketing.

He shares the latest research on the motivations behind consumers' choices and what happens in the human brain as buyers make their decisions. He deciphers the 'secret codes' of products, services and brands to explain why people buy them. And finally, he shows how to apply this knowledge in day to day marketing to great effect by dramatically improving key factors such as relevance, differentiation and credibility.

- Shows how the latest insights from the fields of Behavioural Economics, psychology and neuro-economics explain why we buy what we buy.
- Offers a pragmatic framework and guidelines for day-to-day marketing practice on how to employ this knowledge for more effective brand management - from strategy to implementation and NPD.
- The first book to apply Daniel Kahneman's Nobel Prize-winning work to marketing and advertising.

John Wiley & Sons
9781118345603
Pub Date: Feb 13
\$38.00 USD/£19.99
GBP/€22.60 EUR
Hardcover

288 Pages



The New Rules of Marketing and PR (7th Edition)

How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly

David Meerman Scott

New!

Summary

The seventh edition of the pioneering guide to generating attention for your idea or business, packed with new and updated information

In the Digital Age, marketing tactics seem to change on a day-to-day basis. As the ways we communicate continue to evolve, keeping pace with the latest trends in social media, the newest online videos, the latest mobile apps, and all the other high-tech influences can seem an almost impossible task. How can you keep your product or service from getting lost in the digital clutter? The seventh edition of *The New Rules of Marketing and PR* provides everything you need to speak directly to your audience, make a strong personal connection, and generate the best kind of attention for your business.

An international bestseller with more than 400,000 copies sold in twenty-nine languages, this revolutionary guide gives you a proven, step-by-step plan for leveraging the power of technology to get your message seen and heard by the right people at the right time. You will learn the latest approaches for highly effective public relations, marketing, and customer communications—all at a fraction of the cost of traditional advertising!

John Wiley & Sons
9781119651543
Pub Date: Jun 20
\$24.00 USD/£18.99
GBP/€20.60 EUR
Paperback

448 Pages



Marketing Performance

How Marketers Drive Profitable Growth

Thomas Bauer, Tjark Freundt, Jonathan Gordon, Jesk...

Summary

Drive marketing ROI with an investor's mindset and a proven toolkit

Top marketers today don't shy away from financial accountability. In fact, they actively seek to account for the return on their companies' investments in marketing - because they want their budget to make a difference for their brands and for their business: more relevant messages, more effective campaigns, more satisfied customers, more profitable promotions, higher returns to shareholders. If this is how you think about marketing, this book is for you. It is a book for CMOs who adopt an investor's mindset, and it deals with the most pressing marketing performance questions.

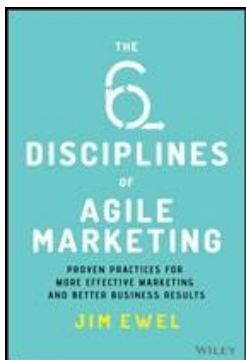
This isn't a work of theory. This is a hands-on guide to better marketing for top managers, neatly packaged into ten concise chapters that are just right for a short-haul flight.

Learn how to:

- Increase sales with smarter fund allocation.
- Reduce marketing costs without sacrificing effectiveness.
- Strengthen the role of marketing with quantified ROI.
- Build capabilities for sustainable performance improvements.

John Wiley & Sons
9781119278337
Pub Date: Jun 16
\$36.00 USD/£24.99
GBP/€28.30 EUR
Hardcover

200 Pages



The Six Disciplines of Agile Marketing

Proven Practices for More Effective Marketing and Better Business Results

Jim Ewel

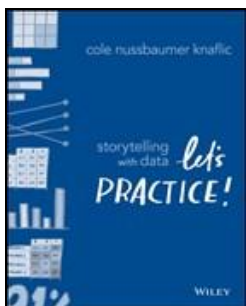
New!

Summary

Transform your organization using Agile principles with this proven framework. The Six Disciplines of Agile Marketing provides a proven framework for applying Agile principles and processes to marketing. Written by celebrated consultant Jim Ewel, this book provides a concise, approachable, and adaptable strategy for the implementation of Agile in virtually any marketing organization. The Six Disciplines of Agile Marketing discusses six key areas of practical concern to the marketer who hopes to adopt Agile practices in their organization. They include: Aligning the team on common goals Structuring the team for greater efficiency Implementing processes like Scrum and Kanban in marketing Validated Learning Adapting to Change Creating Remarkable Customer Experiences The Six Disciplines of Agile Marketing also discusses four shifts in beliefs and behaviours necessary to achieving an Agile transformation in marketing organizations.

John Wiley & Sons
9781119712039
Pub Date: Nov 20
\$25.00 USD/£18.99 GBP/
€21.40 EUR
Hardcover

304 Pages



Storytelling with Data

Let's Practice!

Cole Nussbaumer Knaflic

Summary

Influence action through data!

This is not a book. It is a one-of-a-kind immersive learning experience through which you can become-or teach others to be-a powerful data storyteller.

Let's practice! helps you build confidence and credibility to create graphs and visualizations that make sense and weave them into action-inspiring stories. Expanding upon best-seller *storytelling with data's* foundational lessons, *Let's practice!* delivers fresh content, a plethora of new examples, and over 100 hands-on exercises. Author and data storytelling maven Cole Nussbaumer Knaflic guides you along the path to hone core skills and become a well-practiced data communicator.

The lessons and exercises found within this comprehensive guide will empower you to master-or develop in others-data storytelling skills and transition your work from acceptable to exceptional. By investing in these skills for ourselves and our teams, we can all tell inspiring and influential data stories!

John Wiley & Sons
9781119621492
Pub Date: Oct 19
\$39.95 USD/£30.99
GBP/€34.20 EUR
Paperback

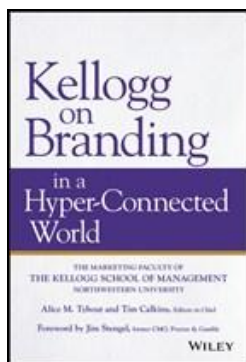
448 Pages

Kellogg on Branding in a Hyper-Connected World

Alice M. Tybout, Tim Calkins

Summary

Kellogg on Branding in a Hyper-Connected World offers authoritative guidance on building new brands, revitalizing existing brands, and managing brand portfolios in the rapidly-evolving modern marketplace. Integrating academic theories with practical experience, this book covers fundamental branding concepts, strategies, and effective implementation techniques as applied to today's consumer, today's competition, and the wealth of media at your disposal. In-depth discussion highlights the field's ever-increasing connectivity, with practical guidance on brand design and storytelling, social media marketing, branding in the service sector, monitoring brand health, and more. Authored by faculty at the world's most respected school of management and marketing, this invaluable resource includes expert contributions on the financial value of brands, internal branding, building global brands, and other critical topics that play a central role in real-world branding and marketing scenarios.



John Wiley & Sons
9781119533184
Pub Date: Apr 19
\$35.00 USD/£26.99
GBP/€30.00 EUR
Hardcover

368 Pages

Data-First Marketing

How To Compete and Win In the Age of Analytics Janet Driscoll Miller, Julia Lim, David Meerman Scott (Foreword by)

New!

Summary

Supercharge your marketing strategy with data analytics In *Data-First Marketing: How to Compete s own campaign metrics*. Data is the next big battlefield for not just marketers, but also for the business because the judicious application of data analytics will create a competitive advantage in the Age of Analytics. Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step-by-step process to help businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation. *Data-First Marketing: How to Compete & Win in the Age of Analytics* should be used by CMOs and heads of marketing to institute a data-first approach throughout the marketing organization. Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data-First Marketing Campaign Framework.

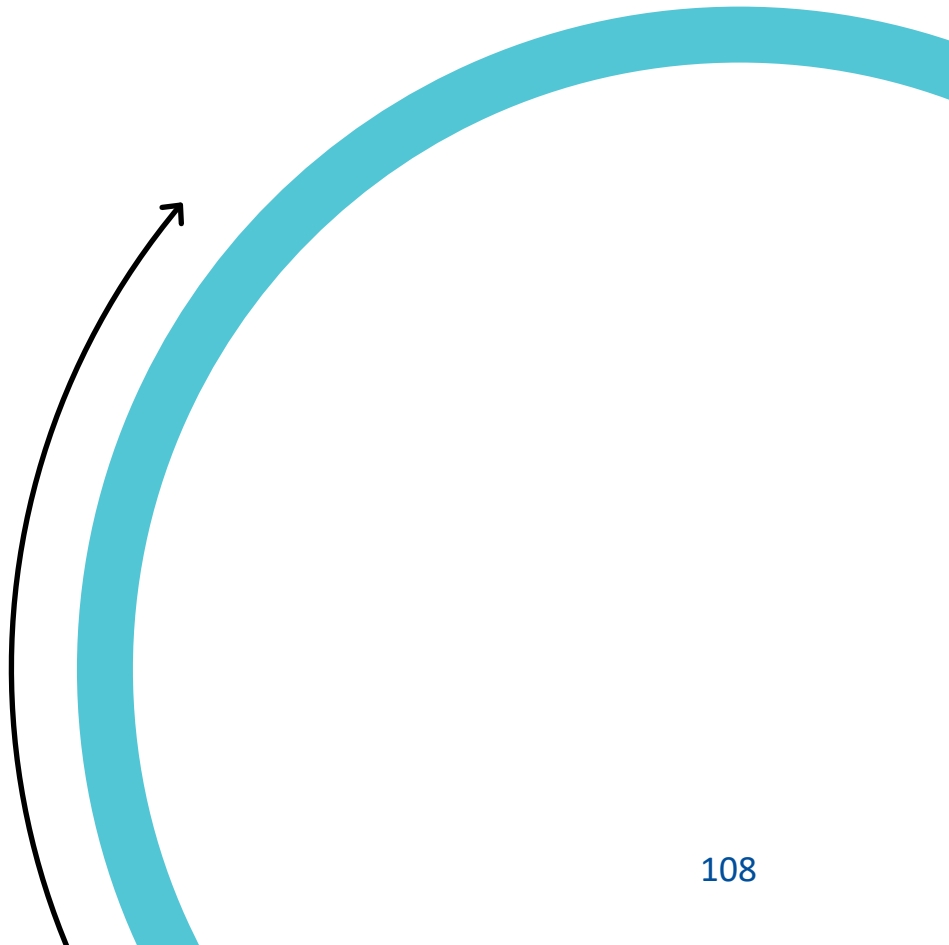


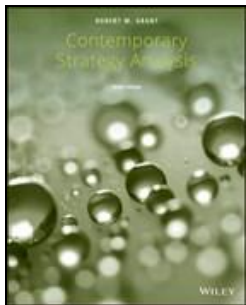
John Wiley & Sons
9781119701217
Pub Date: Oct 20
\$25.00 USD/£18.99
GBP/€21.40 EUR
Hardcover

256 Pages



Strategy





Contemporary Strategy Analysis

Robert M. Grant

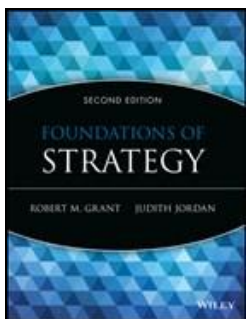
Summary

Now in its tenth edition, *Contemporary Strategy Analysis* continues its tradition of accessibility, practicality, and real-world relevance to graduate and undergraduate students around the world. Focusing on strategic analysis, value creation, and implementation, this book provides a rigorous grounding in essential principles while offering up-to-date perspectives based on practices used at leading companies across industries and borders. Comprehensive coverage merges theory and application through new and updated cases, and the discussion surrounding business policy, business strategy, and the business environment link concept to context for a holistic understanding of the mechanisms at work.

To keep pace with the field's constant evolution, this new edition has been revised to reflect the current business landscape with expanded coverage of critical topics including disruption, innovation, technology, and other factors impacting strategic planning and implementation. Global perspectives throughout highlight the dynamic nature of strategic management in the face of borderless business, equipping students with the well-rounded knowledge base the future of business demands.

John Wiley & Sons
9781119576433
Pub Date: Feb 19
\$66.99 USD/£53.99
GBP/€64.99 EUR
Paperback

672 Pages



Foundations of Strategy (2nd Edition)

Robert M. Grant, Judith J. Jordan

Summary

Foundations of Strategy, second edition is a concise text aimed at both undergraduate and Masters students. Written in an accessible style with the needs of these students in mind, the latest edition has a clear, comprehensive approach, underlined by sound theoretical depth. The content has been fully revised and updated to reflect recent developments in the business environment and strategy research.

Features of the text include:

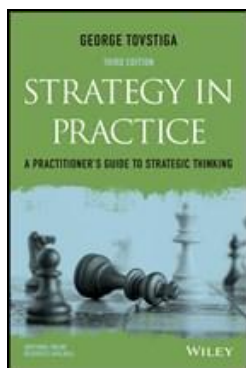
- 10 chapters covering all the topics in a typical one-semester course.
- Concise and integrated treatment of strategy implementation focusing on strategy in practice.
- Integration of the not-for-profit sector.
- Opening and closing chapter case studies covering a range of real-world, global examples.
- Featured Example and Case Insight boxes throughout chapters to give an additional dimension to the subject matter.

An extensive range of learning and teaching materials accompany this text including instructor manual, case teaching notes, test bank and PowerPoint slides, for instructors. Resources for students include self-test quizzes and glossary flashcards to check understanding. Access the full resources online at

www.foundationsofstrategy.com.

John Wiley & Sons
9781118914700
Pub Date: Feb 15
\$49.00 USD/£47.99
GBP/€57.99 EUR
Paperback

392 Pages



Strategy in Practice (3rd Edition) A Practitioner's Guide to Strategic Thinking

George Tovstiga

Summary

A practitioner-focused approach to strategy and real-world strategic thinking

This 3rd edition has been revised and updated throughout to reflect the current thinking in strategy in view of the current economic and business climate. It questions how we are thinking differently about strategy now, in light of emerging from the global economic crisis. It includes new and updated case illustrations throughout, plus a new chapter on Strategy Execution and Performance Appraisal. Rigorously founded on current thinking and theoretical concepts in the field of strategic management,

Strategy in Practice:

- Provides the strategy practitioner with a systematic and insight-driven approach to strategic thinking.
- Establishes and translates the relevance of strategy theory to its application in the practice field.
- Leads you through the strategic thinking process, beginning with the formulation of compelling and clearly articulated strategic questions that set the scene for practical issues.
- Provides tools of strategic analysis in combination with informed intuition to understand the strategic landscape.
- Has additional online resources available for instructors.

John Wiley & Sons
9781119121640
Pub Date: Sep 15
\$55.00 USD/£34.99
GBP/€39.60 EUR
Paperback

376 Pages



Strategic IQ Creating Smarter Corporations

John Wells

Summary

In today's world, only the smartest survive. The competitive landscape is littered with graves of well-known firms whose revenues, profits and stock prices rose for decades until they suddenly imploded.

In fast-changing business environments, firms must adapt their strategies and innovate to remain at the top. But many successful firms fail to do so. Instead, they succumb to inertia, hesitate, or stick blindly to their old strategies, until it is too late.

The ability to adapt to change is a measure of intelligence; so why do firms demonstrate such low Strategic IQ? What causes inertia, and why is it so deadly? How can leaders help their firms to act more intelligently?

This book identifies the key sources of inertia - strategic, structural and human - and provides practical advice on how they can be overcome to create smarter corporations. It is both a wake-up call for successful firms and a lifeline for firms struggling to succeed.

To successful firms - beware! You may already be dead!

John Wiley & Sons
9780470978283
Pub Date: May 12
\$49.00 USD/£24.99
GBP/€28.30 EUR
Hardcover

318 Pages

Built to Grow

How to deliver accelerated, sustained and profitable business growth

Royston Guest

Summary

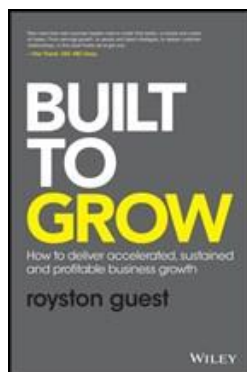
'This book is straightforward, factual and to the point. Any Leader responsible for business growth should read it! A blueprint full of practical ideas and tools to inspire you into action' - **Craig Donaldson** - *Chief Executive Officer, Metro Bank* (RANKED NUMBER ONE IN GLASSDOOR'S HIGHEST RATED CEO 2016)

If you asked a cross-section of business leaders, business owners and entrepreneurs what their biggest business challenge is, you would probably hear the same recurring thought: growing their business in a sustainable, predictable, yet profitable way - quickly.

It's a reality that most businesses and individuals never reach their full potential, always yearning for the 'thing' that will catapult them into significance, but never really finding it.

Whether you're an entrepreneur starting out, or a director, executive or business leader climbing the corporate ladder, the building blocks of Built to Grow are universally applicable.

Developed in the real world laboratory of thousands of businesses in twenty-seven countries spanning over two decades, Built to Grow is a proven, time-tested model to unlock the real potential in your business.



John Wiley & Sons
9781119318095
Pub Date: Oct 16
\$25.00 USD/£14.99
GBP/€17.00 EUR
Hardcover

296 Pages

Strategy Builder

How to Create and Communicate More Effective Strategies

Stephen Cummings, Duncan Angwin

Summary

A visual and interactive guide to building and communicating strategies that actually work

YOUR STRATEGY HAS SEVEN SECONDS TO CAPTIVATE ITS AUDIENCE So how are you going to present it? A big wordy document? A lengthy address? Slides full of bullet points?

The best way to engage and involve people is through pictures. Strategy Builder shows you how to creatively combine the best strategy frameworks to orient and animate strategy discussion and development in your team. This visual, interactive guide, with illustrations by Visory, uses real-world examples and practical tips to help you:

- Discover the five key foundations that every strategy should be built upon.
- Draw compelling and unique pictures that capture your organization's distinct strategies.
- Develop your skills as a leader of strategy discussions.
- Understand how to use interactive drawing to engage others and achieve buy-in.
- Additional online resources available including Strategy Drawing Templates, plus Builder Slides and case studies materials for instructors. Locate the 'Companion Website' link towards the bottom of this page to access these materials.



John Wiley & Sons
9781118707234
Pub Date: Mar 15
\$40.00 USD/£24.99
GBP/€28.30 EUR
Hardcover

256 Pages

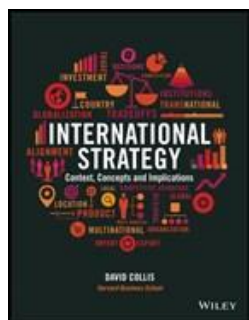
International Strategy

Context, Concepts and Implications

David Collis

Summary

THE COMPREHENSIVE GUIDE TO MANAGING AND LEADING COMPANIES THAT COMPETE INTERNATIONALLY
Drawing on the course material developed at the Harvard Business School and Yale School of Management by David Collis, *International Strategy* provides theoretical insight and pragmatic tools that address the decisions facing senior managers in multinational corporations. *International Strategy* explores the critical differences between domestic and international competition: the heterogeneity of markets in which companies are involved; the volatility of economic conditions that firms face; and the increased scale of activities fostered by global participation. The text examines how these phenomena create tensions and tradeoffs for executives concerning which product to offer around the world, which countries to compete in, where to locate various activities, and how to organize the firm worldwide. Making those choices in an integrated fashion, it is explained, requires the pursuit of a coherent strategy that builds an international advantage.



Wiley-Blackwell
9781405139687
Pub Date: Aug 14
\$55.00 USD/£34.99
GBP/€39.60 EUR
Paperback

390 Pages

Strategy for the Corporate Level (2nd Edition)

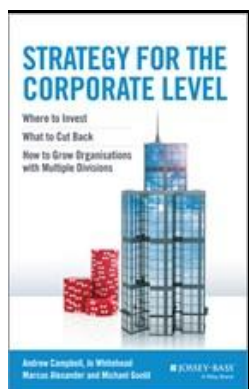
Where to Invest, What to Cut Back and How to Grow Organisations with Multiple Divisions

Andrew Campbell, Michael Goold, Marcus Alexander, ...

Summary

All multi-business companies need a corporate-level strategy to provide a clear vision for managing current business and new investments. *Strategy for the Corporate Level* addresses both business and management strategy to help executives deal with major decisions relating to investment, acquisitions, market entry, supervision of management, and corporate centralization of activities.

Strategy for the Corporate Level uses three important logics to guide such decision-making: business logic, added value logic and capital markets logic. These key perspectives will enable executives to make more effective decisions about their business portfolio by providing a structure to approach each challenge. Grounded in academic literature and using real-life examples from industry, Andrew Campbell brings us the latest on corporate-level strategy. This book will help readers to understand and address their concerns about corporate-level strategy and provide a range of perspectives to help make important strategic decisions.



John Wiley & Sons
9781118818374
Pub Date: Apr 14
\$60.00 USD/£34.99
GBP/€39.60 EUR
Hardcover

400 Pages

Fish Can't See Water

How National Culture Can Make or Break Your Corporate Strategy

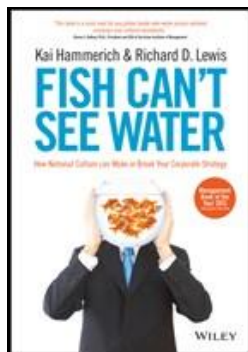
Kai Hammerich, Richard D. Lewis

Summary

The message of this book is simple: national culture, through its influence on corporate culture, has a powerful but often invisible impact on the success of global companies. What's more, the very same national traits that accelerate growth at one stage of the corporate life cycle may derail that growth at a different stage or when an inevitable crisis hits.

How did Samsung Electronics become the world's largest consumer electronics company in less than 20 years, unseating dominant Sony Corporation in the process? What pivotal role did the national heritage of both companies play in this? How did Toyota create a sustainable competitive advantage for almost 25 years, by adapting a global business philosophy deeply rooted in Japanese culture? How did the Finnish roots of Nokia and the American roots of GM first help both companies, only later to derail their success?

In a global world where most processes and products can and will be copied, culture matters more than ever, and as this book shows, can be a source of sustainable competitive advantage! As they say: 'Culture eats Strategy for lunch!'



John Wiley & Sons
9781118608562
Pub Date: Aug 13
\$40.00 USD/£19.99
GBP/€22.60 EUR
Hardcover

312 Pages

Intelligent M & A (2nd Edition)

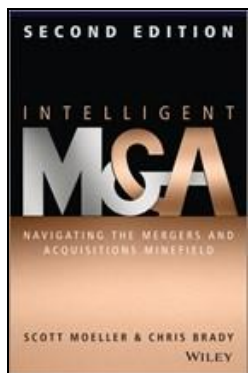
Navigating the Mergers and Acquisitions Minefield

Scott Moeller, Chris Brady

Summary

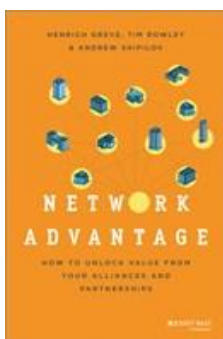
Almost 70% of mergers fail, yet deals are essential for growing world-class companies. Therefore they must use all the tools and techniques at their disposal to improve their chances of success. Applying the techniques advocated in this book can help managers beat the odds - and employees themselves - to have an impact on whether a deal will be successful both for the company and for themselves.

This book looks at the process of a merger or acquisition and pinpoints the areas where business intelligence can raise the odds of success in each phase of the deal. Using techniques developed by governmental intelligence services and a wide range of recent case studies, quotations and anecdotes, the expert authors from the renowned Cass Business School show how to build success into any M&A situation.



John Wiley & Sons
9781118764237
Pub Date: May 14
\$40.00 USD/£24.99
GBP/€28.30 EUR
Hardcover

412 Pages



Network Advantage : How to Unlock Value From Your Alliances and Partnerships

Henrich Greve, Tim Rowley, Andrew Shipilov
9781118561454

Pub Date: Dec 13

\$50.00 USD/£24.99 GBP/€28.30 EUR

320 pages

Hardcover

Summary: Companies made more than 42,000 alliances over the past decade worldwide, many of which failed to deliver strong results. This book explains why and how you can seize the benefits from your business's network of alliances with customers, suppliers and competitors.

Network Advantage shows how awareness of these three advantages can help align your portfolio of alliances with your corporate strategy to maximize advantages from existing networks and to position your business as an industry leader.

This book is written by three leading authorities in the field of organizational management who work with many international corporate clients. Based on groundbreaking research and illustrative cases, it provides practical tools to help you think strategically about reconfiguring your alliances and partnerships.



M&A Integration : How To Do It. Planning and delivering M&A integration for business success

Danny A. Davis

9781119944867

Pub Date: Sep 12

\$65.00 USD/£34.99 GBP/€39.60 EUR

334 pages

Hardcover

Summary: The flurry of M&A deals announced in 2011, including AT&T's agreement to acquire T-Mobile USA, ConAgra's proposed bid for Ralcorp, and eBay's acquisition of GSI Commerce, indicate that M&A has returned, and is perhaps headed back to the levels seen before the financial crisis.

Most firms of a certain size will turn to it in their search for growth, forcing almost all managers to face up to the challenge of integration at some point their career. For many managers, it is often their first, and only time and M&A is high on the list of things that many managers hate. According to many studies, 50 to 75% M&A transactions turn out to be a failure. One of the main reasons for failure is late or wrong integration or bad integration management.



The Invincible Company : How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models

Alexander Osterwalder, Yves Pigneur, Alan Smith, Frederic Etienne

9781119523963

Pub Date: Apr 20

\$35.00 USD/£26.99 GBP/€30.00 EUR

400 pages

Paperback

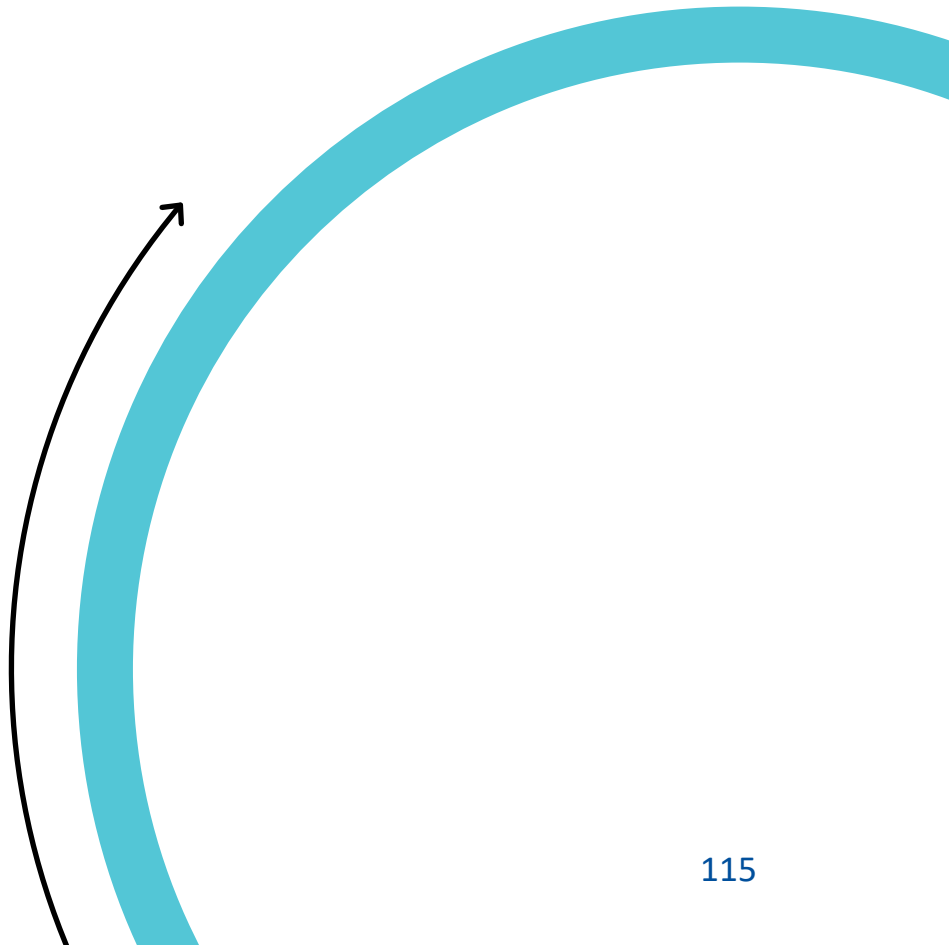
Summary: The long-awaited follow-up to the international bestsellers, *Business Model Generation* and *Value Proposition Design*

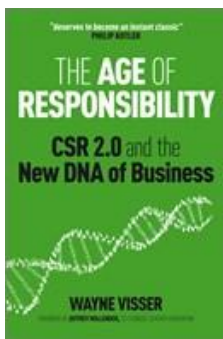
Alex Osterwalder and Yves Pigneurs' *Business Model Canvas* changed the way the world creates and plans new business models. It has been used by corporations and startups and consultants around the world and is taught in hundreds of universities. After years of researching how the world's best companies develop, test, and scale new business models, the authors have produced their definitive work. *The Invincible Company* explains what every organization can learn from the business models of the world's most exciting companies.

The book explains how companies such as Amazon, IKEA, Airbnb, Microsoft, and Logitech, have been able to create immensely successful businesses and disrupt entire industries.



Sustainability





The Age of Responsibility : CSR 2.0 and the New DNA of Business

Wayne Visser, Jeffrey Hollender

9780470688571

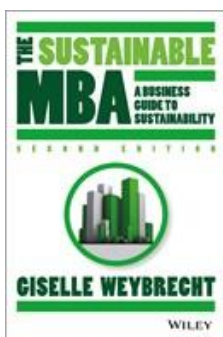
Pub Date: Feb 11

\$49.00 USD/£29.99 GBP/€33.90 EUR

408 pages

Hardcover

Summary: Business is doing more than ever before to tackle issues like climate change, poverty, human rights and corruption. So why are things getting worse, not better? Wayne Visser argues that traditional approaches have failed, leaving business stuck in the Ages of Greed, Philanthropy, Marketing and Management. Using Web 2.0 as a metaphor, he shows how business needs to radically transform if we are to ever reach a true Age of Responsibility. The required systemic approach is dubbed CSR 2.0 and characterised by five key principles: creativity, scalability, responsiveness, glocality and circularity. Citing more than 300 cases to illustrate the good, the bad and the ugly' of corporate sustainability and responsibility, the book describes how the new DNA of business is fast being decoded in the areas of value creation, good governance, societal contribution and environmental integrity.



The Sustainable MBA : A Business Guide to Sustainability (2nd Edition)

Giselle Weybrecht

9781118760635

Pub Date: Nov 13

\$50.00 USD/£24.99 GBP/€28.30 EUR

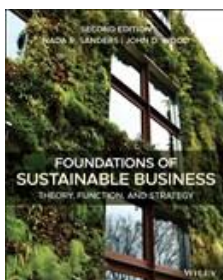
478 pages

Hardcover

Summary: Whether you are an employee, a manager, an entrepreneur or a CEO, *The Sustainable MBA Second Edition* provides the knowledge and tools to help you 'green' your job and organization, to turn sustainability talk into action for the benefit of your bottom line and society as a whole. Based on more than 150 interviews with experts in business, international organizations, NGOs and universities from around the world, this book brings together all the pieces of the business and sustainability puzzle including:

- What sustainability is, why you should be interested, how to get started, and what a sustainable organization looks like.
- A wide range of tools, guidelines, techniques and concepts that you can use to implement sustainability practices.

New!



Foundations of Sustainable Business : Theory, Function, and Strategy (2nd Edition)

Nada R. Sanders, John D. Wood

9781119577553

Pub Date: Oct 20

\$125.79 USD/£95.29 GBP/€107.51 EUR

352 pages

Paperback

Summary: The second edition of *Sustainable Business* prepares future business leaders to tackle the most crucial social and environmental issues of our time. This engaging textbook provides students with a comprehensive, balanced introduction to integrating sustainable business policies into all core business functions and processes. The text employs a qualitative-based learning process to help students understand how leadership, finance, accounting, risk management, marketing, supply chain management, and operations can be adapted to meet the sustainability goals of the 21st century.

Looking at sustainable business from the managerial viewpoint, the fully-updated new edition explains how and why business is evolving due to increased consumer and regulatory pressure for sustainable performance. Business topics are first introduced in the same manner as traditional MBA programs, and then examined through the lens of sustainability.

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