

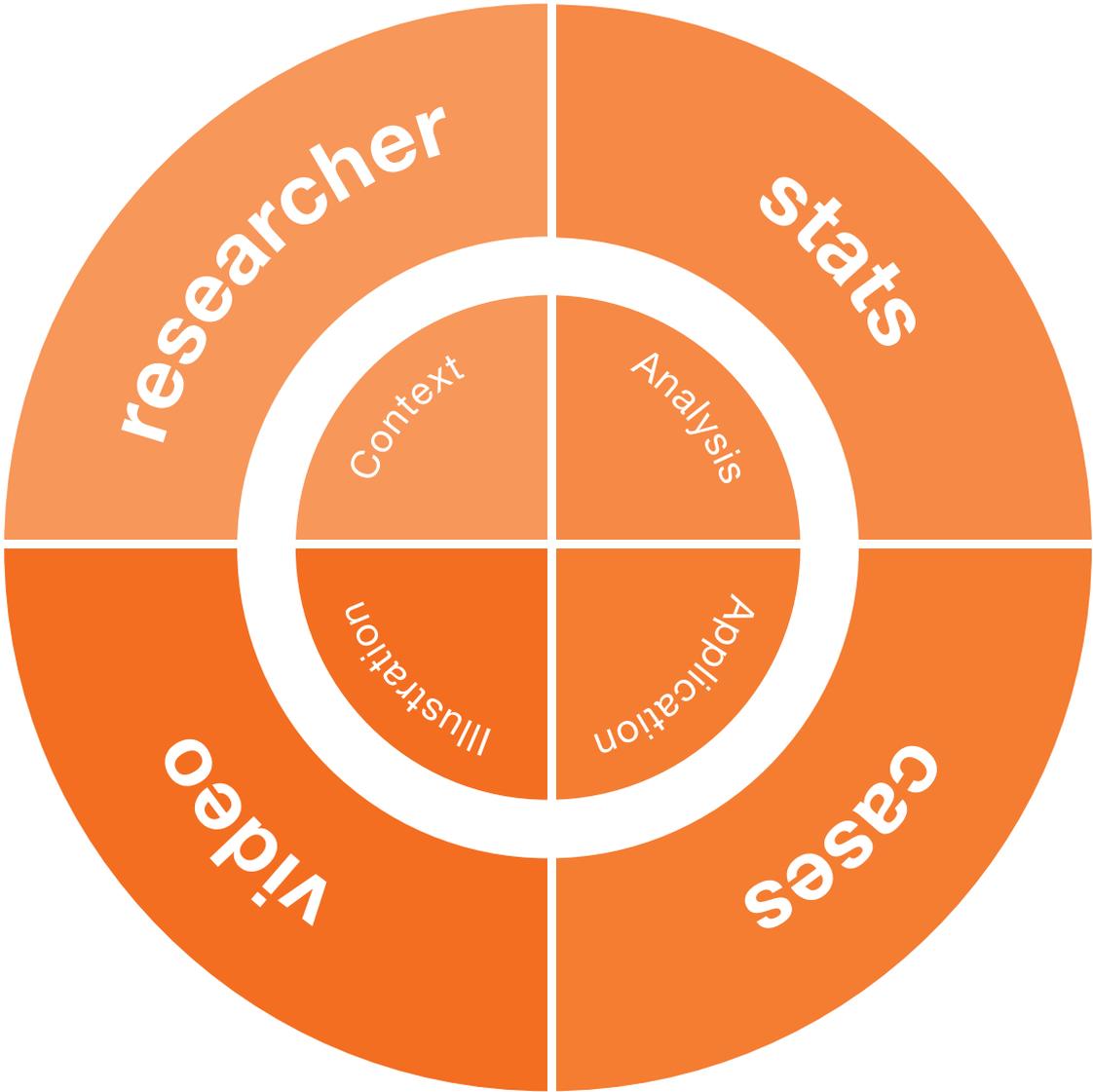


NEW!

 **SAGE** **business&management**

Fostering the Next Generation of Business

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SAGE knows that it is imperative to prepare business and management undergraduates to succeed in the practicalities of their future careers. The need is growing for resources that foster a new set of skills: the application of functional area concepts, analytical techniques, critical thinking based on practical wisdom, and effective communication.

SAGE Business & Management is a suite of products that draws upon our thorough understanding of business curricula and research to support business instructors and to guide undergraduate and graduate students through their academic and professional careers.

This resource is highly recommended for academic libraries in institutions with any level of business classes.

– Booklist

Context

businessresearcher

The First Step in Successful Business Research

SAGE Business Researcher provides students with a comprehensive overview of current business and management topics as they begin their research journey. This one-stop resource not only gives insight into the most timely issues—it also guides novice researchers through the college research process which is often daunting to them.

In addition to in-depth, timely and digestible reports about the most important issues in business, **SAGE Business Researcher** also delivers:

- Downloadable data for independent analysis
- A chronological timeline, providing historical and cultural context of issues
- Expert pro/cons that provide both sides of the issue
- Brief explorations of key related issues
- Links to further academic resources and related content

SAGE Business Researcher helps students to see business in its proper **Context** - providing the language, historical and cultural relevance, and global reach of today's most pressing issues.



Covers topics such as:

- Doing Business With Japan
- Big Data
- The Global Oil Industry
- Sustainability
- Value of MBA
- Free as a Business
- Accounting Trends

businessresearcher.sagepub.com

businessstats

Entrepreneurial Data for First-Hand Analysis

Finding statistical data has become synonymous with pain, but no more! **SAGE Business Stats** simplifies the process by providing data in an easy-to-use interface. Researchers are not only able to find exactly what they need but can now do so with just a few clicks, saving themselves time to get straight to **Analysis**.

Users will be able to delve into any business problem, including:

- A student wants to write a plan for starting a home healthcare business but needs to decide on a location—it can be anywhere in the U.S.
- A professor wants to list sources for data in her entrepreneurship syllabus but wants to keep the list as short as possible and be sure the sources are robust enough so students can dig into the data quickly
- A student is reforming a failed business plan for a bookstore in a specific county. The student needs to know recent industry and demographic trends for ZIP codes in this county and other nearby counties.

With 300,000,000 data points, the majority of which are proprietary, **SAGE Business Stats** enables users to mine current and projected demographic and industry data series down to the ZIP code level. By harmonizing this carefully vetted data from multiple sources into the same format, allowing quick downloads, comparisons, and visualizations, **SAGE Business Stats** provides power and context for researchers at all levels.



data.sagepub.com

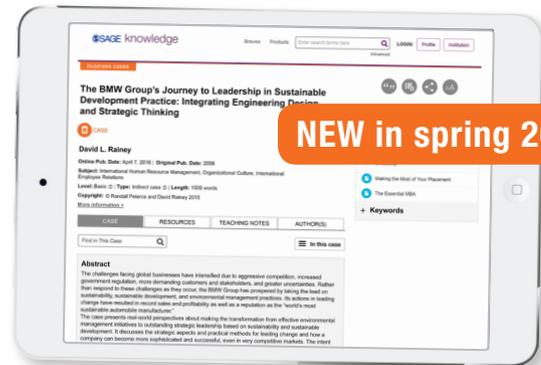
businesscases

Real World Cases at Your Fingertips

SAGE Business Cases will be the first digital collection tailored to library needs, providing campus-wide access to cases and thus making discovery and class planning easy for students and faculty outside of the traditional per-case purchase model. This robust and truly global resource provides the **Application** of core concepts to real-world business situations. Offered on SAGE's digital library platform, **SAGE Knowledge**, these cases are integrated with SAGE's journal, book, video, and reference content, allowing for a rich scholarly environment and enhanced discovery.

In addition to SAGE's proprietary and newly commissioned cases, the collection includes cases from a growing list of world-renowned institutions and associations:

- Cambridge Judge Business School, University of Cambridge, UK
- Graziadio School of Business and Management, Pepperdine University, USA
- The Indian Institute of Management Ahmedabad (IIMA), India
- Institute for the Study of Diplomacy, Georgetown University, USA
- Kellogg School of Management, Northwestern University, USA
- Society for Human Resource Management (SHRM), USA
- Tsinghua University School of Economics and Management, China
- Wits Business School, University of Witwatersrand, South Africa
- Yale School of Management, Yale University, USA



Collection Highlights

- Women in Leadership: Challenges for Daughters Taking Over Family Businesses
- The BP Gulf of Mexico Oil Spill
- Judging Capital: Private Equity Firm with Chinese Characteristics
- Engaging Consumers' Sense for Creating Unique Brand Positioning
- The Pippin: Apple's Failed Games Console

sk.sagepub.com/businesscases

video

Bringing teaching and research to life

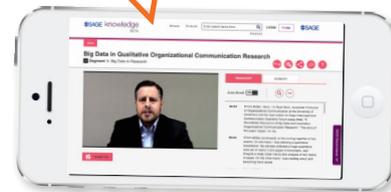
Watch for the Business and Management collection on **SAGE Video** in 2016!

Rising steadily across all disciplines, the use of video in the classroom is a critical way of clarifying concepts and inspiring students. The *SAGE Business & Management Video Collection* is the **Illustration**—designed to elevate the teaching and learning experience. Consisting of 145 hours of video, 80% exclusive to SAGE, this collection provides topic definitions, interviews with professional experts, case studies, tutorials, documentaries, and professionals at work. Students will also see how business experts present themselves, what industry-specific language they use, and how they convey information to their contemporaries.

Topics Covered:

- Business Ethics & Corporate Social Responsibility
- Human Resource Management
- International Business & Management
- Leadership
- Marketing
- Organization Studies
- Entrepreneurship
- Strategic Management
- Research Methods for Business & Management
- Other Management Specialties

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SAGE Business & Management meets the ever-changing needs of business students, professors, researchers, and librarians to keep up with the pace of change. With a variety of different formats, including in-depth reports, data, cases studies, and video, our products create a highly interactive, visual experience that helps produce highly employable and successful businesspeople.

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