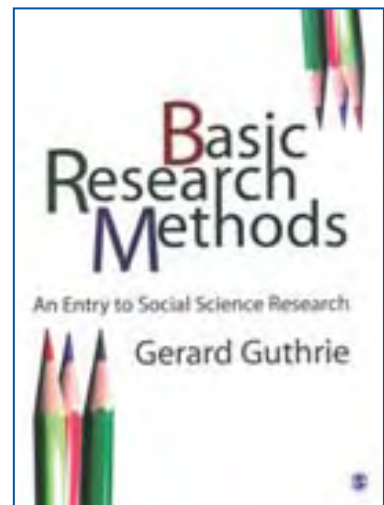
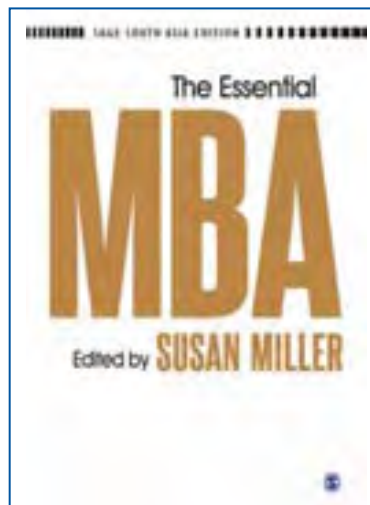
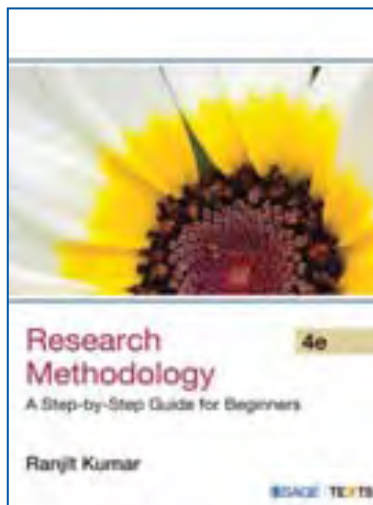
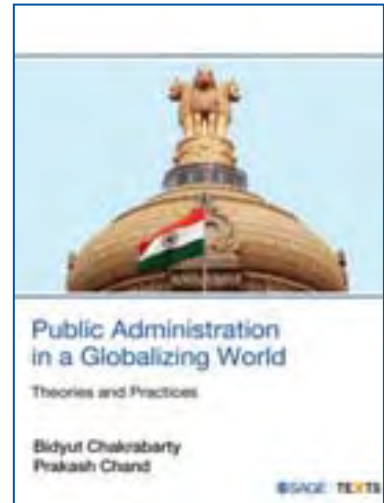


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What, Why and How?

Peter Swanborn

This book is an excellent source for graduate students and researchers in various disciplines immersed in an old positivistic paradigm or a new evidence-based scientific movement. It offers precise advice regarding case study design, steps to be followed in conducting it, and a secure epistemological-methodological space in which appropriate strategies lead to solutions/answers.

Maja Miskovic, The Qualitative Report

How should case studies be selected? Is case study methodology fundamentally different to that of other methods? What, in fact, is a case? **Case Study Research: What, Why and How?** is an authoritative and nuanced exploration of the many faces of case-based research methods. As well as the what, how and why, the author also examines the when and which - always with an eye on practical applications to the design, collection, analysis and presentation of the research. Case study methodology can prove a confusing and fragmented topic. In bringing diverse notions of case study research together in one volume and sensitising the reader to the many varying definitions and perceptions of 'case study', this book equips researchers at all levels with the knowledge to make an informed choice of research strategy.

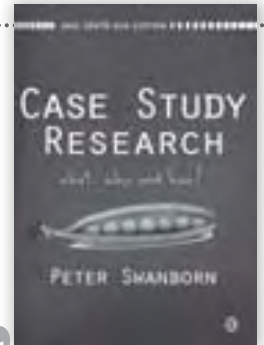
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Sorana Saveanu, Journal of Social Research and Policy

This new edition of Uwe Flick's bestselling textbook, **An Introduction to Qualitative Research**, has been fully revised, expanded and updated. In this classic text, Uwe Flick provides students with a step-by-step guide through the research process, covering all of the main theoretical approaches to qualitative research, and providing unmatched coverage of all the different qualitative methods and approaches now available to researchers.

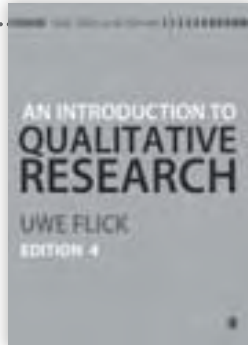
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BASIC RESEARCH METHODS

An Entry to Social Science Research

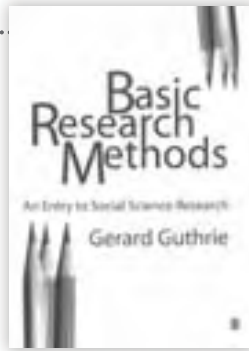
Gerard Guthrie *Guthrie Development Consultancy, Canberra*

This book offers a comprehensive and well-rounded view of research as a tool for problem-solving in the wide range of the social sciences. It is built on the foundation of philosophical pragmatism, postulating that the value of knowledge and research methodologies lie in their usefulness in engaging with the real world. The book synthesizes both positivist and non-positivist methodologies. It is meant for students who are undertaking their first research course or project. The techniques, while basic in nature, are used in many masters and doctoral research studies. The book uses engaging language, real-life examples from various subject areas and follows an inductive approach. With the help of this book, from an experiential base, students should be able to build a more advanced conceptual and theoretical understanding of research through further reading and practice. This book discusses a policy-applied-pure-action model of research covering both quantitative and qualitative methods for case study, survey and experimental designs. It pays considerable attention to measurement principles and to data analysis techniques that make practical use of Microsoft Excel for analysis of both words and numbers. It includes a building block approach to writing, as well as the author's thoughts on application of research in the real world.

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METHODS FOR DEVELOPMENT WORK AND RESEARCH

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Britha Mikkelsen *Senior Specialist, Social Science and Research, COWI*

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Business Line

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2005 • 384 pages • Paperback ₹ 750 (9780761933281)



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METHODOLOGICAL THINKING

Basic Principles of Social Research Design

Donileen R Loseke *University of South Florida*

Methodological Thinking: Basic Principles of Social Research Design focuses on the underlying logic of social research and encourages students to understand research methods as a way of thinking. The book provides an overview of the basic principles of social research, including the foundations of research (data, concepts, theory), the characteristics of research questions, the importance of literature reviews, measurement (conceptualization and operationalization), data generation techniques (experiments, surveys, interviews, observation, document analysis), and sampling. The author highlights the relationships among various components of research; she also explains that it is not possible to argue that one form of research is better than any other and that good researchers understand the differences among—and appreciate the capabilities of—different tools.

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- Takes an interdisciplinary approach, with examples in criminology/criminal justice, sociology, political science/international relations, and social work
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- Minimizes technical details of social research design to emphasize logic and general principles
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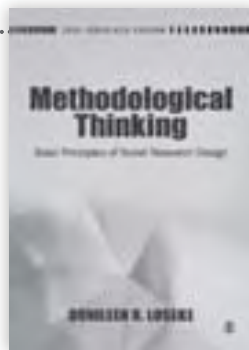
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- Numerous practical exercises and examples
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- A Companion Website (www.quarc.de/qualitative-data-analysis-with-atlasti) with online tutorials and data sets

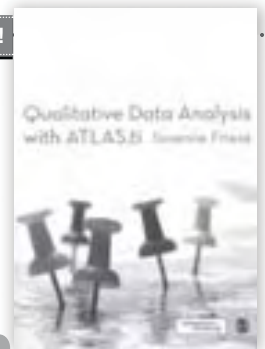
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QUALITATIVE RESEARCH

Third Edition

Edited by **David Silverman** *Visiting Professor in the Business School, University of Technology, Sydney*

Qualitative Research provides some real insight into qualitative practices—the “whys” and the “what,” enabling one to become a more sensitive and thoughtful research practitioner...what Silverman and the contributors to this third edition have done is to provide readers—the graduate students, researchers, teachers and perhaps those involved in funding qualitative research—with ideas that develop and enrich our sensibilities about the nature and practice of qualitative research.

Bernard Smith, The Weekly Qualitative Report

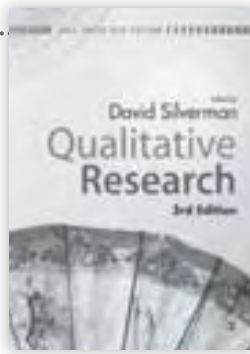
This book draws on a stellar list of leading qualitative researchers, each of whom is writing on their own specialized area in qualitative research, but doing so in a way that is clear and accessible to students and those new to the field of qualitative methods. All chapters also have added features - such as internet links, questions for readers and recommended readings. Along side its engaging and accessible style, these new features make **Qualitative Research** the ideal textbook for all students working within this field.

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Dr Liane Purnell, Senior lecturer, Newman University College

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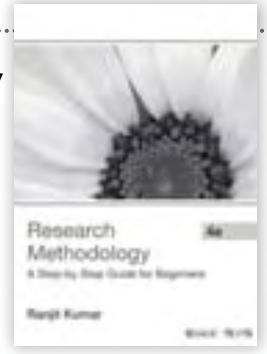
- Formulating a research question
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- Carrying out a literature review
- Choosing a research design
- Selecting a sample
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John W Creswell *University of Nebraska, Lincoln*

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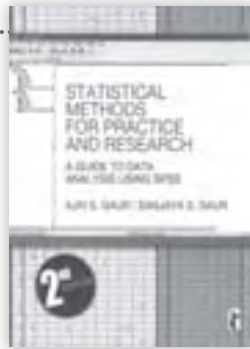


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Second Edition

Ajai S Gaur *Rutgers Business School and Sanjaya S Gaur AUT School of Business, Auckland University of Technology*



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South Asian Journal of Management

This book is designed to assist students, managers, academics and researchers in solving statistical problems using SPSS and to help them understand how they can apply various statistical tools for their own research problems. SPSS is a very powerful and user friendly computer package for data analyses. It can take data from most other file types and generate tables, charts, plots, and descriptive statistics, and conduct complex statistical analyses. After providing a brief overview of SPSS and basic statistical concepts, the book covers:

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- t-tests, chi-square tests and ANOVA
- Correlation analysis
- Multiple and logistics regression
- Factor analysis and testing scale reliability
- Advanced data handling

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Banamali Mohanty *Professor-Emeritus at the Srusti Academy of Management, Bhubaneswar, Odisha, and Santa Misra Sri Satya Sai College for Women, Bhubaneswar*

Statistics for Behavioural and Social Sciences presents various statistical concepts, methods, designs, and their analyses in simple understandable languages. It offers an integrated approach to the study and importance of statistics in social sciences placing due emphasis on the theory, application, and computational procedures. This book would prove to be an indispensable guide for students who do not possess sophisticated mathematical background. Feature Highlights:

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Second Edition

Zina O'Leary *The University of Sydney*

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- How to I develop a researchable question?
- How do I construct a winning proposal?
- What exactly is expected in a literature review?
- What options are there in qualitative, quantitative, mixed and more purposive methodological designs?
- Is it best to work with a sample, key informants, or a case?
- What data collection options are there and how do I choose?
- How should I work with my quantitative data?
- What should I do with my qualitative data?
- How in the world will I capture this on paper?

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With a Guide to SPSS

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George Argyrous *University of New South Wales*

The reader is introduced to SPSS in a user friendly manner...the chapters are followed by appendix that contains various statistical tables. Key equations are provided followed by glossary of terms and answers to exercises given at the end of each chapter...the book comes with a useful companion website, recently updated for new edition...

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Edited by **Bridget Somekh** *Manchester Metropolitan University* and **Cathy Lewin**

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RV Labaree, University of Southern California, CHOICE

This new edition provides a scholarly and readable introduction to all the key qualitative and quantitative research methodologies and methods, enabling postgraduate students and masters-level students and new researchers to reflect on which ones suit their needs and to receive guidance on how to find out more. With chapters written by experienced research practitioners, this second edition has been extensively expanded and updated. There are seven completely new chapters, as well as:

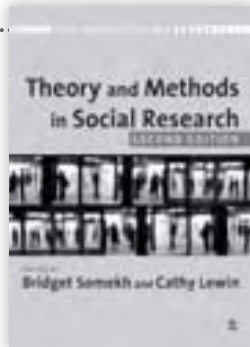
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Designing and Planning Your Work

Third Edition

Nicholas Walliman *Oxford Brookes University*

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Elizabeth Burton, University of Warwick

In the **third edition** of this bestselling book, you'll find everything you need to embark upon your research project and write your proposal with confidence. Written with the needs of undergraduate and postgraduate students as well as practitioners in mind, **Your Research Project** will guide you through the process of formulating a research question, choosing your research methods, planning your research, and writing your proposal. Fully updated and revised, the new edition features:

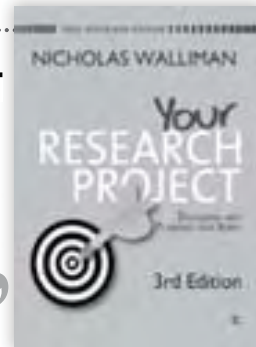
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- Expanded coverage of writing a research plan or proposal
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USING SPSS

An Interactive Hands-On Approach

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both at *California State University, Northridge*

This book provides a tremendous amount of detail and is useful in walking a new user through the steps of using the software. The visuals are helpful and clear, the level of writing is good for beginning students, and the concepts are presented clearly.

Poco D Kernsmith, Wayne State University

This practical book can be used as a supplementary text or as a self-help guide through which the reader can learn to use SPSS on their own and at his or her own pace. The book uses statistics to teach SPSS, by interacting with the software and learning by inquiry and discovery. The book covers descriptive statistics, inferential statistics, and building graphs. Key Features:

- Introduces each chapter with list of objectives indicating what will be learnt in the chapter, and after Chapter 3 the topics can be read in any order
- Offers plentiful screenshots showing readers step-by-step where to enter data and other information
- Includes nonparametric tests in the same chapters as their related parametric tests, helping readers more quickly find the information they need

CONTENTS

Preface / First Encounters / Navigating in SPSS / Getting Data in and out of SPSS / Levels of Measurement / Entering Variables and Data and Validating Data / Working with Data and Variables / Using the SPSS Help Menu / Creating Basic Graphs and Charts / Editing and Embellishing Graphs and Charts / Printing Data Files and Output Files / Basic Descriptive Statistics / One-Sample t-Test and Nonparametric Binomial Test of Equality / Independent Samples t-Test and Nonparametric Mann-Whitney Test / Paired Samples t-test and Nonparametric Wilcoxon Test / One-Way ANOVA and Nonparametric Kruskal-Wallis Test / Two-Way (Factorial) ANOVA / ANOVA Repeated Measures and Nonparametric Friedman Test / Analysis of Covariance (ANCOVA) / Pearson Correlation and Nonparametric Spearman Correlation / Single Linear Regression / Multiple Linear Regression / Chi-Square Goodness of Fit / Chi-Square Test of Independence / Appendices / Index

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New

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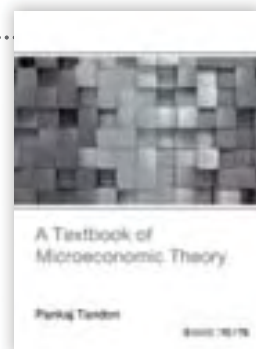
Feature Highlights:

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- Wide coverage of basic and modern aspects of the subject
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SAGE Texts
2015 • 576 pages • Paperback ₹ 495 (9789351502753)



A South Asian Reprint!

DEVELOPMENT THEORY

Second Edition

Jan Nederveen Pieterse *University of California, Santa Barbara*

This is the **second edition** of this successful book. Written by one of the leading authorities in the field, the book:

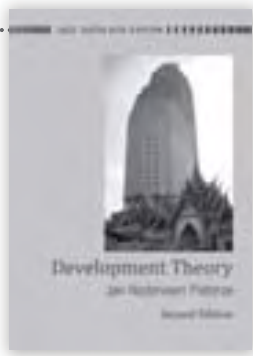
- Situates students in the expanding field of development theory
- Provides an unrivalled guide to the strengths and weaknesses of competing theoretical approaches
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- Examines the shifts in theory
- Offers an agenda for the future. In this book, the author brings a huge range of experience and knowledge about the relationship between the economically advanced and the emerging and developing nations

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ECONOMY AND SOCIETY

Evolution of Capitalism

R R Suresh *Formerly with University of Delhi*

‘The book discusses elaborately the ever changing face of capitalism by ascertaining different stages in its evolution in terms of its causes, characteristics and its implications, with a focus on developing countries. This is primarily a textbook covering the syllabus of the papers on economy, state and society for Indian universities.... The book is well-structured, deeply analysed and discusses the implications of changing phase of capitalism comprehensively... economics students will gain substantially by reading this book.’

Current science

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SAGE Texts
2010 • 332 pages • Paperback ₹ 450 (9788132104049)



FORTHCOMING

ECONOMICS OF DEVELOPMENT

Toward Inclusive Growth

Syed Nawab H Naqvi *Director, Pakistan Institute of Development Economics*

This new textbook discusses the elements of development and inclusive growth from a critical perspective and provides a fresh view of the dynamic relationship between development, growth, equity and poverty. Economics of Development: Toward Inclusive Growth argues that rather than focusing on growth, income distribution and poverty reduction one at a time, the basic objective of development policies should be to achieve inclusive growth. It looks at the issues of development in comparative light, and investigates and analyses successful and unsuccessful policies followed by developing countries. This book is a result of decades of research and years of experience in policy formulation and implementation. To put forth the discourse on the development of developing countries, the author deals with the origin and progress of development revolution, the liberalist model and the human development approach to inclusive growth. Key Features:

- Balanced blend of theory and practice of development economics
- Text based on extensive review and re-interpretation of literature on development economics and policy from 1950s to present
- Examples, cases and recent statistical data from developing countries around the world

CONTENTS

Preface / I: SPREADING OUT THE WINGS / Rival Perspectives on Development Policies; Inclusive Growth since 1950: A Preview / II: ANATOMY OF DEVELOPMENT REVOLUTION / Development Experience / The Development Revolution Revisited: Was It Real? / The Mainsprings of Development Revolution / Development Revolution: Was It Open or Closed? / Development Revolution and Pursuit of Inclusive Growth / III: THE LIBERALIST DYSTOPIA / The outbreak Of Liberalism / Ascent of Liberalism / Liberalist Moral Rights Philosophy and Its Economic Agenda / IV: ROLLING BACK THE LIBERALIST TIDE / Liberalism's (Non)Pursuit Of Inclusive Growth / Theoretical Challenges to Liberalism / The Downside of Privatization / Structural Adjustment Programs and Non- Inclusive Growth / The Amoral Basis of Liberalism / V: THE HUMAN DEVELOPMENT INITIATIVE / Human Development Initiative / The Human Development First Strategy / Choice between Human Development First Strategy and Growth-Mediated Strategy / Human Development Initiative on Key Growth-Related Issues / The Human Development Initiative and the Pursuit of Inclusive Growth / VI: TOWARDS INCLUSIVE-GROWTH STRATEGY / The Inclusive-Growth Strategy / Elements of Inclusive-Growth Strategy / Quest For Inclusive Growth / Basic Relationships between Growth, Equity, and Poverty / Facilitating Inclusive Growth / The Moral Motivation of the Inclusive-Growth Strategy / Holding Mirror to "Reality"? / Bibliography / Index

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2015 • 460 pages • Paperback ₹ 495 (tent) (9789351501831)



ENVIRONMENTAL ECONOMICS

Theory and Applications

Katar Singh *India Natural Resource Economics and Management Foundation* and
Anil Shishodia *Sardar Patel University*

‘The book provides a fairly comprehensive yet crunchy treatment of both theoretical and applied aspects of environmental economics with Indian case studies. It synthesizes basic concepts, theories, tools and techniques of the discipline. The book discusses each and every aspect in a simple easy to comprehend language with real life examples and illustrations.’

Consulting Ahead

Environmental Economics: Theory and Applications is a comprehensive treatise on environmental economics with special focus on theories of collective action, environmental policy and management. A balanced blend of theory and practice, this book outlines the basic concepts, theories, tools and techniques of environmental economics, which not only enable the reader to diagnose the root causes of environmental problems and identify practicable solutions, but also facilitate the design of environmental policy and management strategies. The book combines:

- Innovative synthesis of concepts, ideas and theories
- Presentation in a simple, easy-to-comprehend language and style
- Illustrations and examples from real life situations
- Latest available research data on various environmental problems, including global warming, acid rain and depletion of ozone layer
- Special focus on environmental policy and management

Useful as a textbook at graduate and post-graduate levels, it caters to the needs of students, teachers, researchers, environment managers and policy-makers in India.

CONTENTS

Introduction / Environment, Economy and Development / Basic Concepts and Theories: Individual Choices / Basic Concepts and Theories: Collective Choices / Environmental Valuation / Environmental Accounting / Instruments of Environment Management / Land and Environment / Water and Environment / Forests and Environment / Fisheries and Environment / Biodiversity Conservation and Environment / Climate Change and Environment / An Ideal Environment Management Policy / References and Select Bibliography / Index

SAGE Texts
2008 • 424 pages • Paperback ₹ 495 (9780761935971)



New

THE INDIAN ECONOMY

A Macroeconomic Perspective

Nilanjan Banik Associate Professor,
Mahindra École Centrale, Hyderabad

‘This book... combines classical and Keynesian ideas in a balanced way with... examples from the Indian economy. [It] will help understand the transition of India's economy from the path of planning to the path of a 'socialist market economy'.

Basudeb Biswas, Professor Emeritus,
Utah State University



This lucid and concise overview of India's macroeconomy presents a comprehensive assessment of governmental policies and measures crucial to economic growth and stability. Thematically structured, the book discusses the demand- and supply-side factors affecting India's economy, poverty and inequality projecting remedial measures, fiscal and monetary policy, budget constraints, unemployment and inflation, the post-liberalization era and its effects on the labour and capital markets, future reforms in the economy, and trade and external sector. Grounded in the Indian context with extensive case studies, illustrations, and examples, it relates economic theories to real-world economics.

CONTENTS

Preface / Introducing Macroeconomics / Growth, Development, and Income Distribution / Demand Management Policies / Inflation and Unemployment / Reforms in India / Trade / External Account and Exchange Rates / India and the WTO / Index

2015 • 252 pages • Paperback ₹ 595 (9789351500575)

PRINCIPLES OF ECONOMETRICS

An Introduction (Using R)

Neeraj R Hatekar University of Mumbai

This textbook makes learning the basic principles of econometrics easy for undergraduate and postgraduate students of economics. It specifically caters to the syllabus of 'Introductory Econometrics' course taught in the third year of the Bachelor of Economics programme in many universities.

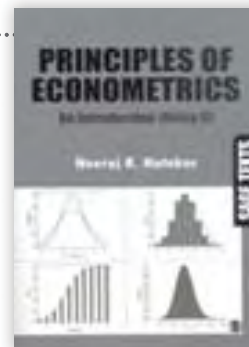
Principles of Econometrics takes the readers step-by-step from introduction to understanding, first introducing the basic statistical tools like concepts of probability, statistical distributions and hypothesis tests, and then going on to explain the two variable linear regression models along with certain additional tools such as the use of dummy variables and various data transformations. The most innovative feature of this textbook is that it familiarizes students with the role of R, which is a flexible and popular programming language. Using R, students will be able to implement a linear regression model and deal with the associated problems with substantial confidence.

CONTENTS

Preface / Random Variables / Jointly Distributed Random Variables / Elements of Hypothesis Testing / Point Estimation and the Method of Ordinary Least Squares / Multiple Linear Regression / Heteroskedasticity, Autocorrelation and Issues of Specification / Appendix: An Introduction to R / Sample Questions / Index

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2011 • 464 pages • Paperback ₹ 575 (9788132104698)



About the Author

Nilanjan Banik is PhD in economics from Utah State University, and MA in economics from Delhi School of Economics. His works focus on the application of time series analysis in issues relating to international trade, market structure, and development economics. At present, he is associated with Mahindra École Centrale and a Consultant with CUTS International and KPMG, India.

RURAL DEVELOPMENT

Principles, Policies and Management

Third Edition

Katar Singh India Natural Resource
Economics and Management Foundation

‘The book recognizes the changes in the approach of rural development and includes all relevant issues for inclusive development with updated information...

It is an essential reading and makes a significant contribution to the rural development literature and will be a good source of reference for students, researchers and policy makers particularly in India and in developing countries in general.

Indian Journal of Agricultural Economics



MACROECONOMICS SIMPLIFIED

Understanding Keynesian and Neoclassical Macroeconomic Systems

Nicoli Natrass University of Cape Town,
South Africa and Yale University and **G Visakh
Varma** Department of Economics, KKTU
Govt. College, University of Calicut, Kerala

Macroeconomics Simplified explains the intuition behind Keynesian and neoclassical macroeconomics using graphs and simple algebra. It provides students with a strong conceptual basis for understanding the tension between Keynesian and neoclassical systems that has once again come to the forefront since the 2007–08 financial crisis. The book shows how theoretical perspectives affect macroeconomic policy choices and proposes a pragmatic approach to policy that is sensitive to prevailing economic conditions. Students of economics and business alike will enjoy its concise and engaging analysis and find the applications and references to the Indian economy helpful.

CONTENTS

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2014 • 228 pages • Paperback ₹ 495 (9788132117728)



Rural Development: Principles, Policies and Management, Third Edition, has been revised and repackaged as a comprehensive textbook on Rural Development and Planning. This book is primarily targeted at graduate and post-graduate students of Rural Development, Agricultural Policy and Planning and Rural Management. New chapters have been added, keeping in mind the curricula taught in most colleges, academic institutes, and universities in India. The updated content also takes into account training programmes in Rural Development, Rural Economics, Rural Management, Agricultural Policy and Planning. Some new pedagogical features introduced in the book include:

- 'Learning Outcomes' at the beginning of each chapter
- Two new sections, namely, 'Main Points', and 'Questions for Discussion' at the end of each chapter

Aspirants of competitive examinations conducted by the Union Public Service Commission and State Public Service Commissions and the admission tests conducted by academic institutes offering post-graduate programmes in Rural Management and Agri-business Management will also find this book useful. The book will also be of much interest to governmental and non-governmental organisations including donors and other funding agencies engaged in rural development.

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2009 • 368 pages • Paperback ₹ 575 (9788178299266)

A South Asian Reprint!

AN INVITATION TO ENVIRONMENTAL SOCIOLOGY

Fourth Edition

Michael Mayerfeld Bell *MEB Associates*

“The book strikes such a nice balance on so many levels. This is not only the best environmental sociology text I've used, but it's the best text - of any type - I've used in college-level teaching. I really look forward to the fourth edition.”

Cliff Brown, *University of New Hampshire*

The highly praised **Fourth Edition of An Invitation to Environmental Sociology** brings out the sociology of environmental possibility, inviting students to delve into this rapidly changing field. Written in a lively, engaging style, Bell covers the broad range of topics in environmental sociology with a personal passion rarely seen in sociology textbooks.

New To This Edition:

- A new section in Chapter 1 discusses the challenges to sustainability posed by energy production and use
- Significant revisions to Chapter 5 add a new section on the sociology of food and a new section on the sociology of mobilities and environmental flows
- A new section in Chapter 8 on the social construction of “environmental non-problems” focuses on climate change skepticism- Discussion of the realist—constructionist debate is updated in light of recent scholarship

Features and Benefits:

- Improves the exposition and integration of the unifying concept of ecological dialogue
- Develops the notion of virtual environmentalism as a practical application of environmental sociology to real-world problems
- Offers an integration of environmental social movement theory

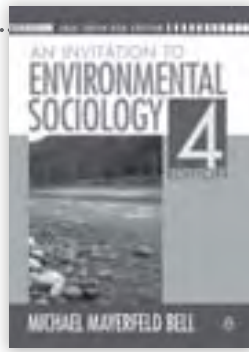
A new, fully updated companion website <http://www.uk.sagepub.com/bell4e/> is available.

CONTENTS

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2012 • 400 pages • Paperback ₹ 575 (9788132110118)

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SOCIAL MOVEMENTS AND THE STATE

Edited by **Ghanshyam Shah** *Netherlands Institute for Advanced Study in the Humanities and Social Sciences, Wassenaar*

“This is a useful volume that combines theoretical insights with dense empirical data. It brings together... important contributions by leading scholars on a wide range of social movements.”

Commonwealth & Comparative Politics

This volume, the fourth in the series entitled *Readings in Indian Government and Politics*, examines non- or extra-institutional collective actions as agents of political and social changes, and social movements as a defining force in the political process.

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Preface / Introduction / Nine Theses on Social Movements / Cyclical Movement toward the 'Eternal' - 'Nine Theses of Social Movements' / A Critique / Masses, Classes and the State / Social Origins of the Peasant Insurrection in Telengana, 1946-51 / Naxalbari and the Left Movement / Farmers' Movements in Contemporary India / Organized Labour and Militant Unionism / The Bombay Textile Workers' Strike of 1982 / Tribal Solidarity Movements in India / A Review / Tribal Autonomy Movements in Chhotanagpur / Ambedkar and After / The Dalit Movement in India / Taking Stock / Women's Movement and the State / Direct Action in India / A Study of Gujarat and Bihar Agitations / Little Nationalism Turned Chauvinist / Assam's Anti-Foreigner Uprising, 1979-80 / 'God Must Be Liberated' / A Hindu Liberation Movement in Ayodhya / Chipko / Social History of an 'Environmental' Movement / Select Readings / Index

Readings in Indian Government and Politics
2002 • 476 pages • Paperback ₹ 595 (9780761995142)



SOCIAL MOVEMENTS IN INDIA

A Review of Literature

Second Edition

Ghanshyam Shah *Netherlands Institute for Advanced Study in the Humanities and Social Sciences, Wassenaar*

“The book...presents a scientific analysis of 10 social movements including peasant, tribal, dalit, backward class, women, student, industrial workers, middle class, human rights and environment movements in India. Each chapter of the book is followed by a comprehensive bibliography which may be useful for researchers working in the area of social movements. The concluding chapter of the book provides deep insight into the research gaps in the study of social movements.... Various aspects of peasant movements in India have been examined in detail.... The work is perhaps the best reference book for researchers working on the various aspects of social movements in India.”

The Resurging India

Social movements primarily take the form of non-institutionalised collective political action which strive for political and/or social change. While India has witnessed many such movements over the centuries, it is only recently that scholars have begun to study them in depth. This thoroughly revised and updated version of a seminal book critically examines and reviews the literature concerning social movements in India from 1857 to the present. In the process he discusses the theoretical issues raised by various scholars while analysing major trends in different movements. In conclusion, he suggests areas for future research. Proposing a logical classification of social movements in modern India, this book will be widely welcomed by social activists as well as by political scientists, historians and sociologists. It will also be invaluable as a text in courses on social movements.

CONTENTS

Preface / Introduction / Peasant Movements / Tribal Movements / Dalit Movements / Backward Caste Movements / Women's Movements / Industrial Working Class Movements / Students Movements / Middle Class Movements / Human Rights and Environmental Movements / Conclusions and Future Research / Index

2004 • 280 pages • Paperback ₹ 650 (9780761998341)



A South Asian Reprint!

MARX, DURKHEIM, WEBER

Formations of Modern Social Thought

Second Edition

Ken Morrison *Wilfrid Laurier University, Ontario*

“This is an excellent introduction to classical social theory. For most students it is the only book on the subject that they will need. The expositions are clear and comprehensive, outlining with almost alarming clarity ideas which many of us have to struggle.”

Alan Bryman, *The Management Centre, University of Leicester*

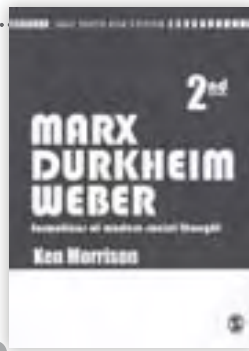
Thoroughly revised and expanded, this bestselling student text provides an authoritative, accessible guide to the three pivotal figures in the classical tradition. Readable and stimulating, and including a glossary of concepts containing over 150 entries, the book explains the key ideas of these thinkers and situates them in their historical and philosophical contexts. It provides the student with an immediate understanding of what is distinctive and relevant about these giants of sociology.

CONTENTS

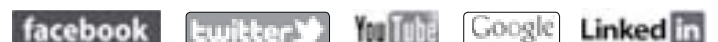
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and **R A Sydie** *University of Alberta - Edmonton*

With this book, students will no longer face the "forest and trees" problem; no longer will they become so immersed in the details of one theory after another as to be unable to compare or relate them. A central goal of this text then is to be as concise as possible while also doing justice to more than 40 thinkers.

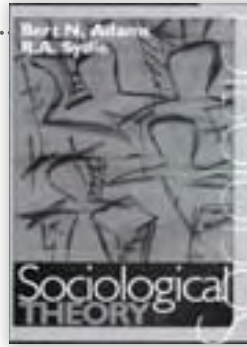
CONTENTS

Preface / I. THE EUROPEAN ROOTS OF SOCIOLOGICAL THEORY / The Origins of Sociological Theory / Theorizing after the Revolution / II. CONSERVATIVE THEORIES / Evolutionism and Functionalism / Society as Sui Generis / III. RADICAL THEORY / Radical Anticapitalism / Marxism Extended / IV. SOCIOLOGICAL THEORIES OF COMPLEXITY AND FORM / Social Action and Social Complexity / The Sociology of Form and Content / V. SOCIOLOGICAL THEORIES OF POLITICS AND ECONOMICS / Political Sociological Theories / Economic Sociological Theories / VI. OTHER VOICES IN SOCIOLOGICAL THEORIZING / Society and Gender / Sociological Theory and Race / Society, Self, and Mind / VII. TWENTIETH-CENTURY FUNCTIONALISM AND BEYOND / Twentieth-Century Functionalism / Systems, Structuration, and Modernity / VIII. CRITICISM, MARXISM, AND CHANGE / Critical Theory / Marxism Since 1930 / Sociocultural Change: Evolution, World System, and Revolution / IX. TRANSITIONS AND CHALLENGES: Mid-Twentieth-Century Sociology / Symbolic Interactionism / Rational Choice and Exchange / Feminist Sociological Theory / Knowledge, Truth, and Power / Final Thoughts on Sociological Theory / Index

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SOCIAL WORK IN MENTAL HEALTH

Contexts and Theories for Practice

Edited by **Abraham P Francis** *Department of Social Work and Human Service, James Cook University*

Social Work in Mental Health brings together a range of scholarly reflections and writings on the different roles of a social worker in the field of mental health. It provides a holistic picture to introduce readers to the wider issues of social work and mental health practice. **Contexts and Theories for Practice** begins with an exploration of the context of social work practice. It offers opportunities to consider global perspectives on mental health, as well as relevant historical, contemporary and emerging trends and ideologies from around the world. The book provides a detailed discussion on the theoretical and practice frameworks that are based on social justice and human rights perspectives. It not only provides an overview of intervention strategies but also directs readers' attention to an alternative way of addressing mental health issues. The author presents a cross-cultural and global perspective of mental health, but with specific references to India and Asia. He also addresses some of the recent debates in recovery, partnerships and strengths-based practices. The book has been specially designed for social work students, human service professionals and mental health practitioners and academicians.

CONTENTS

Foreword / Prologue: The Making of the Book / Introduction / I. CONTEXT OF SOCIAL WORK PRACTICE / Context of Social Work Practice: An Introduction / Global Perspective on Mental Health / Mental Health Initiatives in India (1947–2010) / Mental Health and Social Work Practice in India: A Historical Perspective / Emerging Contexts and Contemporary Social Work Practices in Mental Health / II. THEORIES THAT INFORM PRACTICE / Theories that Social Work Inform Practice: An Introduction / Recovery Theory and Practice / A Strengths Approach to Mental Health / South Asians and Mental Health Issues / Positive Psychology and Refugee Mental Health: Implications for Social Work Practice / Crime and Mental Health: Implications for Social Work Practice / The Nature of Male Coping as a Key Insight for Mental Health Practice / Gender Inequalities and Mental Health: Towards Resilience and Empowerment / Disaster Management: A Mental Health Perspective / Integrative Medicine and Mental Health: Implications for Social Work Practice / Appendix 1: Glossary / Appendix 2: Reflective/Practice Questions / Index

2014 • 368 pages • Paperback ₹ 795 (9788132117391)



SKILL TRAINING FOR SOCIAL WORKERS

A Manual

Edited by **Sudha Datar** *Formerly at Karve Institute of Social Service, Pune, Maharashtra,*
Ruma Bawikar *Karve Institute of Social Service, Pune,*
Geeta Rao, Nagmani Rao and Ujwala Masdekar *all at Karve Institute of Social Service*

Skill Training for Social Workers seeks to integrate social development with social work education. Unlike theory works which list out the skills required for the practice of social work methods but do not enable development of these skills, this manual discusses concrete exercises for the development of method-linked skills.

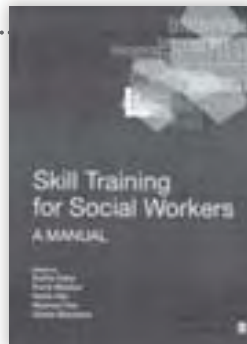
Some of the important features of the manual are:

- Includes theoretical inputs, games and exercises on the theme of understanding perception, self-awareness, sensitivity, communication and working with individuals and groups
- Covers a variety of topics, role plays, songs, case studies, street plays and exercises on self-awareness, self-development, SWOT analyses, communication, goal setting, time management and stress management
- Allows for flexibility to adapt modules to the local realities, drawing from students' field experiences and using indigenous agency case records or material. This manual carries a continuous discourse on developing interactive work ability in individuals, ensuring the holistic professional development of the trainees. It helps them understand their values and capacities as professionals and equips them for skilled intervention for working at different levels, with a variety of client groups. It facilitates the inculcation of professional and global competencies essential for social workers. It will also be useful to trainers in other fields who seek to develop skills in working with people and their problems

CONTENTS

Foreword / Preface / Introduction / Understanding the Laboratory Approach in Skill Training / I. SELF-DEVELOPMENT / Understanding Perception / Self-Awareness / Sensitivity Development / II. COMMUNICATION / Understanding Communication: A Theoretical Framework / Workshops on Communication / Use of Audio-Visual Media / Use of Innovative Media in Communication / III. METHOD TRAINING / Working with Individuals and Families (Social Casework) / Working with Groups (Group-Work Method) / Working with Communities / Glossary / Consolidated Bibliography / Index

2010 • 308 pages • Paperback ₹ 495 (9788132102380)



SOCIAL WORK IN MENTAL HEALTH

Areas of Practice, Challenges, and Way Forward

Edited by **Abraham P Francis** *Department of Social Work and Human Service, James Cook University*

Social Work in Mental Health brings together a range of scholarly reflections and writings on the different roles of a social worker in the field of mental health. It provides a holistic picture to introduce readers to the wider issues of social work and mental health practice. The author presents a cross-cultural and global perspective of mental health, but with specific references to India and Asia. He also addresses some of the recent debates in recovery, partnerships and strengths-based practices. The book has been specially designed for social work students, human service professionals and mental health practitioners and academicians. **Areas of Practice, Challenges and Way Forward** offers the readers an exposure to the many different contexts within which social workers come into contact with those experiencing mental health concerns. The specific needs for particular community groups, including children, young and older people, are identified.

CONTENTS

Foreword / Prologue: The Making of the Book / Introduction / I. AREAS OF SOCIAL WORK PRACTICE IN MENTAL HEALTH / Introduction to Areas of Social Work Practice in Mental Health / Engaging Children with Mental Health Issues: Review of Approaches to Practice / School Mental Health Practice: Challenges for School Social Work in India / Child and Adolescent Mental Health in India / Psychosocial Intervention Model for the Well-being of Institutionalised and Non-institutionalised Adolescent Girls in the Institutions for Care / Gender-based Violence and Mental Health / Domestic Work and Migration: A Dual Burden to Women's Mental Health / Mental Health Issues of Home-based Elderly and Geriatric Social Work Intervention / Ageing, Religiosity and Mental Health: Some Reflections / Mental Health and Well-being among Older Persons: Gerontological Social Work Perspectives / Social Work Interventions for Comprehensive Psychosocial Care in Substance Use Disorders / The Dead End: Reflections on Suicide in Developing Economies of South-East Asia / II. CHALLENGES AND WAY FORWARD / Challenges and Ways Forward / Social Justice and Human Rights Issues in Mental Health Practice / Ethical Considerations in Mental Health Research for Evidence-Based Practice / Community Mental Health and NGO Engagement: The Kerala Experience / Emerging Issues for Social Work Practice / Future Directions and Implications for Social Work Practice in Mental Health / Appendix 1: Glossary / Appendix 2: Reflective/Practice Questions / Index

2014 • 384 pages • Paperback ₹ 895 (9788132117407)



COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE

Edited by **Jan Servaes** *University of Massachusetts, Amherst*

This volume not only provides a broad-based introduction to the field of development communication but also adds rich empirical detail and important theoretical insight to this often undervalued field. This volume will be of great use to all those with an interest in communication and development and particularly to the growing number of students in development communication.

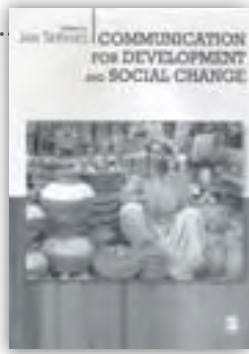
Journal of South Asian Development

This volume is first and foremost about people and the processes needed to facilitate sharing of knowledge in order to effect positive developmental change. It is contextual and based on dialogue necessary to promote stakeholder's participation, which is essential for the understanding of their perceptions, perspectives, values, attitudes and practices, so that these can be incorporated into the design and implementation of development initiatives. It aims to give voice to those most affected by the development issue(s) at stake, allowing them to participate directly in defining and implementing solutions and identifying development directions.

CONTENTS

Introduction / I: INTRODUCTION / Communication and the Persistence of Poverty: The Need for a Return to Basics / Hybrid Interactions: Human Rights and Development in a Cultural Perspective / Media Globalization through Localization / Vertical Minds versus Horizontal Cultures: An Overview of Participatory Process and Experiences / II: THE THEORETICAL UNDERPINNINGS OF APPROACHES TO DEVELOPMENT COMMUNICATION / The Panoptic View: A Discourse Approach to Communication and Development / Threads of Development Communication / Development Communication Approaches in an International Perspective / Tracing the History of Participatory Communication Approaches to Development: A Critical Appraisal / III: COMMUNICATION POLICIES, STRATEGIES AND EXEMPLARS / Communication for Development Approaches of Some Governmental and Non-Governmental Agencies / UNESCO's Contributions to Cultural Diversity and Communication for Development / Making a Difference through Development Communication: Some Evidence-based Results from FAO Field Projects / Involving People, Evolving Behaviour: The UNICEF Experience / IV: SPECIAL CASE: HIV/AIDS CAMPAIGNS / Rural HIV/AIDS Communication/Intervention: From Using Models to Using Frameworks and Common Principles / Religion and HIV/AIDS Prevention in Thailand / Fighting AIDS with Edutainment: Building on the Soul City Experience in South Africa / V: MORE COMPLEXITY ADDED: COMMUNITY MEDIA AND CONFLICT RESOLUTION / Making Community Media Work: Community Media Identities and their Articulation in an Antwerp Neighborhood Development Project / Working with Media in Areas Affected by Ethno-political Conflict / Conclusion / Basic Bibliography / Index

2008 • 356 pages • Paperback ₹ 1,050 (9780761936091)



COMMUNICATION FOR DEVELOPMENT IN THE THIRD WORLD

Theory and Practice for Empowerment
Second Edition

Srinivas R Melkote *Bowling Green State University*
and H Leslie Steeves *University of Oregon, Oregon*

This completely revised edition builds on the framework provided by the earlier text. It traces the history of development communication, presents and critiques diverse approaches and their proponents, and provides ideas and models for development communication in the new century.

CONTENTS

Foreword **Bella Mody** / Preface / I: INTRODUCTION AND OVERVIEW / Introduction to Communication, Development and Empowerment in the Third World / Evolution of the Theory and Practice of Development Communication / II: DEVELOPMENT DISCOURSE, MODERNIZATION THEORY AND COMMUNICATION / The Enterprise of Modernization and the Dominant Discourse of Development / Communication Approach in the Modernization of the Third World / PART THREE: CRITICAL PERSPECTIVES ON COMMUNICATION AND DEVELOPMENT / Deconstructing the Dominant Paradigm of Development / Critique of Communication Approaches in Third World Development / PART FOUR: LIBERATION PERSPECTIVES ON DEVELOPMENT / Liberation Theology and Development / Communication and Spirituality in Development / PART FIVE: COMMUNICATION AND EMPOWERMENT / Communication Strategies for Empowerment / Appendices / Index

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New

INTERCULTURAL COMMUNICATION

The Indian Context

Ramesh N Rao *Columbus State University, Columbus, GA* and Avinash Thombre

This work provides a foundational primer on intercultural communication not only as a way to 'improve Indians' understanding of themselves' but to also convey insider knowledge that bridges the gap between Indian and non-Indian cultures. It is a thoroughly refreshing reminder of the power and impact of the field of communication studies in the global context.

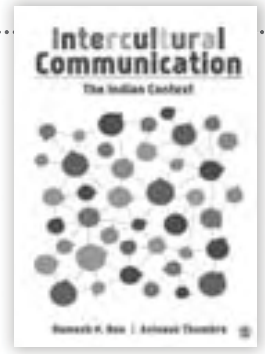
Danna M Gibson, Professor and Chair, Department of Communication, Columbus State University, Columbus (GA), USA

Intercultural communication has seeped into the training of Indian diplomats, negotiation patterns of savvy business leaders, and day-to-day interaction of young Indians, whether on Facebook or Twitter. This first-of-its-kind book introduces readers to the challenges of, and opportunities for, communicating across verbal, nonverbal, and cultural differences existing in India due to its myriad languages and ethnic, caste, and religious diversity. The book provides the requisite context, scholarly framework, and examples that help readers appreciate this disparity. It offers tools and steps to reduce conflict and improve communication among diverse groups in a modernizing India. It covers various aspects of intercultural communication—its history, orientation of culture, formation of intercultural identity, cultural conflicts, and so on. It's an important addition to the curriculum across universities, management institutes, and other higher education portals.

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Preface / Communication and Culture / The Beginnings of Intercultural Contact / Orientation of Culture / Self, Perception, and Formation of Intercultural Identity / Nonverbal Communication: The World Beyond Words / Language and Intercultural Communication / Cosmologies and Worldviews / Cultures within Culture / Culture, Communication, and Conflict / Competence in and Knowledge of Intercultural Communication / Index

2015 • 384 pages • Hardback ₹ 1,095 (9789351500308)



DEVELOPMENT COMMUNICATION IN PRACTICE

India and the Millennium Development Goals

J V Vilanilam *Ex-Vice Chancellor, University of Kerala, Trivandrum*

This book takes a fresh look at development communication in the Indian context. Charting its international history and discussing the Millennium Development Goals (MDGs) that evolved as part of the phenomenon of globalization, it links the history of India's development with development communication and discusses the role of media in disseminating information to the public. **Development Communication in Practice: India and the Millennium Development Goals** analyzes seven Indian newspapers for a period of seven months and evaluates the extent to which development issues are addressed in them. The findings reveal an under-representation of development issues in the media which, the author argues, needs to be addressed. Reviewing recent concepts on poverty measurement and the MDGs set forth by global scholars such as Jagdish Bhagwati, Amartya Sen and Joseph Stiglitz, the book acknowledges the importance of information technology, literacy and education in the process of development. This book will be a good resource for economists, development communication practitioners, government officials dealing in media and communication and students and researchers working in the fields of communication and media studies and journalism.

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2009 • 304 pages • Paperback ₹ 595 (9788132100652)



A South Asian Reprint!

JOURNALISM

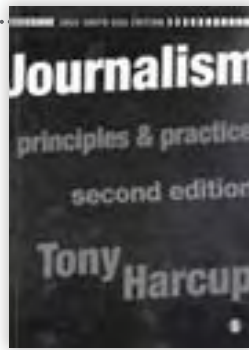
Principles and Practice

Second Edition

Tony Harcup *University of Sheffield*

A holistic assessment of what journalism is all about, with plenty of enterprising interpretations of our trade - a word I prefer to "profession". I never met a more "unprofessional" breed than that of my fellow hacks. This book will, I hope, lead our successors both to question and rebel more than we have.

Jon Snow, *Channel 4 News*



This is the indispensable guide to the theory and practice of journalism. This **Second Edition** thoroughly addresses the 'converged' nature of much 21st century journalism, with discussion and examples of online practice embedded throughout to represent the reality that online journalism is increasingly part of the job for all journalists.

New and improved features include:

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- A new chapter on telling stories through pictures, whether on TV or online
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This new edition embraces the new without abandoning the fundamentals of what journalism is all about. It will continue to inspire students of journalism to reflect on everyday practice and connect it to academic debate.

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SAGE South Asia
2009 • 256 pages • Paperback ₹ 575 (9788132102311)

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MEDIA ANALYSIS TECHNIQUES

Fourth Edition

Arthur Asa Berger *San Francisco State University*

In this updated **Fourth Edition of Media Analysis Techniques**, author Arthur Asa Berger provides students with a clear, practical guide to media analysis techniques. Written in an accessible style with the author's own creative illustrations, the book walks readers through the four most important methods of analyzing and interpreting our mass mediated culture: semiotic theory, Marxist theory, psychoanalytic theory, and sociological theory. The text coaches students on how to support their media interpretation if they want to convince others that their opinions are worth considering. These methodologies, once learned, will stay with students and have an impact on the way they live.

Key Features:

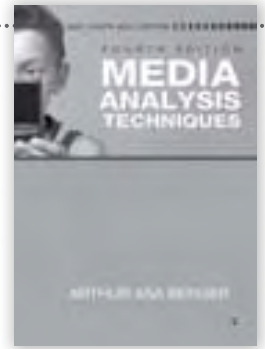
- Study resources help students practice media analysis: End-of-chapter resources help the reader focus and retain important topics discussed
- Vivid applications from popular culture link theory to practice: The applications section offers numerous teaching games and activities that instruct students on how to apply theories and concepts to various kinds of text
- A glossary serves as a ready reference for students: The reader will find descriptions of concepts all in one place

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Preface / I: TECHNIQUES OF INTERPRETATION / Semiotic Analysis / Marxist Analysis / Psychoanalytic Criticism / Sociological Analysis / II: APPLICATIONS / Murderers on the Orient Express / Seven Points on the Game of Football / The Maiden With the Snake: Interpretations of a Print Advertisement / All-News Radio and the American Bourgeoisie / Video Games: A New Art Form / Cell Phones, Social Media and the Problem of Identity / Epilogue: Shmoos and Analysis / Appendix: Simulations, Activities, Games, and Exercises / Glossary / References / Name Index / Subject Index

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MCQUAIL'S MASS COMMUNICATION THEORY

Sixth Edition

Denis McQuail *University of Amsterdam*

The **sixth edition** of this bestselling textbook covers everything a student needs to know of mass communication: communication models of the sender, the message and the audience and the diverse forms of mass communication today. Fully up-to-date, this new edition includes:

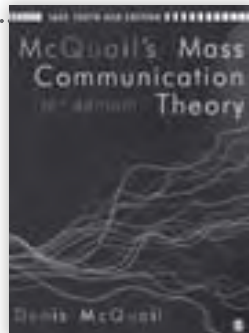
- New boxed case studies on key research publications, familiarizing students with the critical research texts in the field
- New streamlined structure for better navigation
- More definitions, examples and illustrations throughout to bring abstract concepts to life
- Major updates on new media, globalization, work and economy **McQuail's Mass Communication Theory** is the indispensable resource no student of media studies can afford to be without

CONTENTS

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SAGE South Asia
2010 • 632 pages • Paperback ₹ 695 (9788132105794)

Originally priced at £ 30.99 (paperback) and £ 94.00 (hardback).
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MEDIA, COMMUNICATION AND DEVELOPMENT

Three Approaches

Linje Manyozo *London School of Economics and Political Science*

Media, Communication and Development: Three Approaches explores and revisits the perspectives of Nora C Quebral, whose seminal work still remains a Magna Carta on the topic of development communication. It explores the three primary approaches—media for development, media development and participatory and community communication—which have characterised most debates in the field of media, communication and development. The book is theoretically engaging and brings in postcolonial perspectives in discussing the core concepts, but at the same time is easy-to-understand, as it illustrates the complex and multidisciplinary concepts through case studies from both the global south and the global north.

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Foreword / Preface / Media, Communication and Development: Schools of Thought and Approaches / The Media for Development Approach: Emphasis on Content / The Media Development Approach: Emphasis on Structure / The Participatory Communication Approach: Emphasis on Process / Power, Participation and Policy in Media, Communication and Development / Postscript: The Day Development Dies (and the Expert Survives) / Index

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Fourth Edition

David Spark and Geoffrey Harris

‘To those who may think that formal journalism is a dying art this book offers a splendid rejoinder. It is for all those who purport to write that others may read.

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Now in its **fourth edition**, this classic textbook has grown up alongside the newspaper industry. Today it provides students of newspaper journalism with a toolkit for gathering news and filling ever-increasing space with first-rate copy for print and online. Detailed and down-to-earth, this book delivers:

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- Tutorials in news writing, drawing on over 300 examples that have appeared in print, discussing why they work or how they could have been better
- A how-to on feature writing, including profiles, comment, leading articles, obituaries and reviews
- Specific chapters on ethical reporting and the possibilities and pitfalls of investigative journalism
- A review of the new financial realities that the internet is imposing on the media informed by over half a century's professional experience and fully revised to give a nuanced account of the skills required in today's news environment, this book is an essential companion for your journalism degree and beyond

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SAGE South Asia
2012 • 224 pages • Paperback ₹ 445 (9788132110392)

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UNDERSTANDING INDIA

Cultural Influences on Indian Television Commercials

Rohitashya Chattopadhyay *Marketing Research Professional*

‘Written in a simple, lucid style and flows as a story of the author's journey in which the readers also become participants. The chapters are well connected in the sense that the ideas are evolved and discussed in the gradual manner. The book forms an interesting reading...the work is compact and well crafted. The study is analytical and comparative in temperament... this study becomes very appropriate in the context of the overpowering influence of Indian television and television commercials on the lives of the average Indians..’

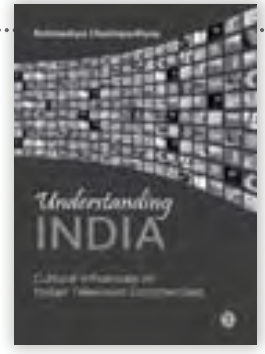
eSocial Sciences Review

Understanding India: Cultural Influences on Indian Television Commercials is a book about Indian television commercial production. It focuses on how key production decisions shape a television commercial's visual language. The larger goal of the book is to delineate the link between this visual language and India's socio-cultural identity. The book is the outcome of an ethnographic study that attempted to capture the nuances of the cinematic or visual aspect of marketing communications strategy. It is, thus, situated at the intersection of interests in marketing and visual culture. In this book, many of the discussed television commercials have an embedded vision of India. Within the context of a new consumer culture emerging due to economic liberalization, the book discusses these sketches of India.

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Preface / I: GOING HOME / Introduction / Scope of the Study / Television Commercial Production Process / The Role of Images / Television Commercials as Cinema / The National Context / Outline of the Book / II: INDIA CHANGING / Introduction / Liberalization and the Public Sphere / Consumer Socialization / SBI Mutual Fund: Creating the Small Town Investor / SBI Mutual Fund: On the Road / The Four Scripts / Consumer Socialization Revisited / Conclusion / III: VISUALIZING INDIA / Introduction / Choosing the Director / The SBI Mutual Fund Appearance: Simulation and Framing / The SBI Mutual Fund Appearance: Role of Referencing / The SBI Mutual Fund Appearance: Visualizing India / The Tata Indicom Appearance: Indian Visuals / The Tata Indicom Appearance: Mass Appeal as Difference / The Tata Indicom Appearance: The Script and Animation / The Tata Indicom Appearance: Visualizing India / Conclusion / IV: INDIA BATTLING / Introduction / Two Forms of Cricket / Reebok—Pedagogical and Performative Citizenship / Reebok: Imagery of the Male Body / Reebok: The Body as In-between / Conclusion / V: FEMININE INDIA / Introduction / The Alpha Female / The Female Assistant / The Female Model / Conclusion / VI: CONSUMING INDIA / Introduction / Visual Representation and Culture / Mediation of Consumerism / Creating the Spectacle / The Role of the Filmmaker / Consuming India / Conclusion / Glossary of Terms / Selected Bibliography / Index

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THE INDIAN MEDIA BUSINESS

Fourth Edition

Vanita Kohli-Khandekar *Media specialist and writer*

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The Times of India

This book combines data with rigorous analysis to offer a complete introduction to the media scenario in India.

The Hindustan Times

The Indian Media Business, Fourth Edition gives you detailed analysis, perspective and information on eight segments of the media business in India—print, TV, film, radio, music, digital, outdoor, and events. It presents the business history, current dynamics, regulation, economics, technology, valuations, case studies, trends (Indian and global) and a clear sense of how the business operates. This book is a must-read for media professionals, students and for those planning to invest in the Indian media and entertainment business. The outstanding feature of the fourth edition is a new chapter on digital media—arguably, the first ever look at digital media from a comprehensive business perspective. This looks at everything from history to business dynamics and the major issues digital media faces in India. This edition tackles regulation with more detail than any of the previous ones. There is one large case study on the quality of regulation in India and several caselets such as the ones on copyright law, defamation law and how it works for social media.

CONTENTS

Preface / Special Credits / The Future of Indian Media / Print / Television / Film / Music / Radio / Ooh / Events / References and Select Bibliography / Index

SAGE Response
2013 • 484 pages • Paperback ₹ 695 (9788132113560)



A South Asian Reprint!

UNDERSTANDING JOURNALISM

Second Edition

Lynette Sheridan Burns *University of Western Sydney*

‘Beautifully written, clearly structured and brings the professional experience of a seasoned journalist to help readers unravel the complex issues confronting journalism in an age of digital media. Understanding Journalism deserves a place on every reading list about journalism and in every newsroom.

Bob Franklin, Professor of Journalism Studies at Cardiff University

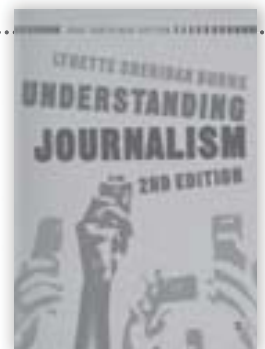
The new era of Google, Twitter and Facebook has fundamentally shifted the journalist's relationship with the audience. To navigate these new realities, it is imperative for journalism students to master skills in cross-platform writing, and understand the implications on their communication decisions. This **second edition of Understanding Journalism** tackles these changes head-on. It integrates media and cultural theory with the step-by-step development of writing skills to give students the techniques and the savvy they need to succeed.

CONTENTS

Preface / I: FROM KNOWING HOW TO BEING ABLE / Introduction / Who is a Journalist? / Journalism as Decision Making / II: JOURNALISM IN ACTION / Finding News / Choosing News / Sourcing News / Gathering News / Writing News / Editing News / Taking News Further / Bibliography / Index

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2013 • 192 pages • Paperback ₹ 395 (9788132113638)

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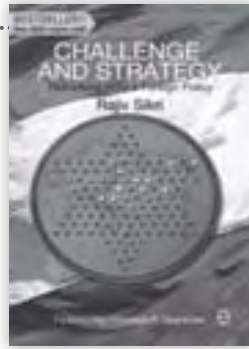


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CHALLENGE AND STRATEGY

Rethinking India's Foreign Policy

Rajiv Sikri Former Secretary,
Ministry of External Affairs



The book under review is a good exposition of India's foreign policy and its evolution in terms of political, economic and strategic depth... It is beautifully structured in thematic forms in dealing with India's relations with individual countries. Important issues such as energy security, economic diplomacy, defence and diplomacy and India's strategic choices are given separate treatment... The bibliography listed at the end of the book is impressive. In terms of production, compliments are due to SAGE. The language used in the book is devoid of jargon and makes for lucid reading. The book will be a valuable addition to knowledge.

India Quarterly

Challenge and Strategy: Rethinking India's Foreign Policy focuses on India's immediate and strategic neighbourhood. It also looks at important issues like energy security, economic diplomacy, the interaction between defence and diplomacy, and foreign policy institutions. A unique feature of the book is that it combines the perspectives of a historian, a diplomat and a scholar. With many new out-of-the-box ideas and policy suggestions, it makes a valuable contribution to the ongoing debate on foreign policy within India's strategic community. This lucid and succinct book is a must-read for policy-makers, diplomats and foreign policy analysts. The corporate and business community too will find it professionally relevant.

CONTENTS

Foreword **Chinmaya R Gharekhan** / Preface / The 21st Century World / India and South Asia / Pakistan and Afghanistan / Bangladesh, Myanmar and Northeast Region / Sri Lanka, Nepal and Bhutan / Tibet and China / 'Look East' Policy / Persian Gulf, Palestine and Israel / Russia and Eurasia / United States and Nuclear Issues / Energy Security / Economic Diplomacy / Defence and Diplomacy / Traditions and Institutions / India's Strategic Choices / India Rising? / Index

2013 • 336 pages • Paperback ₹ 425 (9788132113676)

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POLITICAL THOUGHT IN MODERN INDIA

Edited by **Thomas Pantham** Formerly at M S
University of Baroda, Baroda and **Kenneth L
Deutsch** State University of New York, Geneseo



The twenty stimulating and original essays in this volume provide a comprehensive analysis of the main strands of modern Indian political thought. The thinkers discussed are Rammohun Roy, Dayananda Saraswati, Bankimchandra Chattopadhyay, Ranade, Phule, Tilak, B R Ambedkar, Tagore, Sri Aurobindo, M N Roy, Jawaharlal Nehru and Gandhi. Separate essays are devoted to the Hindu and Muslim traditions in Indian political thought, Hindu nationalism, and the ideologies of the Communist and Sarvodaya movements. A significant feature of these essays is that they study each thinker or movement in the relevant socio-historical context as also examine the consequences and impact of modern Indian political theories. These are analysed from a world-historical and, to some extent, a political economy perspective. The essays in this collection highlight two major streams in modern Indian political thought—one which favoured the adoption or adaptation of western political traditions and the other which sought to evolve indigenous or alternative formulations. The overall conclusion that emerges from this volume is that in order to formulate an adequate political philosophy for the modern age, both the western and Indian traditions have to be taken into account. In this context, some of the essays highlight the contemporary global relevance of Gandhi's socio-political ideas.

CONTENTS

Preface / Introduction: For the Study of Modern Indian Political Thought / Some Reflections on the Hindu Tradition of Political Thought / The Socio-Religious and Political Thought of Rammohun Roy / The Social and Political Ideas of Swami Dayananda Saraswati / Culture and Power in the Thought of Bankimchandra / Two Strands of Indian Liberalism: The Ideas of Ranade and Phule / The Political Ideas of Lokmanya Tilak / The Ideology of Hindu Nationalism / Dynamics of Muslim Political Thought / The Social and Political Thought of B R Ambedkar / Tagore: Politics and Beyond / Sri Aurobindo and the Search for Political and Spiritual Perfection / The Heteronomous Radicalism of M N Roy / Ideology and Strategy of the Communist Movement in India / The Political Thought of Jawaharlal Nehru / The Ideology of Sarvodaya: Concepts of Politics and Power in Indian Political Thought / Gandhi's Satyagraha and Hindu Thought / Gandhi and Democratic Theory / Beyond Liberal Democracy: Thinking with Mahatma Gandhi / Oppression and Human Liberation: Towards a Post-Gandhian Utopia

1986 • 368 pages • Paperback ₹ 495 (9780803995048)

A South Asian Reprint!

COMPARATIVE POLITICS

Edited by **Judith Bara** and **Mark Pennington** University of London

Comparative Politics takes a fresh and original approach to the field... it examines the role of structures, rules and norms in regulating the individual and collective behaviour of political actors. Each chapter provides a critical bibliography and key questions which will be particularly useful for students approaching Comparative Politics for the first time. Altogether this is a comprehensive and useful read which I warmly recommend.

Ian Budge, Professor Emeritus Professor of Government, University of Essex

This book provides a distinctive new introduction to the study of comparative politics at undergraduate level. Rich in case study material and global in coverage, **Comparative Politics** sets out the basic theoretical and methodological foundations for studying different political systems as well as the key structures and actors of which they are comprised.

CONTENTS

Preface / Introduction / THEORIES AND METHODS IN COMPARATIVE POLITICS / Theories, Institutions and Comparative Politics / Methodologies for Comparative Politics / INSTITUTIONS / The Nation-state and Nationalism / Electoral Systems / Legislatures—Executive Relations / The Bureaucracy / The Courts / The Territorial Dimension / ACTORS / Voters, Parties and Participation / Interest Groups / Political Leadership: The Long Road to Theory / Afterword: Comparative Politics and the Three Approaches Revisited / References / Index

SAGE South Asia
2009 • 344 pages • Paperback ₹ 575 (9788132102922)

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INTERNATIONAL POLITICS

Concepts, Theories and Issues

Edited by **Rumki Basu** Department of Political
Science, Jamia Millia Islamia University, New Delhi

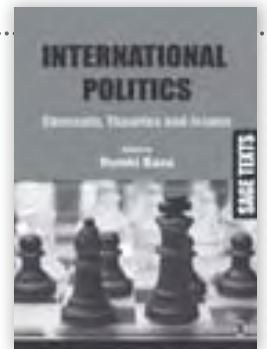
International Politics is designed as a core textbook of International Politics at the undergraduate level in Indian universities. It provides a roadmap that can orient the student to the main concepts, theories and issues in world politics today. The highlights of the book include discussions on the following:

- New concepts and vocabulary of power in international politics and their application in contemporary international relations
- Critical overview of the major theories of international politics that are being taught in new or revised syllabi of core courses on the subject
- Debates and discourses on contemporary issues like terrorism, human rights, development, security, environment and the role and relevance of international organizations
- Change and continuity in India's foreign policy and bilateral relations in the contemporary era

CONTENTS

Preface / Introduction / I: CONCEPTS / The Nation State System: National Power, Balance of Power and Collective Security / Role of National Interest / Diplomacy: Nature, Form and Relevance / Colonialism and Neocolonialism: Impact of Decolonization / Disarmament, Arms Control and Nuclear Proliferation / II: THEORIES / Liberalism / Realism / Marxism / Feminism / Postmodernism and Constructivism in International Relations / III: ISSUES / Globalization: Meaning and Dimensions / The United Nations: Changing Role / Human Rights and International Politics / The Global Environment: Issues and Debates / Terrorism / Development and Security: Changing Paradigms / IV: INDIA'S FOREIGN POLICY AND BILATERAL RELATIONS / Basic Determinants of India's Foreign Policy and Bilateral Relations / Conclusion / Model Questions / Index

SAGE Texts
2012 • 568 pages • Paperback ₹ 475 (9788132106913)



MODERN INDIAN POLITICAL THOUGHT

Text and Context

Bidyut Chakrabarty *Department of Political Science, University of Delhi* and **Rajendra Kumar Pandey** *Jamia Hamdard, New Delhi*

Modern Indian Political Thought: Text and Context

is an essential reading for students of social sciences seeking to unravel the formation and text of the thoughts of great Indian political thinkers. The salient features of the book are:

- In contrast to the existing literature on the subject, it carries a context-driven conceptualisation of the major strands of political thought that emerged in India in the past two centuries. It focuses on India's peculiar socio-political processes under colonialism that influenced the evolution of such thought
- Incorporates new ideas and issues that have been articulated, though not as extensively, in contemporary works on Indian nationalist thought and movement
- Discusses the development and articulation of political thought by leaders like Gandhi, Tagore, Ambedkar, JP, Nehru and Lohia
- Covers the Indian freedom struggle in detail

CONTENTS

Preface / Introduction / I: REVISITING THE TEXTS / Early Nationalist Responses: Ram Mohan Roy, Bankim Chandra Chattopadhyay, Dayananda Saraswati and Jotiba Phule / Moderates and Extremists: Dadabhai Naoroji, M G Ranade and B G Tilak / Mahatma Gandhi / Rabindranath Tagore / B R Ambedkar / Jayaprakash Narayan / Jawaharlal Nehru / Muhammad Iqbal / M N Roy / Ram Manohar Lohia / Subhas Chandra Bose / V D Savarkar / Pandita Ramabai / II: CONTEXT AND CONTEXTUAL INFLUENCES RE-EXAMINED / Nature and Processes of Indian Freedom Struggle / Landmarks in Constitutional Development during British Rule: A Historical Perspective / Socio-economic Dimensions of the Nationalist Movement / Culmination of the British Rule and the Making of India's Constitution / Conclusion / Model Questions / Glossary / Index

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2010 • 472 pages • Paperback ₹ 525 (9788132102250)



PUBLIC ADMINISTRATION IN A GLOBALIZING WORLD

Theories and Practices

Bidyut Chakrabarty *Department of Political Science, University of Delhi* and **Prakash Chand** *Department of Political Science, Dyal Singh (E) College, University of Delhi*

This book provides a synoptic view of the developments in the discipline of public administration in the age of globalization. The strength of the book lies in its ability to dwell on issues critical to understanding governance, while taking into account the significant transformations that have taken place in civil society and administrative set-ups across the world.

Key areas of focus:

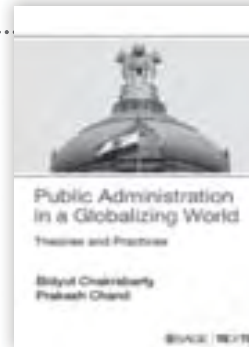
- Administrative theories
- Contemporary developments in public administration
- Public policy
- Development administration
- Decentralization and local governance
- Social welfare administration
- Citizens and administration
- Public administration in India
- Budget and financial administration in India
- Administrative reforms in India
- Globalization and public administration

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Preface / Introduction / Public Administration: Evolution of a Discipline / Administrative Theories / Contemporary Developments in Public Administration / Public Policy / Development Administration / Decentralization and Local Governance / Social Welfare Administration / Citizens and Administration / Public Administration in India / Budget and Financial Administration in India / Administrative Reforms in India / Globalization and Public Administration / Conclusion / Model Questions / Index

SAGE Texts

2012 • 588 pages • Paperback ₹ 525 (9788132109488)



INDIAN GOVERNMENT AND POLITICS

Bidyut Chakrabarty *Department of Political Science, University of Delhi* and **Rajendra Kumar Pandey** *Jamia Hamdard, New Delhi*

A comprehensively researched volume structured as a textbook for undergraduates...acquaints one with the transformation that India's political scenario has undergone in the recent years...This book can prove valuable to those aspiring to sit for the civil services and other competitive exams.

Sunday Tribune

Indian Government and Politics will serve as a standard textbook for undergraduate students of Political Science and Public Administration. It is also an incisive manual for the candidates appearing for various UPSC and civil service examinations, besides being invaluable for students and researchers of political science in general, and post-colonial contemporary Indian politics in particular. The book explains the complexities of the Indian political process and its effects on the constitutional institutions of India. Adopting a multi-disciplinary approach, it takes a fresh look at the socio-political and economic scenario of contemporary India and unearths new areas of inquiry by posing pertinent questions on the nature of Indian politics. The highlights of this book include discussions on:

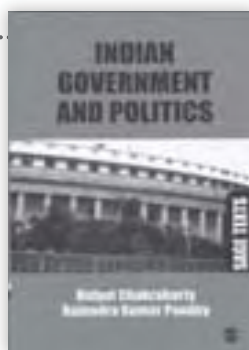
- Genesis of the Indian Constitution
- Major constitutional offices of India
- Federalism
- The legislature, executive and judiciary
- Planning and economic development
- Party system, Panchayati Raj and Indian administration
- Contemporary issues in Indian politics and governance

CONTENTS

Preface / Introduction / Salient Features of the Indian Constitution / Federalism / The Executive System in Theory and Practice / Parliament / State Executive / The Judiciary / Planning and Economic Development / Statutory Institutions and Commissions / The Indian Party System / The Evolution of Indian Administration / Panchayati Governance in India / Major Issues in Indian Politics / Conclusion / Model Questions / Index

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New

ABNORMAL PSYCHOLOGY

Neuroscience Perspectives on Human Behavior and Experience

William J Ray *Pennsylvania State University*

This fresh and innovative textbook aims at introducing readers to the rapidly evolving science of abnormal psychology by thoroughly integrating DSM-5. This book offers up-to-date coverage of topics through a multilevel perspective ranging from culture to genetics. This approach helps students to move beyond simple nature/nurture standpoints to new ways of considering psychological disorders based on current interdisciplinary research.

Key Features:

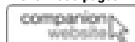
- Critical evaluation of the DSM-5
- Text based on traditional psychological literature as well as current work in cognitive and affective neurosciences, epidemiology, ethology, and genetics
- Integrated coverage of neuroscience and evidence-based, cutting-edge research
- Engaging and compassionate first-person narratives and case studies
- A global LENS feature in every chapter which raises important societal and cultural issues
- Introduction of National Institute of Mental Health Research Domain Criteria (RDoC) for understanding psychopathology
- Concept Checks throughout each chapter, end-of-chapter review questions, and key terms to help master key concepts
- Companion website with wealth of resources to aid teaching and learning

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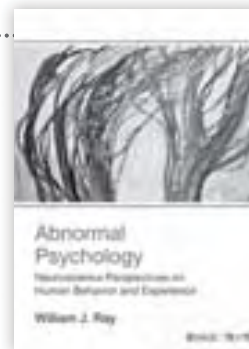
Preface / An Overview of Psychopathology / Changing Conceptualizations of Mental Illness / Neuroscience Approaches to Understanding Psychopathology / Research Methods / Classification and Assessment / Disorders of Childhood / Schizophrenia / Mood Disorders / Stress and Trauma / Anxiety Disorders / Dissociative Disorders and Somatic Symptom Disorders / Feeding and Eating Disorders / Sexuality Disorders and Gender Dysphoria / Substance-Related Disorders / Personality Disorder / Neurocognitive Dementia / Law and Mental Health / Glossary / References / Index

SAGE Texts

2015 • 650 pages • Paperback ₹ 475 (9789351502920)



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New

APPLIED PSYCHOMETRY

Narender Kumar Chadha *University of Delhi*

Applied Psychometry is a core text book on the theory and practice of psychometry for undergraduate, post-graduate, and research students of behavioral and social sciences. It is designed to help students in their study it is also a valuable reference material for practicing human resource managers while discussing various aspects of psychometry from an applied perspective. It also takes into account the matching theoretical orientation.

National Institute of Personnel Management

Applied Psychometry is a core textbook on the theory and practice of psychometry for undergraduate, post-graduate, and research students of Behavioural and Social Sciences. It is designed to help students in their study of the following papers:

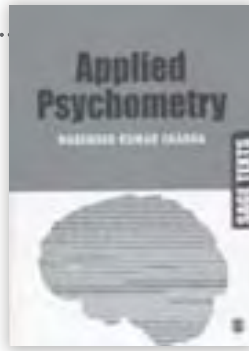
- B.A. Programme Psychology (Core): Psychological Assessment and B.A. Honours Psychology (Core): Research Method and Psychological Testing
- M.A. Psychology: Research Methodology
- PhD: Quantitative Methods
- B.Ed / M.Ed. / B.P.Ed / M.P.Ed / MHROD / MBA(HR)
- An active teaching-learning interface with many examples and activities
- Chapters on multivariate techniques like factor analysis, its applications and real data treatment
- An Instructor's Manual to facilitate its use and effectiveness in an institutional set-up

ABRIDGED CONTENTS

Foreword / Preface / I: MEASUREMENT IN MODERN PSYCHOLOGICAL RESEARCH / II: THEORY AND PRACTICE OF PSYCHOLOGICAL TESTING / III: APPLICATIONS OF PSYCHOLOGICAL TESTING / IV: ETHICAL ISSUES / V: FACTOR ANALYSIS / Bibliography / Index

SAGE Texts

2009 • 384 pages • Paperback ₹ 525 (9788132100782)



COGNITIVE PSYCHOLOGY

In and Out of the Laboratory

Fifth Edition

Kathleen M Galotti *Carleton College*

This book is unique in its coverage of the development of cognition from infancy through adolescence and includes chapters on individual differences and cross-cultural approaches to cognition. The fifth edition has been updated to reflect the latest research findings in the field of cognitive psychology.

Key Features:

- Encourages engagement with the topics learnt through hands-on practice and reinforcement
- Aims at bridging the gap between laboratory research and real-life relevance of research findings
- Incorporates relevant work from the field of cognitive neuroscience throughout the text
- Includes a dedicated chapter on Gender and Individual Differences, along with recent work on learning styles

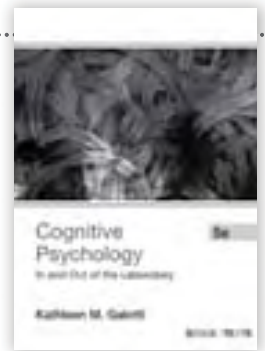
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Preface / Cognitive Psychology: History, Methods, and Paradigms / The Brain: An Overview of Structure and Function / Perception: Recognizing Patterns and Objects / Attention: Deploying Cognitive Resources / Working Memory: Forming and Using New Memory Traces / Retrieving Memories from Long-Term Storage / Knowledge Representation: Storing and Organizing Information in Long-Term Memory / Visual Imagery and Spatial Cognition / Language / Thinking and Problem Solving / Reasoning and Decision Making / Cognitive Development Through Adolescence / Individual Differences in Cognition / Cognition in Cross-Cultural Perspective / Glossary / Credits and Sources / References / Index

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APPLIED SOCIAL PSYCHOLOGY

Understanding and Addressing Social and Practical Problems

Second Edition

Edited by Frank W Schneider *University of Windsor, Ontario*, Jamie A Gruman *University of Guelph* and Larry M Coutts *Eric Sprott School of Business, Carleton University*

This textbook serves as an introduction to the field of applied social psychology, which focuses on understanding social and practical problems and on developing intervention strategies directed at the amelioration of such problems. A core feature of the book is attaining a balance among theory, research, and application. In the Second Edition, the contributing authors have updated the text with the latest research and incorporated current examples to which students can relate. Key Features:

- The book is written for students with upper-level undergraduate and lower-level graduate backgrounds
- The content and emphases of the book are guided by the assumption that at the core of applied social psychology is the development of intervention strategies for improving the functioning of individuals, groups, organizations, communities, and societies. Both student and instructor are encouraged to keep their attention on the promise of the field in addressing social and practical problems
- Each chapter in Part 2 includes at least one "Focus on Research" section and one "Focus on Intervention" section which review research studies and social-psychologically based interventions in greater detail
- Other pedagogical features that enhance the student learning experience

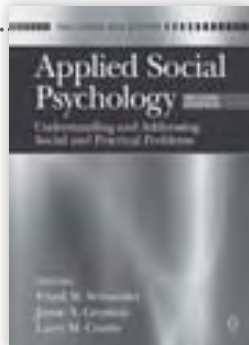
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2012 • 504 pages • Paperback ₹ 595 (9788132110125)

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BASIC COUNSELLING SKILLS

A Helper's Manual

Third Edition

Richard Nelson-Jones *Fellow of the British Psychological Society and of the British Association for Counselling and Psychotherapy*

This is a back-to-basics, down-to-earth, no-nonsense, concise and to the point summary of counseling skills. Theory, skills and practice blend together for a comprehensive overview of what skills underpin counselling.

Profession Michael Carroll, *Visiting Industrial Professor, University of Bristol*

Steeped in vivid case examples, experimental activities and therapeutic dialogue, this book provides a thorough, step-by-step guide to the subject, working through each stage of the helping process. The key skills covered include:

- Starting, structuring and summarizing the helping process
- Active listening
- Offering challenges and feedback
- Facilitating problem solving
- Improving clients' self-talk, rules and perceptions
- Coaching, demonstrating and rehearsing
- Managing resistance and changing referrals

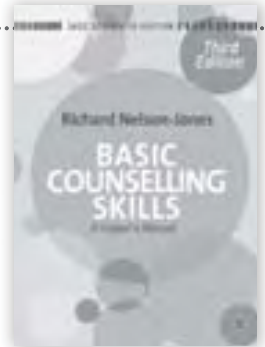
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Preface / I: INTRODUCTION / Who Are Counsellors and Helpers? / What Are Basic Counselling Skills? / Helpers and Clients as Diverse Persons / What You Bring to Counselling and Helping / The Helping Relationship / The Helping Process / II: SPECIFIC COUNSELLING SKILLS / Understanding the Internal Frame of Reference / Showing Attention and Interest / Paraphrasing and Reflecting Feelings / Starting, Structuring and Summarizing / Asking Questions / Monitoring / Offering Challenges and Feedback / Self-Disclosing / Managing Resistances and Making Referrals / Facilitating Problem Solving / Coaching, Demonstrating and Rehearsing / Training Clients in Relaxation / Improving Clients' Self Talk / Improving Clients' Rules / Improving Clients' Perceptions / Negotiating Homework / Conducting Middle Sessions / Terminating Helping / III: FURTHER CONSIDERATIONS / Ethical Issues and Dilemmas / Multicultural and Gender Aware Helping / Getting Support and Being Supervised / Becoming more Skilled / Appendix 1: Annotated Bibliography / Appendix 2: Professional Associations in Britain, Australia and America / Index

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ESSENTIAL PSYCHOLOGY

A Concise Introduction

Edited by **Philip Banyard** Nottingham Trent University, **Mark N O Davies** East London University, **Christine Norman** and **Belinda Winder** Nottingham Trent University

The distinctive contribution of this text is to provide a far-reaching and up-to-date analysis of key issues in psychology in a highly accessible format. This reflects the authors' considerable skills as scholars who are highly attuned to the needs of both students and teachers. Their text succeeds admirably in bringing psychology to life and life to psychology.

S Alexander Haslam, Professor of Psychology, University of Exeter

Essential Psychology offers both the specialist and non-specialist Psychology student the perfect resource at an affordable price. As an introductory textbook it represents a fresh alternative to the range of expensive, hefty textbooks on the market that are full of topics you need but also many you don't need on your course. Core topic areas:

- Conceptual and historical issues in psychology
- Cognitive psychology
- Biological psychology
- Social psychology
- Developmental psychology
- The psychology of individual differences

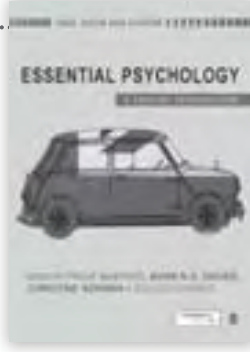
Companion website available at www.sagepub.co.uk/banyard

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FUNDAMENTALS OF COGNITIVE PSYCHOLOGY

Second Edition

Ronald T Kellogg Saint Louis University

Very likely to adopt. The book is very well written, well organized from a student perspective, and conducive to the type of classroom I teach.

Eric C Odgaard, University of South Florida St. Petersburg

This clear and concise text offers undergraduate students a brief but solid introduction to the fundamental concepts of cognitive psychology. **Fundamentals of Cognitive Psychology, Second Edition** adds and integrates the latest developments in the field, including the transformational findings of cognitive neuroscience, neuroimaging, emotion, and cognitive development.

Key Features:

- Focuses on the "essentials" of cognitive psychology: The text covers core concepts and does not bog students down in topics more suitable for discussion in advanced follow-up courses
- Integrates coverage of neuroscience: Cognitive tasks that students can replicate and related brain images (PET and fMRI) helps students develop a deeper understanding of the neuroscience behind cognitive processes
- The open-access Student Study Site offers eFlashcards, web quizzes, web resources, web exercises, and SAGE journal articles with discussion questions

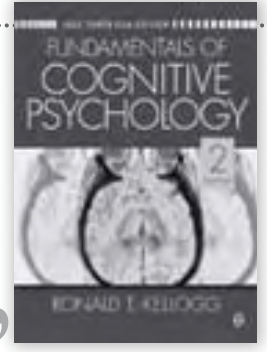
Companion website available at www.sagepub.com/kellogg2e

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A South Asian Reprint!

ESSENTIAL SOCIAL PSYCHOLOGY

Second Edition

Richard J Crisp Aston Business School and **Rhiannon N Turner** Queens University Belfast

The **Second Edition** of the highly successful **Essential Social Psychology** is now even more indispensable! **Essential Social Psychology** gives students an accessible and thorough grounding in the key concepts and fundamentals principles of social psychology. It provides a lively introduction to the major theoretical debates, new approaches, and findings that characterize the discipline. The second edition has everything students need: short, lively chapters covering classic and contemporary studies, illustrations, an extensive glossary and memory maps.

Key Features:

- New chapters on Attribution and Intergroup Relations
- Alternative perspectives in each chapter to reflect the range of approaches and encourage critical thinking
- Extended chapters provide more detailed coverage of each topic
- New and improved companion website, with enhanced lecturer and student support

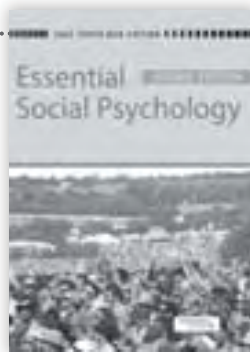
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Originally priced at £ 29.99 (paperback) and £ 82.00 (hardback).
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A South Asian Reprint!

HEALTH PSYCHOLOGY

Theory, Research and Practice

Third Edition

David F Marks London, **Michael Murray Keele** University, **Brian Evans** Middlesex University and **Emee Vida Estacio** Keele University

The **third edition** of this best-selling textbook has been thoroughly updated and revised to make it even more essential for course teaching. This textbook now provides students with a broader, more rounded understanding of the field than ever before.

Key Features of the third edition:

- Four brand new chapters in the book on Theories, Models and Interventions Applied to Sexual Health; Information and Communication; Health Literacy; Community Approaches
- Extensive pedagogical features, including chapter outlines and summaries of key ideas, and guidelines for further research. Boxed case studies, tables and figures and cutting edge research are integrated throughout to aid students' understanding of this fascinating field
- Accompanying companion website with a full suite of lecturer materials, online readings for students, as well as discussion blogs and video interviews with the authors

Companion website available at www.sagepub.co.uk/marks3

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2011 • 616 pages • Paperback ₹ 595 (9788132107491)

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New

PSYCHOLOGICAL TESTING

A Practical Approach

Fourth Edition

Leslie A Miller *LanneM TM, LLC*, Robert L Lovler *Wilson Learning Corporation* and Sandra A McIntire *Rollins College, Florida*

A clear introduction to the basics of psychological testing, psychometrics and relevant statistical tools, and their application in everyday educational, clinical and organizational settings. Written in response to a growing need for a textbook on psychological testing conducive to student learning, **Psychological Testing: A Practical Approach** provides readers with a clear and accessible introduction to the field. This book gives students an understanding of the basic concepts, issues, and tools used in psychological testing, and also illustrates how these are relevant in day-to-day educational, organizational and clinical environments.

Key Features:

- A clear and simple writing style in a conversational tone to make understanding enjoyable
- Section previews and concept maps provide students with written and graphic overviews of the content and help instructors set the context of the proceeding chapters
- For Your Information boxes throughout chapters supplement the material with relevant and interesting information about a particular topic
- In the News and On the Web feature stories on testing from print news media and related resources on test-stimuli availability and security on the web

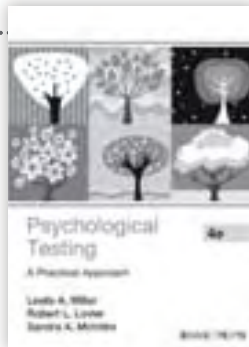
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Preface / I: OVERVIEW OF PSYCHOLOGICAL TESTING / II: PSYCHOMETRIC PRINCIPLES / III: DEVELOPING AND PILOTING SURVEYS AND PSYCHOLOGICAL TESTS / IV: USING TESTS IN DIFFERENT SETTINGS / Appendix A: Test Spotlights / Appendix B: Guidelines for Critiquing a Psychological Test / Appendix C: Code of Fair Testing Practices in Education / Appendix D: Table of Critical Values for Pearson Product-Moment Correlation Coefficients / Glossary / References / Photo Credits / Index

SAGE Texts

2015 • 650 pages • Paperback ₹ 475 (9789351502838)

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A South Asian Reprint!

THEORY AND PRACTICE OF COUNSELLING AND THERAPY

Fifth Edition

Richard Nelson-Jones *Fellow of the British Psychological Society and of the British Association for Counselling and Psychotherapy*

This updated and expanded 5th Edition from Richard Nelson Jones, surely now makes this book a 'classic' in psychotherapy literature. Of particular interest in the new edition is the expansion of chapters on CBT to include both behavioural activation and mindfulness. Presented with the familiar clarity that Richard Nelson Jones is so well known for, this text is a 'must' for both undergraduate and postgraduate psychotherapy modules.

Ian W Ross, *University of Chester*

The fifth edition of Richard Nelson-Jones' **Theory and Practice of Counselling and Therapy** provides an essential introduction to the major theoretical approaches in counselling and psychotherapy today. This comprehensive and accessible book has been substantially revised and updated, and now includes two brand new chapters on solution-focused therapy and narrative therapy by Alasdair Macdonald and Martin Payne.

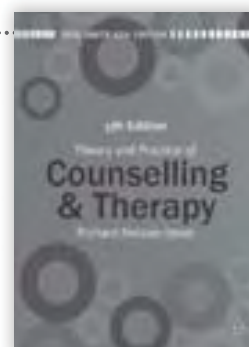
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Preface / I: INTRODUCTION / Creating Counselling and Therapy Approaches / II: PSYCHODYNAMIC THERAPIES / Freud's Psychoanalysis / Jung's Analytical Therapy / III: HUMANISTIC-EXISTENTIAL THERAPIES / Person-Centred Therapy / Gestalt Therapy / Transactional Analysis / Reality Therapy / Existential Therapy / Logotherapy / IV: COGNITIVE-BEHAVIOUR THERAPIES / Behaviour Therapy / Rational Emotive Behaviour Therapy / Cognitive Therapy / Multimodal Therapy / V: POSTMODERN THERAPIES / Solution-Focused Therapy / Narrative Therapy / VI: MULTICULTURAL AND GENDER THERAPIES / Multicultural Therapy / Gender Therapy / VII: CONCLUSION / Evaluation, Eclecticism and Integration / Glossary / Index

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2012 • 512 pages • Paperback ₹ 695 (9788132110347)

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A South Asian Reprint!

POSITIVE PSYCHOLOGY

The Scientific and Practical Explorations of Human Strengths

Second Edition

C R Snyder and Shane J Lopez both at *University of Kansas, Lawrence* and Jennifer Teramoto Pedrotti *California Polytechnic State University, San Luis Obispo*

Bringing both theory and real-world applications of positive psychology to life! This revision of the cutting edge, most comprehensive text for this exciting field presents new frameworks for understanding positive emotions and human strengths. The authors show how to apply psychological science to improve schooling, the workplace, and cooperative lifestyles among people. Well-crafted exercises engage students in applying major principles to their own lives, and more than 50 case histories and comments from leaders in the field vividly illustrate key concepts.

New to This Edition:

- Presents latest research on topics such as hope, courage, altruism, and more
- Offers new examples and reflections on relevant current events, such as research and statistics regarding the effects of the U.S. economy on decreasing rates of volunteerism
- Provides broader explorations of culture, with special consideration given to race, ethnicity, sexual orientation, generation, nation of origin, and socioeconomic status

Companion website available at www.sagepub.com/snyder2einstr

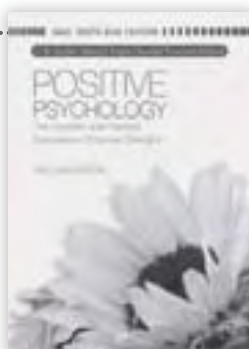
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Preface / Remembering C R Snyder's Legacy of Hope / I: LOOKING AT PSYCHOLOGY FROM A POSITIVE PERSPECTIVE / II: POSITIVE PSYCHOLOGY IN CONTEXT / III: POSITIVE EMOTIONAL STATES AND PROCESSES / IV: POSITIVE COGNITIVE STATES AND PROCESSES / V: PROSOCIAL BEHAVIOR / VI: UNDERSTANDING AND CHANGING HUMAN BEHAVIOR / VII: POSITIVE ENVIRONMENTS / VIII: A POSITIVE LOOK AT THE FUTURE OF PSYCHOLOGY / References / Author Index / Subject Index

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2011 • 616 pages • Paperback ₹ 645 (9788132107507)

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A South Asian Reprint!

CASES IN ENTREPRENEURSHIP

Edited by Eric Morse *The University of Western Ontario* and Ronald K Mitchell *Texas Tech University*

Cases in Entrepreneurship is the first book to be based upon a cognitive framework of entrepreneurship. This casebook has been organized based on the following concepts:

- Searching for ideas
- Screening those ideas for business opportunity
- Planning how to exploit the opportunity
- Financing the opportunity
- Setting up // Starting up the business
- Growing the business
- Harvesting the value created in the business

CONTENTS

Introduction to the Ivey Casebook Series / Preface / Introduction: The Venture Creation Process / SEARCHING FOR VENTURE OPPORTUNITIES: Leveraging Wal-Mart, eBay and USPS / Barrie Charity Bingo / Takahiko Naraki, the Three Million Yen Entrepreneur / Cascadia Water Corporation / Russki Adventures / SCREENING VENTURE OPPORTUNITIES: Kalista's Fine Chocolate / Siam Canadian Foods Co., Ltd. / Asiasports: Hockey Night in Hong Kong / Crystal Corporation of the Philippines / Sequel to Success: The Follow-Up To Abatis Systems / PLANNING AND FINANCING THE VENTURE: Frontier Adventure Racing: Pack Lightly, Go Like Hell, Never Give Up / Borders Hotel Corp. / SimEx Inc. / Extreme Packet Devices (A) / Diabetogen / Alpha Personal Dental Care Systems / VENTURE SETUP: PolicePrep / Ben & Jerry's - Japan / Textron Ltd. / Tapp Technologies Inc. (A) / Blinds To Go - Wanted: People to Lead Explosive Growth (A) / VENTURE START-UP: DCF Innovations: Goalie Pad Covers (A) / Catfish Creek Canoe Company / WaveRider Communications, Inc.: Selling Wireless Internet Access Equipment / Omega Paw Inc. / ONGOING VENTURE OPERATIONS AND GROWTH: Extreme CCTV / VanCity Savings Credit Union: Corporate Venturing Into Uncharted Waters / Krave's Candy Co. - Clodhoppers (A) / Trojan Technologies Inc.: Organizational Structuring for Growth and Customer Service / Mainstreet Equity Corp. (A) / VENTURE ANALYTICS: BEYOND VENTURE CREATION: Creemore Springs Brewery: Branding Without Advertising / Fernando Rego and the Fitter / Drawn and Quarterly / InnoMedia Logic Inc. / Quadra Logic Technologies Inc. (A)

SAGE South Asia

The Ivey Casebook Series
2008 • 448 pages • Paperback ₹ 675 (9788178298634)

Originally priced at \$ 80.00 (paperback).
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A South Asian Reprint!

CASES IN THE ENVIRONMENT OF BUSINESS

International Perspectives

David W Conklin *Thunderbird, The Garvin Graduate School of International Management*

The highlight of the book is its diversity and breadth. The cases are chosen from a variety of industries ... The key differentiating features of this book are the holistic perspective that it provides on the business environment and the different country contexts that it presents.

Tillai Rajan A, *Institute of Technology Madras*

Cases in the Environment of Business offers an outstanding collection of relevant, classroom-tested cases. In discussing the cases, students participate in managerial decisions in an international context. Most cases deal with a variety of environmental forces, but generally a single set of forces plays a predominant role.

CONTENTS

Introduction to the Ivey Casebook Series **Paul W Beamish** / Preface / Introduction / THE DEPENDENCE OF PROFITABILITY ON INDUSTRY STRUCTURE: Samsung and the Theme Park Industry in Korea / PharmaPlus in Hungary / Singapore International Air Lines: Preparing for Turbulence Ahead / Swatch and the Global Watch Industry / Whirlpool Corporation's Global Strategy / Wal-Mart Stores Inc.: Dominating Global Retailing / The Global Branding of Stella Artois / UNDERSTANDING AND MANAGING MACROECONOMIC RISKS: A Global Manager's Guide to Currency Risk Management / Chauvco Resources Ltd: The Argentina Decisions / Crisis in Japan / Procter & Gamble in Eastern Europe (A) / Bank Vozrozhdeniye (V.Bank) / ING and Global Financial Integration / MANAGING WITHIN ALTERNATIVE GOVERNMENT STRUCTURES: Mekong Corporation and the Viet Nam Motor Vehicle Industry / Thai Telecoms in the New Economy: Privatization & Liberalization / Lucent in India / Citigroup in Post-WTO China / Point Lisas Industrial Estate: Trinidad / Dell's Dilemma in Brazil: Negotiating at the State Level / Enron and the Dabhol Power Company / Bombardier Versus Embraer: Charges of Unfair Competition / RESPONDING TO SOCIETAL FORCES: John McCulloch--United Beef Packers / NES China: Business Ethics (A) / NES China: Business Ethics (B) / Textron Ltd. / Note on the Pollution Problem in the Mexico-U.S. Border Region / Planet Starbucks (A) / Siam Canadian Foods Co., Ltd. / Royal Trustco / INVESTMENT DECISIONS IN THE CONTEXT OF TECHNOLOGICAL CHANGES: Privatizing Poland's Telecom Industry: Opportunities and Challenges in the New Economy and E-Business / Malaysia's Multimedia Development Corporation / Global Warming and the Kyoto Protocol: Implications for Business / Enron Wind Corporation: Challenges and Opportunities in the 21st Century / Eurograin (Philippines) and Hybrid Corn / Shire Pharmaceuticals Group's Acquisition of BioChem Pharma: Broadening Product Portfolio and Achieving Economies of Scale in Pharmaceuticals / INTEGRATIVE CASES: GM in China / Intel's Site Selection Decision in Latin America / The Acer Group's China Manufacturing Decision

SAGE South Asia
The Ivey Casebook Series
2008 • 624 pages • Paperback ₹ 750 (9788178298658)

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MICROECONOMICS FOR BUSINESS

Satya P Das *Indian Statistical Institute, New Delhi*

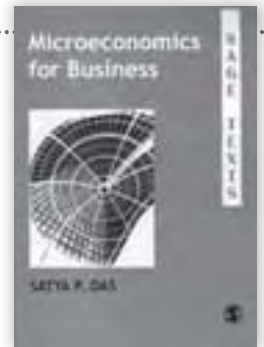
This book breaks away from standard microeconomics textbooks for management students in numerous ways. Some of its relevant and useful features are:

- A strong emphasis on concepts, their explanation, understanding and application
- Graphical and logical derivations supplemented by economic intuition in easy-to-understand English, while retaining the rigour of algebraic treatment
- Numerous real-life examples, largely pertaining to India
- Two unique chapters: Demand for Assets and Game Theory and Economic Applications
- Questions at the end of each chapter, emphasising the application of concepts. This book will be valuable for BBA and B.Com. students and also for those pursuing Managerial Economics at the Masters level

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Foreword / Preface / Setting Norms / Introduction / Demand / Supply / Consumer Behaviour / Applications of Consumer Theory / Demand Estimation and Forecasting / Demand for Assets / Types of Firms, Their Goals and Production / Cost of Production and Financing of a Firm / Profit Maximisation, Perfect Competition and the Supply Curve / Demand, Supply and Equilibrium / Optimality of a Competitive Market Structure, Market Failure and Corrective Measures / Game Theory and Economic Applications / Monopoly / Monopolistic Competition and Oligopoly / Factor Markets / Index

SAGE Texts
2008 • 372 pages • Paperback ₹ 495 (9780716193592)



STRESS AND WORK

Perspectives on Understanding and Managing Stress

Edited by **D M Pestonjee** and **Satish Pandey**
both at *School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar*

While most stress theories originate in Western countries, this book is based on research, conducted in India, and was written by prominent Indian scholars, working in a variety of academic and business organizations.

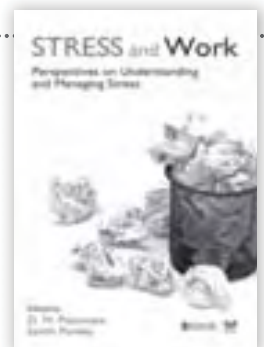
Alexandre Ardichvili, *Professor, University of Minnesota, USA and Editor-in-Chief, Human Resource Development International*

Stress and Work focuses on the problem of stress from various angles and perspectives and provides empirical findings relevant to different occupational settings. It provides comprehensive research literature, which has been divided along the following theoretical perspectives: Occupational Stress and Burnout; Work-Family Conflict and Stress; Positive Stress Management; and Stress and Spirituality. This volume will be a resource-book for researchers and practitioners of management, psychology, sociology, and behavioral sciences. The prospective reader of human society and human nature will find this volume to be of immense utility.

CONTENTS

Foreword / Preface / Introduction / The Neuropsychology of Stress / I: OCCUPATIONAL STRESS AND BURNOUT / Learned Helplessness and Organizational Role Stress / Role Stress among Varied Occupational Groups / Executive Burnout: Prediction & Prevention through HR Interventions / Stress in Extreme Conditions: A Military Perspective / II: WORK-FAMILY CONFLICT AND STRESS / Work-Family Conflict in India: Test of a Causal Model / Work Stress, Work-Family Conflict, and Health: A Multilevel Perspective / Gender Issues in Work & Stress / III: POSITIVE MANAGEMENT OF STRESS / Coping with Stress / Flourishing at Work / IV: STRESS AND SPIRITUALITY / Existential Rhythm, Spiritual Synergy, and Spiritual Immunity: Spiritual Approaches to Stress Management / Managing Constructive and Destructive Emotions: Indian Psycho-spiritual Perspective / Vipassana Meditation Reduces Stress and Strain: An Empirical Study / Methodological Issues in Stress Research: Challenges, Concerns, and Directions / Epilogue: The Road Ahead / Index

SAGE Response
2013 • 436 pages • Paperback ₹ 650 (9788132110880)



MANAGEMENT ESSENTIALS

A Recipe for Business Success

Arindam Banerjee *Indian Institute of Management, Ahmedabad*

[The book] truly captures the spirit of contemporary times while folding essential management tools in a very crisp manner that can be consumed in a small time...a practical desk keep for every manager, student and educator to glance through the basic principles of success in management in a few minutes...the format of the book in the form of a recipe is very reader friendly for ready consumption, lucidly written with illustrations that are well explained, detailed and practical.

Vision

Management Essentials is a simplified and synthesized version of core management principles to help readers appreciate the fundamentals of managing enterprises successfully in a competitive environment. It addresses the current dilemma in the field of management, where a strong perception exists that management theory and actual practice are increasingly disconnected from each other.

CONTENTS

Foreword **Anupam Sirbhaya** / Preface / Effective Management Philosophy: The Rationale / The Power of Anticipation / When you can't Anticipate Well, You Must React on Time / Some Crucial Inputs for Running the Organization / Analysis, the Groundwork for Good Decision-Making / Branding: Is it all about Good Business Acumen? / Some Stray Thoughts on Effective Management Practice / Epilogue / Appendix

SAGE Response
2013 • 184 pages • Paperback ₹ 350 (9788132111030)



New

THE 10 COMMANDMENTS FOR FAMILY BUSINESS

Kavil Ramachandran *Indian School of Business, Hyderabad*

A must read for members of business families, advisors, educators, and students interested in learning about the unique paradoxes, challenges, and dilemmas of enterprising families and how the most progressive Indian families are handling these paradoxes while making global gains. The number of templates and exhibits make it a unique source book for business families to go-ahead and implement many ideas.

Pramodita Sharma, *Editor, Family Business Review and Sanders Professor of Family Business, University of Vermont, USA*

Family business: we live it, we breathe it, yet we do not understand its significance entirely. This book helps in understanding the phenomenon of family business better. The 10 commandments in this book work like a handbook for business families to refer to and act upon.

CONTENTS

Foreword **John L Ward** / Preface / Introduction: Paradoxes Making Family Business Unique / Commandment I: To Communicate and Build Trust / Commandment II: To Professionalize Your Business or Perish / Commandment III: To Preserve and Practice Values / Commandment IV: To Manage Ownership Challenges / Commandment V: To Redefine Role But Never Retire! / Commandment VI: To Successfully Manage Succession in Business / Commandment VII: To Build Businesses Entrepreneurially / Commandment VIII: To Develop Long-Term Business Strategy / Commandment IX: To Give Back: Family Philanthropy / Commandment X: To Understand 'Togetherness': Role of Consultative and Compassionate Leadership / Conclusion: Family as an Institution / Index

SAGE Response
2015 • 236 pages • Hardback ₹ 645 (9789351501381)



ARE YOU READY FOR THE CORNER OFFICE?

Insights from 25 executive coaching experiences

Pradipta K Mohapatra *Co-founder and Chairman, Coaching Foundation India Limited* and **Ganesh Chella** *Founder, Totus Consulting*

Leadership coaching is gaining growing acceptance in India as an important input in preparing senior business leaders for the top jobs. The authors' unique approach of presenting real-life case studies is very effective in providing insights into common issues that leaders deal with, and how they can be handled.

Roopa Kuduva, *Managing Director & Chief Executive Officer, CRISIS*

This book is a collection of 25 inspiring stories about the unique and personal developmental journey of 25 senior leaders towards the corner office. Seen through the eyes of their Executive Coaches, each of these stories tell us how they found answers to critical questions such as 'Am I ready for it?', 'How do I prepare to get there?', 'How do I learn to succeed once I get there and how can I enjoy the journey while I am at it?' The term 'corner office' is really a metaphor for anything significant that these leaders wanted to achieve in their professional careers and personal lives. This unique collection of coaching stories is meant to inspire, help and educate many other leaders who are on a similar quest.

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Introduction / I: THE CORNER OFFICE SEEN THROUGH THE KEYHOLE OF EXECUTIVE COACHING / Executive Coaching in the Indian context / The Human Side of Leader Development / II: ENHANCING EMOTIONAL INTELLIGENCE / The Place of Emotional Intelligence in Leader Effectiveness—B J Prashantham / The Importance of the Emotional Side of your Personality / When the Flaw Turns Fatal / Low Self-Esteem Can Derail a Leader's Career / III: SHAPING ATTITUDES AND BELIEFS / Why Attitudes and Beliefs Affect a Leader's Effectiveness—Zahid Ganjee / Transporting the Winning Attitude / What Makes People Miserable / Executives Succeed When They Refuse to Become Victims of Their Circumstances / Celebrating the Feminine Side of a Woman's Leadership Style / IV: DEVELOPING NEW SKILLS, STYLES AND BEHAVIOURS / Why Skills, Style and Behaviours Make Such a Huge Difference to a Leader's Effectiveness—Santrupt Misra / Catching Up on Missed Managerial Learning Milestones / Developing This Mysterious Thing Called Executive Presence / Growing a Business through Disciplined Leadership / Helping the Chosen One Claim his Succession Space / V: ACQUIRING GLOBAL COMPETENCIES / Why Global Competencies Are So Critical Today—Anil Sachdev / When Indian Executives Must Measure up to Global Benchmarks / It Takes Innovation and Effort to Crack the Competency Code / VI: MANAGING CAREER TRANSITIONS / Why Career Transitions are Always Challenging—Aroon Joshi / Waking Up and Smelling the Coffee / The Anxiety of Not Having a Position of Authority / Revisiting Functional Leadership / The Need for a Coach-Mentor Partnership to Facilitate Radical Career Shift / VII: GRAPPLING WITH EMERGING EXECUTIVE AND ENTREPRENEURIAL AGENDAS / How Do Executives and Entrepreneurs Grapple with Their Compelling Agendas—R Ramaraj / When a Young Entrepreneur Has to Make a Life-Altering Decision / Coaching Principles Applied to Peer to Peer Business Mentoring / The Importance of a Thinking Partner / VIII: ENHANCING COACHING EFFECTIVENESS / What Contributes to Coaching Effectiveness—R R Nair / The Power of Public Accountability in Influencing Change / It Takes Trust, Time and Team Work to Succeed / The Pygmalion Effect in Coaching / An Introduction to Typical Coaching Processes and Some of the Frequently Used Terms

SAGE Response
2014 • 308 pages • Paperback ₹ 525 (9788132113720)



A South Asian Reprint!

THE ESSENTIAL MBA

Edited by **Susan Miller** *University of Durham*

The **Essential MBA** is a must read for all MBA students and those thinking of embarking on such a course. It is equally essential for all those who wish to refresh or pick up the basics of Business and Management but cannot enroll in a course that teaches the subject. Each chapter is written by a specialized contributor and offers readers a helpful introduction to each topic of study, including:

- Chapter overview and key concepts: A brief chapter overview and list of key concepts that will help the reader navigate through each chapter
- Case illustrations: Case illustrations that reinforce understanding of the key concepts
- Definitions: Key terms are clearly defined for quick reference
- Summary and questions for reflection: A review of the main concepts and issues to be sure that the reader is clear on what was covered, and why. Questions are provided at the end of each chapter to encourage the reader to explore that has been learnt
- Further reading: Relevant articles and book chapters that will enhance the reader's understanding of each chapter

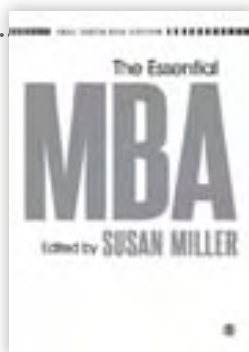
The core areas covered are Organizational Behaviour; Human Resource Management; Marketing; Accounting and Finance; Economics; Operations Management; Corporate Social Responsibility; Strategic Management; Research Approaches; and, Study Skills.

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Introduction and Overview / Organizational Behaviour / Human Resource Management / Marketing / Accounting and Finance / Economics / Operations Management / Corporate Social Responsibility / Strategy / Research Approaches / Study Skills / Index

SAGE South Asia
2012 • 376 pages • Paperback ₹ 495 (9788132109624)

Originally priced at £ 26.99 (paperback) and £ 79.00 (hardback).
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Pradipta K Mohapatra



Ganesh Chella

About the Authors

Pradipta K Mohapatra is co-founder and chairman of Coaching Foundation India Limited and co-founder of

Chennai Business school Limited. He sits on the boards of 20 Publicly listed as well as private companies.

Ganesh Chella is the founder of totus consulting, a strategic Human Resource Consulting firm, co-founder and Vice Chairman of Coaching Foundation India Limited and CEO of totus HR School.

A South Asian Reprint!

CASES IN LEADERSHIP

Third Edition

W Glenn Rowe *Western University* and Laura Guerrero *University of Texas, El Paso*

The Richard Ivey School of Business and SAGE have come together again to provide a distinctive collection of real-world leadership cases. *Cases in Leadership*, Third Edition, is a unique collection combining 32 real-world leadership cases from Ivey Publishing with 16 practitioner readings (primarily from the Ivey Business Journal). This updated casebook helps you gain a better understanding of leadership, which will be invaluable to you throughout your career. Key Features:

- Consider actual decisions that managers have faced! Real-world cases illustrate the complex nature of leadership in organizations from around the world, helping you apply concepts to a practical setting
- Much more than just a packet of cases, this book includes summaries of concepts, discussion questions, and readings for each chapter, all of which provide you with a framework for discussing the cases
- This edition offers an expanded breadth of coverage and examples, with more than 20 new cases and 7 new readings
- A new chapter on servant leadership covers a theory that has revolutionized the way leadership is conceptualized

Companion website available at www.sagepub.com/row3e

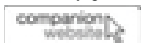
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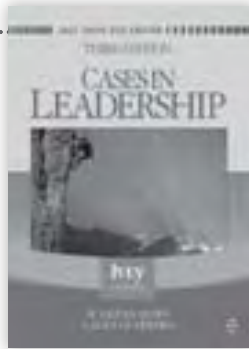
SAGE South Asia

IVEY CASEBOOK SERIES

2015 • 528 pages • Paperback ₹ 595 (9788132110187)



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BESTSELLER!

THE WINNING MANAGER

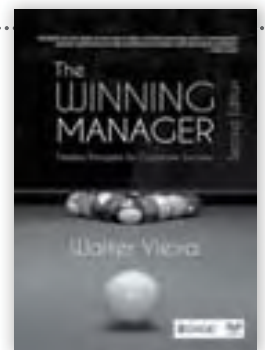
Timeless Principles for Corporate Success

Second Edition

Walter Vieira *President, Marketing Advisory Services Group, Mumbai*

[This book] should be read by all aspiring managers, as well as experienced managers, to get a picture of the real world of commerce and industry. Walter covers a wide spectrum of many practical questions and situations that academicians generally ignore in their rarefied teaching.

Philip Kotler



This is not a standard book on management. It does not attempt to take the reader through the process of planning, forecasting, organising, delegating, motivating, monitoring, controlling and communicating in a sequential order, as in Fayol's wheel of managerial functions.

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Foreword **K V Kamath** / Preface / Introduction / I: STARTING OUT / On the Threshold: Start of the Work Phase of Life / Sketching Out a Grand Career Design: Fixing the Milestones / Applications That Work: And Why Some Don't / Playing the Interview Game: When Basics Are Often Forgotten / Negotiating the Interview: Insights into the Minds of Interviewers / Following Up on Interviews: How Far Will You Push? / Choosing an Employer: Look Before You Leap / Withstanding Pressures: A Formidable Challenge / Knowing the CEO: The CEO Casts a Shadow / The First Job Change: A Major Hurdle / Be Wary of Titles: They Can Be Misleading / Understanding Long-term Gains: Look Beyond the Horizon / II: DEVELOPING SKILLS AND ABILITIES / Getting on with Your Boss: An Ongoing Challenge / A Mentor Can Help You Succeed: Makes the Journey Easier / Don't Let Accidents Derail You: They Can Be Opportunities in Disguise / Little Things Show Up: And Reveal the Real Person / Beneficial Associations: Using the Power of Synergy / Enhancing Career Option with Networking: Extending the Reach / Grabbing Opportunities: Needs Grasp and Reach / The Importance of Being a Team Player: Leveraging the Power of Many / Becoming an Effective Manager: And not Just an Efficient Manager / Opportunities to Learn: They Are Many and Varied / The Need to Learn/Unlearn/Relearn: A Lifelong Pursuit / Management of Time: A Key Element for Success / Effective Communication: The Hub of Fayol's Wheel / Taking Notes: Useful Backup to Memory / Blocking Communication: I Know It Already! / Communicating Facts without Tact: You Could Be Right, the Wrong Way / Separating Issues from Persons: The Art of Discernment / Dithering on Decisions: A Major Disability with Many / How to Motivate People: And Keep Them Motivated / The Need for Creativity: Because Innovation Is the Key / Learning from Job Transfers: Travel Is Education / Perseverance Pays: In the Long Run / III: ATTITUDES AND VALUES / Is Business Etiquette Outdated?: These Are Lubricants that Help Human Interactions / Indiscretion Can Harm Others: Hallmark of Poor Managers / Indiscretion Can Even Harm You: Shooting Yourself in the Foot / A Question of Trust: Creates Followers for Leaders / Keeping Your Word: Is Being True to Yourself / Building Credibility: Helps Create Reputations / Making and Breaking of Reputations: The Long and the Short of It / Peer Group Pressures: Can Be Overpowering / The Limits of Honesty: Challenge of Black and White and Shades of Grey / Tolerance for Corruption: Getting Used to Seeing Weeds, Not Flowers / Gifts: Giving and Receiving: Making it Innocuous, Both Ways / Greater Expectations from Others: It Is Futile to Expect Gratitude / A Yearning for Solitude: Learning to Be Alone—Not Lonely / Are you Doing Well?: The Answer Can Spark Sympathy or Jealousy / Fooling People at Work: Some of the People, Some of the Time / With a Little Bit of Luck: Fortunes Can Change! / Values and the Executive: Some Things Are Unchangeable, Even in a Changing World / Should You Be in Business?: With the Right Nature and Nurture, You Should / Character and Self-Discipline: The Foundation for Leadership / The Protective Umbrella: For Many, the Grass Is Greener Here

SAGE Response

2014 • 248 pages • Paperback ₹ 395 (9788132113713)

LEADERSHIP LESSONS FROM THE MILITARY

Dheeraj Sharma *Indian Institute of Management, Ahmedabad*

This is a smart and candid book that offers excellent learning from military setting that can translate into the corporate setting. Professor Sharma demonstrates, through examples and memorable stories of military experiences, how to build careers in the corporate world.

Lieutenant General (Retd.) Dr Rajesh Kochhar,
AVSM and Bar, SM, VSM, Director, Jindal Institute of Leadership Development and Executive Education

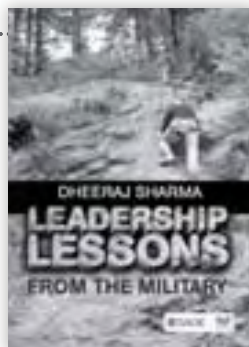
In today's day and age, people effortlessly equate the business environment to a battlefield, and rightly so! In many ways, business is a battle of strategies, tactics, wits, and character. This is where business leaders are like military leaders—they all fight for dominance and profit. It is well known that there are several components of military training that can be vital in the corporate domain. There are numerous lessons that corporate managers can learn from military on motivation, team building, goal orientation, and organizational culture. *Leadership Lessons from the Military* articulates what lessons from military leadership can be applied to the business context and how to go about it. The book shows how executives can leverage time-tested military practices to create lasting competitive advantage. Business leaders can learn how military leaders tie individual goals with the organizational goals, resulting in a highly motivated and committed workforce, which, in turn, augments organizational efficiency and enhances employee productivity and retention.

CONTENTS

Foreword **Lt General (Retd.) Sanjeev Anand** / Introduction / Lessons of Leadership / Building Teams: Creating a Person-Organization Fit / Workforce Motivation / Organizational Climate and Culture: Creating a Climate of Trust / Developing SOPs: Strategies and Tactics / Work-Life Balance / Organizational Pride and Unity

SAGE Response

2014 • 180 pages • Paperback ₹ 395 (9788132118480)



A South Asian Reprint!

THEORY AND PRACTICE OF LEADERSHIP

Second Edition

Roger Gill *Durham University*

If you are looking for a more holistic and critical take on the field of leadership, look no further! The **second edition** of this engaging and highly-respected text offers an exploration of leadership in a variety of contexts, both profit-orientated and non-profit. A companion website with an Instructor's Manual, PowerPoint slides, links to additional case studies and full-text journal articles.

Companion website available at <http://www.uk.sagepub.com/gill>

CONTENTS

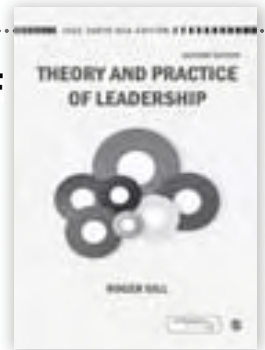
Preface / Introduction: The Nature and Importance of Leadership / Sectoral Similarities and Differences in Leadership / Leadership Theory: A Critical Review, Synthesis and Redefinition / Leadership and Vision / Leadership and Purpose / Leadership and Values / Leadership and Strategy / Leadership and Empowerment / Leadership and Engagement / Multiple Intelligences of Leadership / The Assessment and Development of Leadership / Leadership Brand: Sustaining Leadership Excellence / Index

SAGE South Asia

2011 • 552 pages • Paperback ₹ 595 (9788132110859)



Originally priced at £ 38.99 (paperback) and £ 96.00 (hardback).
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A South Asian Reprint!

BESTSELLER!
LEADERSHIP
Theory and Practice
Sixth Edition

Peter G Northouse *Western Michigan University*

This is a great textbook that provides the foundational theories of leadership. The book achieves a critical balance of providing scholarly research and practitioner perspectives. Case studies, class activities and leadership surveys provide an integrative perspective of individual, team and organizational leadership styles and practices.

Meera Alagaraja, *University of Louisville*

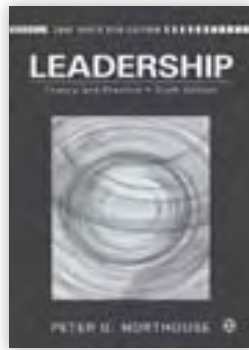
Adopted at more than 1,000 colleges and universities worldwide, the market-leading text owes its success to the unique way in which it combines an academically robust account of the major theories and models of leadership with an accessible style and practical exercises that help students apply what they learn. Each chapter follows a consistent format, allowing students to contrast the various theories. Three case studies in each chapter also provide practical examples of the theories discussed.

CONTENTS

Preface / Special Features / Audience / Introduction / Trait Approach / Skills Approach / Style Approach / Situational Approach / Contingency Theory / Path - Goal Theory / Leader - Member Exchange Theory / Transformational Leadership / Servant Leadership / Authentic Leadership / Team Leadership / Psychodynamic Approach / Women and Leadership / Culture and Leadership / Leadership Ethics / Summary / References / Author Index / Subject Index

SAGE South Asia
2012 • 504 pages • Paperback ₹ 645 (9788132110071)

Originally priced at \$ 96.00 (paperback).
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New

TRAINING AND DEVELOPMENT

Theory and Applications

Dipak K Bhattacharyya *Xavier Institute of Management, Bhubaneswar*

Provides a complete idea of the nuances of training and development in an organizational setting through appropriate treatment of theories and real-life cases. **Training and Development: Theories and Applications** provides readers with a suitable backdrop to understand the complexities of training and development theories. It aims at making the concepts relevant and easier to understand and put them to practice in real-life situations. This comprehensive textbook has been developed after a thorough study of the syllabuses of major universities and management institutes in India, with adequate inputs from various professional bodies specializing in training and development. The book not only aims to address the requirements of students but also satisfies the needs of training and development instructors and human resource professionals. Relevant ancillary teaching material for instructors on the dedicated companion website is available with this book.

CONTENTS

Preface / Human Resource Management and Training and Development / Training and Development and HRD / Learning and Training / Personality Development through training / Competency-based Training and Development / Training Needs Analysis / Training Policy, Plans and Resources / Designing Training Programmes / Training Methodology / E-training or e-learning Methods of Training / Training Evaluation / Training for Career Planning and Development / Training for Organizational Development / International Training and Development / Glossary / Index / References



SAGE Texts
2015 • 512 pages • Paperback ₹ 350 (9789351501404)



CORPORATE COACHING

The Essential Guide

Sraban Mukherjee *Corporate Coach*

It is an excellent book for anyone considering coaching as a career, or who wishes to improve their coaching either internally, in an organization, or who wishes to set up a business as a coach. It is also a good steer for those purchasers of coaching to know how to manage coaches and the coaching process.

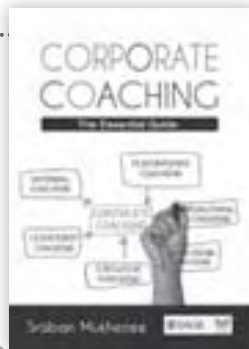
Deborah Tom, *Registered Coaching Psychologist, MD, Human Systems, UK*

Worldwide, organizations invest heavily on their employees to enhance their capabilities and manage growth and build competitive advantage. Through a comprehensive approach, **Corporate Coaching** shows how organizations can use coaching as a development tool to improve the effectiveness of employees at all levels of management. This book focuses on how to improve individual and organizational performance using coaching, develop the leadership pipeline and evolve a coaching culture. The book is a 'How To' guide for corporate coaching, written primarily for human resource and learning and development professionals. It will help readers understand the nuances of corporate coaching and make better decisions in introducing coaching as an intervention for organization development. Sponsors or decision makers of coaching intervention can use the methods given in this book for measuring the return on coaching investment and evaluating the effectiveness of corporate coaching.

CONTENTS

Foreword Libby Robinson / Preface / Overview of Corporate Coaching / Executive Coaching: How It Works / Behavioral Coaching: Concept, Strategies and Processes / Performance Coaching: A Performance Enhancement Tool / Developing Leadership Competencies through Leadership Coaching / Coaching for Talent Management / Internal Coaching: Developing Internal Coaching Capabilities / Corporate Coaching Power Tools / Psychometrics and Psychological Inventories in Corporate Coaching / 360-Degree Survey in Coaching Need Assessment / Measuring Corporate Coaching Effectiveness / Index

SAGE Response
2014 • 272 pages • Paperback ₹ 495 (9788132114956)



EVERY TRAINER'S HANDBOOK

Second Edition

Devendra Agochiya *Freelance Consultant in the field of Training and Development*

A handy and insightful volume for both new and seasoned trainers. The present book is different from the other books in the field of training and development in the sense that it is very practical and applied in its approach..... This book is a lucidly written, practical manual for a training and development professional... The author has done an extremely good job in presenting the contents in a readable and comprehensible fashion. The book does not use jargon; at the same time, it includes all vital topics presented in a straightforward and clear language that an archetypal trainer needs to know and apply in his professional practice. It is not just recommended to a new trainer, but also to a veteran to re-visit and refresh the fundamental principles and processes of training and development.

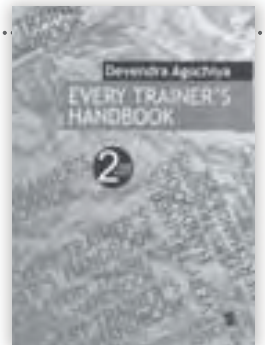
Global Business Review

Every Trainer's Handbook, Second Edition is a practical guide that takes the reader through a step-by-step process of planning, organising and delivering an effective training programme. It offers concrete suggestions and guidelines to trainers for enhancing their knowledge and competencies while simultaneously engaging them in a substantive discussion on various concepts, theories and issues related to training. The handbook has been prepared keeping in view the needs of training different types of groups, in different settings, regardless of the nature of the groups or the themes of the training programmes. It is aimed at training managers, instructors at various training and educational institutions, organisers of workshops and seminars, those responsible for planning training programmes, and participants. Its content as well as its reader-friendly language and style make it suitable and relevant for all levels of trainers-the experienced ones or those who are new to professional training. It is a must-read for people specializing in the fields of business and management-training, human resource development, organizational design and development-and social development.

CONTENTS

Introduction to the Second Edition / Introduction to the First Edition / Training-Concept, Meaning and Scope / Process of Learning in a Training Programme / Making Stakeholders Partners in Training / Steps in Preparing a Training Design / Delivering an Active and Participatory Training Programme / Training Methods and Techniques / Training Group and its Dynamics / The Trainer-Roles and Functions / Evaluation of a Training Programme / Index

2009 • 440 pages • Paperback ₹ 650 (9788132100812)



TRAINING FOR DEVELOPMENT

Third Edition

Rolf P Lynton *Freelance Consultant, North Carolina* and Uday Pareek *late of Indian Institute of Health Management Research, Jaipur*

A useful guide for those involved in training, human resource development, organisational and institutional development and organisational behavior.

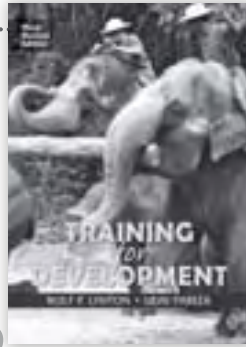
The Organiser

This is the **third edition** of Rolf P Lynton and Uday Pareek's bestselling book, **Training for Development**. Completely revised, this new edition reflects the "speed of change" that the world has undergone in the last two decades and includes recent examples and illustrations. Since 1967, Training for Development has been regarded as the most comprehensive work available to professionals in the field of training and development.

CONTENTS

I: TRAINING: AIMS, CONTEXTS, CHOICES, AND DYNAMICS / What is Training? / Culture and Other Contexts / Choosing Goals, a Dominant Orientation and Best Modality / Training Strategy / Overview of the Training Process / II: TRAINING IN PROCESS: THE VISIBLE TIP / Fine-tuning Objectives and Preparing the Partners / Setting the Stage / Six methods To Highlight Experience and Share Reflective Observations / Four Methods for Heightening Understanding and Improving Planning / Designing the Program / Developing Group and the Climate / Trainers and Training Styles / Evaluating Training and Follow-on Support / III: TRAINING AND TRAINING SYSTEM DEVELOPMENT / The Training System / Training Centers and Like Institutions / IV: THE FURTHER DEVELOPMENT OF TRAINING / Building Competence, Support, and the Profession / Building Institutional Supports For Major Innovations and Developments

2011 • 400 pages • Paperback ₹ 595 (9788132106876)



A South Asian Reprint!

APPLIED HUMAN RESOURCE MANAGEMENT

Strategic Issues and Experiential Exercises

Kenneth M York *Oakland University*

The book is eminently suited to serve as a text for graduates and post-graduate courses on human resource management and public administration in business schools. The book offers management students an in-depth, and hands-on experiential learning applications to help them develop the skills they will need as human resource professionals who deals with people in diverse settings and situations...[The book] is a valuable guidance to students who want to pursue a career in the field of HRM.

Management & Change

This book gives business students in-depth, hands-on experiential learning applications to help them develop the skills they will need as human resource professionals who deal with people in diverse settings and situations. Key Features:

- Offers four Strategic Issues in HRM exercises in each chapter that can be used for class discussions, assigned as homework problems, used as topics for group presentations, or incorporated into tests as essay questions
- Includes two Applications per chapter—brief projects that require students to apply a human resource management concept to a realistic situation—which are ideal for use as homework assignments, instructor illustrations/demonstrations, or in-class projects
- Provides two Experiential Exercises in each chapter to provide students with hands-on learning experiences within a realistic context
- Includes two open-ended Creative Exercises per chapter that ask students or teams to develop unique solutions to realistic problems using what they have learned
- Provides a list of each chapter's exercises grouped according to the Human Resource Certification Institute's Body of Knowledge in Human Resources Management categories to help instructors plan the exercises they want to use

CONTENTS

Preface / Introduction to the Management of Human Resources / Equal Employment Opportunity / Job Analysis / Recruitment and Socialization / Selection / Performance Appraisal / Training and Developing Employees / Compensation and Benefits / Occupational Safety and Health / Employee Relations and Labor-Management Relations / Organizational Change and Development / International HRM / References / Index

SAGE South Asia

2011 • 432 pages • Paperback ₹ 575 (9788132106258)

Originally priced at \$ 75.00 (paperback) and \$ 131.00 (hardback).
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A South Asian Reprint!

AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Nick Wilton *University of the West of England*

This comprehensive text covers a range of HRM topics in a clear and well-organized way. Contemporary and critical issues are considered and future/emerging ideas are also addressed. The text is highly interactive and encourages students to apply ideas and develop their understanding of concepts through a number of case studies and other activities. Each chapter is supplemented by a number of helpful additional readings and website materials and is suitable for students at senior undergraduate and postgraduate levels.

Mr Martin Dowling, School of Management, St Andrews University

Reflection upon key trends in HRM, the labour market and the broader economy, the author offers critical discussion of the theoretical and practical issues surrounding HRM. Includes accessible learning features to help you best explore the material, including:

- 'Research', 'ethics' and 'international' insight boxes
- Chapter summaries and objectives
- Self-test questions
- Recommended reading
- End of chapter case studies

An accompanying companion website provides you with full-text journal articles, extended case studies, weblinks and a glossary. The website also provides an instructor's manual, PowerPoint slides and a multiple-choice testbank for lecturers. This book is essential reading for undergraduate, postgraduate and MBA students, as well as those studying for their CPD qualifications. Companion website available at www.sagepub.co.uk/wilton

CONTENTS

Preface / I: HRM IN CONTEXT / What is HRM? / HRM and the Individual / HRM, Strategy and Performance / The Labour Market Context of HRM / The National and International Context of HRM / II: HRM IN PRACTICE / People Resourcing / Managing Performance / Managing Reward / Human Resource Development / Employment Relations / III: CONTEMPORARY ISSUES IN HRM / HRM, Equality and Diversity / Careers and Career Management / The Management of Workplace Conflict / HRM, Work and Well-being / Current Trends and Future Challenges in HRM / Glossary / References / Index

SAGE South Asia

2012 • 544 pages • Paperback ₹ 575 (9788132108924)

Originally priced at £ 36.99 (paperback) and £ 90.00 (hardback).
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DESIGNING HUMAN RESOURCE MANAGEMENT SYSTEMS

A Leader's Guide

Jayant Mukherjee *HR Consultant and Advisor*

Designing Human Resource Management Systems

provides a framework for designing and implementing Human Resource Management (HRM) systems in various kinds of organizations, even those with limited resources. It is intended for leaders, decision makers, senior managers, HR practitioners, and consultants wishing to innovate, structure, and implement HRM systems in organizations. Distinguishing features of the book are:

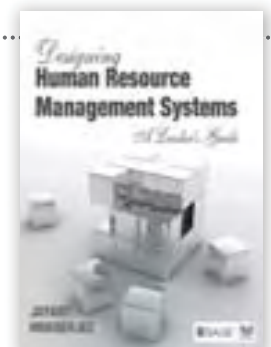
- Guidelines in each of the practice areas of HRM that identify key components and discuss important considerations in designing the sub-system of that practice area
- Exhibits in the form of tools, questionnaires, inventories, forms, policies, and other aspects of utility for designing HRM systems

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Foreword **Vijay Mahajan** / Preface / Introduction / Job Analysis / Human Resource Planning / Recruitment and Selection / Performance Management Systems / Training and Development / 360-degree Feedback / Mentoring and Executive Coaching / Reward Management / HR Policies and Procedures / Index

SAGE Response

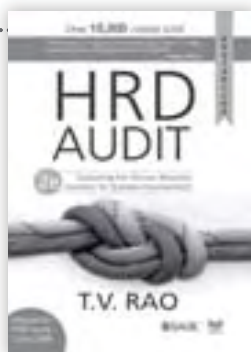
2012 • 344 pages • Paperback ₹ 575 (9788132108962)



BESTSELLER!
HRD AUDIT

Evaluating the Human Resource Function for Business Improvement
Second Edition

T V Rao *Chairman, T V Rao Learning Systems, Ahmedabad*



A unique feature of the book is the HRD Score Card which has been developed and tested by the author. This Score Card can be used to assess and benchmark the maturity level of the HRD function in organizations and make them business-driven. Written in a readable and accessible style, this practice-based book includes several cases, examples, illustrations, detailed questionnaires and checklists.

Business Line

Human capital is an essential component of the market value as well as brand value of every organization. **HRD Audit** presents the first-ever comprehensive approach to evaluating and re-designing human resource development (HRD) function and interventions, and maximizing their contribution to business goals and human capital formation. A unique feature of the book is the HRD Score Card approach that organizations can use to assess and benchmark their level of HRD and its alignment with business goals. The **second edition** is thoroughly updated and revised to cater to the needs of current practitioners and students. It aligns the chapters with the HRD Score Card 2500, which itself is based on the first edition of HRD Audit and developments there after.

CONTENTS

Foreword / Preface / Letter to CEO/CHRO / I: INTRODUCTION / Good HR Practices Can Make a Difference / Elements of Good HRD: Need for Realignment / HRD Audit: Basic Concepts and Components / II: HRD and HR Audit / HRD Strategies / HRD Culture and Values / HRD Structures / HRD Systems / HRD Competencies / III: HRD Audit Methodology and Issues / HRD Audit Methodology: Interviews / HRD Audit Methodology: Observation / HRD Audit Instruments: Questionnaires / Measuring Business Impact and Establishing the HRD Score Card / Writing the HRD Audit Report / Designing and Using HRD Audit for Business Improvement / IV: HRD Audit—The Indian Experience / Case Studies / Effectiveness of HRD Audit as an OD Intervention / References / Index

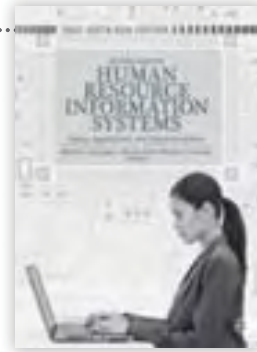
SAGE Response
2014 • 400 pages • Paperback ₹ 595 (9788132119678)

A South Asian Reprint!

HUMAN RESOURCE INFORMATION SYSTEMS

Basics, Applications, and Future Directions
Second Edition

Edited by **Michael J Kavanagh** *State University of New York (SUNY) at Albany*, **Mohan Thite** *Griffith University* and **Richard Johnson** *Nottingham Trent University, Nottingham*



Human Resource Information Systems was the first textbook to provide a thorough introduction to the field of HRIS, combining two major management fields that impact the competitive advantage of companies: human resources and information systems. This thoroughly updated **Second Edition** provides students with a survey of current knowledge and practice in IT, HRM, and HRIS.

Key Features:

- Links HR concepts to technology and demonstrates how HR professional can apply these practices to their day-to-day functions
- Includes an organizational system template, offering a holistic picture of different HRIS to show how these systems, used in conjunction, can contribute to a firm's success
- Provides a consistent chapter structure across the book, aiding student learning and assisting faculty in identifying the important content of each chapter

New to the Second Edition:

- Includes a new Chapter 6 on HR Metrics and Workforce Analytics, showing students how HRIS can provide accurate and timely information for managerial decisions, both strategic and operational
- Reworks the chapter on Job Analysis and HR Planning into a new Chapter 11 on Talent Management, reflecting today's change of emphasis, particularly during the current economic climate
- Provides a new HRIS in Action feature, extending the short vignettes from the first edition into substantive scenarios that introduce the chapter content
- Adds new cases to a number of chapters, with expanded discussion questions to help students engage with the material

A website at provides password-protected instructor resources, including PowerPoint and presentations, a test bank, detailed lecture outlines, and suggested course projects. Open-access student resources include full-text SAGE journal articles selected to support and enhance the content of the book.

Companion website available at www.sagepub.com/kavanagh2e

CONTENTS

Preface / I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND HUMAN RESOURCE INFORMATION SYSTEMS / Evolution of Human Resource Management and Human Resource Information Systems: The Role of Information Technology / Database Concepts and Applications in Human Resource Information Systems / Systems Considerations in the Design of an HRIS: Planning for Implementation / II: DETERMINING HUMAN RESOURCE INFORMATION SYSTEMS NEEDS / Human Resource Information Systems Needs Analysis / System Design and Acquisition / Human Resource Metrics and Workforce Analytics / Cost Justifying Human Resource Information Systems Investment / III: HUMAN RESOURCE INFORMATION SYSTEMS IMPLEMENTATION AND ACCEPTANCE / Project Management and Human Resource Advice for Human Resource Information Systems Implementation / Change Management: Implementation, Integration and Maintenance of the Human Resource Information Systems / IV: HUMAN RESOURCE INFORMATION SYSTEMS APPLICATIONS / Human Resource Administration and Human Resource Information Systems / Talent Management / Recruitment and Selection in an Internet Context / Training and Development: Issues and Human Resource Information Systems Applications / Performance Management, Compensation, Benefits, Payroll and the Human Resource Information Systems / Human Resource Information System and International Human Resource Management / V: SPECIAL TOPICS IN HUMAN RESOURCE INFORMATION SYSTEMS / Information Security and Privacy in Human Resource Information Systems / The Future of Human Resource Information Systems: Emerging Trends in Human Resource Management and Information Technology / Appendix: Additional Resources / Glossary / Index

SAGE South Asia
2011 • 648 pages • Paperback ₹ 595 (9788132108726)

Originally priced at \$ 81.00 (paperback).
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A South Asian Reprint!

HUMAN RESOURCE DEVELOPMENT

Theory and Practice

David McGuire *Edinburgh Napier University* and **Kenneth Molbjerg Jorgensen** *Aalborg University*



This book takes the reader into a journey of visualizing a serious thought since it vivaciously reflects a narrative self-dialogue by authors to overcome the predicament of two intricate yet entwined aspect of the term 'human resources'...a valuable source of information to both students and researchers since it caters to the needs of both communities...

South Asian Journal of Management

The field of Human Resource Development has emerged as one of the most dynamic and multifaceted areas of business and management in recent years. Yet despite the mosaic of topics, debates and approaches, existing textbooks often overlook important emerging topics within the field, and do little justice to the variety of strands involved in the study of HRD. **Human Resource Development: Theory and Practice** encourages students and academics out of their comfort zones by offering the first comprehensive overview that encompasses all the constituent components of HRD, allowing the reader to clearly separate concepts within the field and provide a meaningful basis for detailed discussion and debate.

CONTENTS

Preface / Foundations of Human Resource Development / Assessing the Effectiveness of Training Solutions / Evaluating Training Outcomes / Performance Management and HRD / Human Resource Accounting / Creativity and HRD / Adult Learning Theories / Workplace Learning and HRD / Organizational Learning and HRD / Organizational Development and HRD / Identity and HRD / Futures and Strategic Learning - Strategy Narrative and Storytelling / Leadership Development / Diversity and HRD / International HRD / Reflections on HRD / References / Index

SAGE South Asia
2011 • 264 pages • Paperback ₹ 495 (9788132107453)

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HUMAN RESOURCES DEVELOPMENT

Experiences, Interventions, Strategies

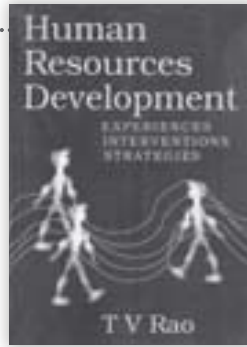
T V Rao *Chairman, T V Rao Learning Systems, Ahmedabad*

It is a widely accepted fact that human resources play a crucial role in the development of nations. Those countries which have developed their people by investing in sectors such as education, health, and science and technology, have achieved considerable success. Whenever they face a resource crunch, most developing nations tend to make human resource development (HRD) choices haphazardly rather than in continuous and planned manner, especially in terms of identifying human resources sectors and target groups, and in choosing appropriate processes.

CONTENTS

Foreword / Preface / I. THE CHALLENGE OF HUMAN RESOURCE DEVELOPMENT / Human Resource Development: Concepts and Background / Human Resources and Economic Development / Strategic Interventions: An Overview / II. STRATEGIC INTERVENTION IN HRD SECTORS AND TARGET GROUPS / Health / Basic Education / Adult Education / Technical and Vocational Education / Higher Education / Science and Technology / Environment / Empowerment of Women / Entrepreneurial Skills for the Poor and Unemployed / III. STRATEGIC INTERVENTIONS FOR HUMAN RESOURCE DEVELOPMENT / Using Non-governmental Organisations / Decentralising and Enhancing Participation / Mobilising Resources / Enhancing Coordination / Professionalising Government / The Role of Government: Priorities and Policies / References and Bibliography / Index

1996 • 392 pages • Paperback ₹ 795 (9780803992740)



PERFORMANCE MANAGEMENT AND APPRAISAL SYSTEMS

HR Tools for Global Competitiveness

T V Rao *Chairman, T V Rao Learning Systems, Ahmedabad*

This book explores the many facets of performance management and how it works. The author defines performance management as a continuous process which consists of defining, planning, analyzing and developing performance through competency building. It focuses on commitment and support building as also recognizing and rewarding performance and contribution. The author maintains that more than just a method of reviewing performance, a performance management facilitates learning among managers. This system brings about role clarity and resultantly, there is more focus on performance development. Key feature:

- It advises organizations to shift their focus from an appraisals only approach to the more holistic framework of performance management
- This will ensure growth and development of employee performance
- This book discusses the latest theoretical developments in the field in a jargon free and accessible style
- It encompasses critical implementation aspects of performance management and includes a number of chapters which provide insightful information on performance management
- It also includes recent experiences of organizations which have incorporated performance management systems in their structure, thus giving the reader a realistic and comprehensive feel of the topic

CONTENTS

Preface / Introduction to Performance Management / Planning Performance for Role Clarity, Accountability and Effectiveness / Increasing Self-Awareness and Understanding / Self-Appraisal / Performance Analysis / Improving Quality of Performance Ratings / Performance Review Discussion / Using Performance Management Systems Data for HR Decisions and Performance Improvements / Performance Management Systems and Appraisal Practices in India / The 1990s Scenario / Performance Management Systems and Appraisal Practices in Some Asian Countries / Making Performance Management Systems and Appraisals Work / Monitoring Performance Planning Analysis and Development Systems / Focusing on Team Performance for Better Results / Rating-Less Appraisals for the Future of Performance Management Systems / Performance Management / From Systems to Spiritual Approach / Implementing Performance Management Systems / Performance Management Systems in Select Organisations / 360 Degree or Multirater Assessment and Feedback Systems / Potential Appraisal / References and Bibliography / Index

SAGE Response

2004 • 330 pages • Paperback ₹ 595 (9780761998471)



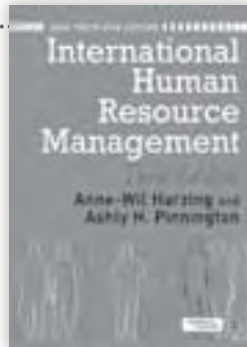
A South Asian Reprint!

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Third Edition

Edited by **Anne-Wil Harzing** *ESCP Europe Business School, London Campus* and **Ashly Pinnington** *The British University in Dubai*

The features which make the book uniquely helpful to readers are, an overview of learning objectives, chapter outline, further reading, internet resources, case studies, self-assessment questions and companion website.... It goes to the credit of Harzing and Pinnington that the text at no place appears disjointed, although the book has contributions from a large number of authors. The book has a solid research base. It is very comprehensive with a broad and global coverage and provides a detailed overview of main ways that IHRM has been conceptualised and evolved over the years. It has maintained academic rigour and critical focus that have helped the authors to establish its reputation as the one of the most authoritative texts in international human resources management. This book has been very well received by teachers and students the world over.



The Tribune

The eagerly-awaited **third edition** of the hugely successful **International Human Resource Management** succeeds in maintaining the academic rigour and critical focus that have established its reputation as the most authoritative and cutting-edge text in the field. A companion website with an Instructors' Manual for lecturers and free full-text journal articles and additional case material for students.

Companion website available at www.sagepub.co.uk/harzing3e

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I: STRATEGIC, COMPARATIVE AND ORGANIZATIONAL PERSPECTIVES ON IHRM / Strategic Management and IHRM / Comparative Human Resource Management / Culture in International Human Resource Management / Human Resource Management in Cross-Border Mergers and Acquisitions / Approaches to IHRM / II: INTERNATIONAL ASSIGNMENTS AND EMPLOYMENT PRACTICES / International Assignments / Multinational Companies and the Host Country Environment / The Transfer of Employment Practices across Borders in Multinational Companies / High Performance Work Systems - International Evidence of the Impact on Firms and Employees / International Evidence of the Impact on Firms and Employees / III: IHRM PRACTICES / Managing Knowledge in Multinational Firms / The Development of Global Leaders and Expatriates / Global and Local Resourcing / Global Performance Management / Total Rewards in the International Context / IV: DEVELOPMENTS IN IHRM POLICY AND PRACTICE / Women Leading and Managing Worldwide / Global Work Life Management in Multinational Corporations / Regulation and Change in Global Employment Relations / Social Responsibility, Sustainability and Diversity of Human Resources / Index

SAGE South Asia

2011 • 664 pages • Paperback ₹ 625 (9788132106470)

Originally priced at £37.99 (Paperback) and £108.00 (Hardback)
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STRATEGIC HUMAN RESOURCE MANAGEMENT

An Indian Perspective

Anuradha Sharma and **Aradhana Khandekar**
Indian Institute of Technology, New Delhi

Business organizations the world over are increasingly recognizing the potential of their human resources. Strategic human resource management emerged out of the parent discipline of human resource management with the aim of optimizing organization objectives. It emphasizes the strategic importance of formulating HR objectives, strategies, and policies with a view to developing the skills and abilities for the achievement of competitive advantage. This book provides a comprehensive, contemporary, and critical review of the key issues in strategic human resource management in India. The focus is on the reality of "people management" in large, global companies. Establishing the effectiveness of strategic HRM with respect to organizational performance, the authors examine recent research as also provide case studies of companies operating in the country.

CONTENTS

Preface / Introduction to Strategic HRM / Models of Strategic HRM / Strategic HRM in India: Emerging Dimensions / Strategic HRM in India: Understanding the Manager's perception and the Corporate World / Case Studies of Global Organizations Operating in India: The Strategic HR Perspective / Epilogue / Bibliography / Index

SAGE Response

2006 • 276 pages • Paperback ₹ 650 (9780761933601)



THE POWER OF 360 DEGREE FEEDBACK

The India Way for Leadership Effectiveness
Second Edition

T V Rao Chairman, T V Rao Learning Systems, Ahmedabad and **Raju Rao** Director, T V Rao Learning Systems, Ahmedabad

360 Degree Feedback, or multi-rater feedback, is an established HR methodology used in organizations across the world. This book presents in-depth details about the process of developing managers into leaders and outlines methodologies for designing and using a 360 Degree Programme for managers at all levels. This **second edition** draws extensively from the authors' own experiences in the last decade since the first edition was published. The book also includes research done using over 8,000 top-level managers whose leadership roles and qualities were profiled using the authors' Roles, Styles, Delegation and Qualities (RSDQ) model. Lessons from their stories and practices of some of the HR award-winning organizations are presented in this edition. The book also presents a section on the various tools of 360 Degree Feedback for a variety of groups. It is hoped that this edition will give an update of the 360 Degree Feedback the Indian way.

CONTENTS

Preface to the Second Edition / Preface to the First Edition / Introduction / I: DEVELOPING MANAGERS INTO LEADERS / How to Be an Effective Person? / What Makes Managers Effective? / What Makes a Good Leader? / Managerial and Leadership Roles / Managerial and Leadership Styles / II: DESIGNING AND IMPLEMENTING A 360 DEGREE FEEDBACK PROGRAMME / 360 Degree Feedback: The Power Tool / Competence Building through 360 Degree Feedback / Coaching in 360 Degree Feedback / Myths and Realities of 360 Degree Feedback / Conditions for Successful 360 Degree Feedback / III: LESSONS FROM EXPERIENCE AND RESEARCH / 360 Degree Feedback: Indian Experience / Life after 360 Degree Feedback: Lessons for Future / Getting ROI on 360 Degree Feedback / Lessons from 100 Impact-making Managers / Experiences from Other Countries / IV: 360 DEGREE FEEDBACK TOOLS FOR OTHER SECTORS / 360 Degree Feedback Tools for School Principals / 360 Degree Feedback Tools for Teachers, Students and Parents / 360 Degree Feedback Tools for Non-governmental Organizations / Appendix: Organizations Using 360 Degree Feedback / References and Select Bibliography / Index

SAGE Response
2014 • 292 pages • Paperback ₹ 525 (9788132119692)



BESTSELLER!
Over 15,000 copies Sold!
BODY LANGUAGE

A Guide for Professionals
Third Edition

Hedwig Lewis Educationist and writer

A command over body language has become an important skill in today's world. It is the X-factor that completes the personalities of executives, entertainers, politicians, celebrities, and many more. After the thumping success of the previous edition of **Body Language: A Guide for Professionals**, SAGE has come out with this exciting **third edition**. Since the last edition of this book more than a decade ago, Internet and media have brought renewed interest to non-verbal communication, particularly to body language. The author has painstakingly combed through the existing text and has extensively researched online resources to add new insights to this edition, making it a cutting-edge reference on the subject. Some of the significant new features of this edition are:

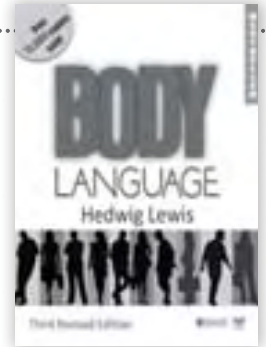
- Latest developments in the field of non-verbal communication
- Extra details that add greater depth, clarity and comprehensiveness to the text
- Modern-day observations of human behaviour and body-talk
- Coverage of typical Indian gestures where relevant
- A new section on 'Body Language in Sleep'
- Additional practical tips and suggestions

The reader is also challenged with tests and practice sessions that help develop special skills to interpret body language. With its various improvements, this edition presents a systematic, in-depth, and comprehensive approach to body language.

CONTENTS

Preface / The Characteristics of Body Language / The Face / The Eyes / The Head and Torso / Arms, Hands, and Palms / Postures / Zones and Spaces / Traits and Attitudes / Body Language in Practice / References / Index

SAGE Response
2012 • 268 pages • Paperback ₹ 525 (9788132107200)



THE HANDBOOK OF COMPETENCY MAPPING

Understanding, Designing and Implementing Competency Models in Organizations

Second Edition

Seema Sanghi STYRAX Consultancy Pvt Ltd

The **second edition** of this bestselling book is designed to help human resource managers and professionals understand, develop, manage and map competencies within their organizations. Using a highly accessible framework and structure, this reader-friendly book tackles key issues that include:

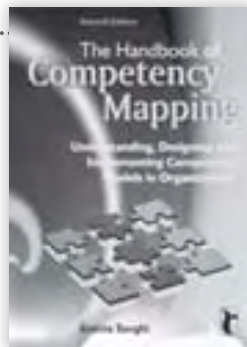
- Understanding and developing competencies
- Integrating the competency framework within the HR system of an organization
- Implementing and mapping competencies in an assessment centre
- Reviewing the plethora of application-based experiences and existing models
- Effectively managing the consequent changes in the organization

In this edition, the author has expanded several chapters to provide a greater understanding of business strategies, environmental imperatives and the changing role of HR as a strategic partner. The book includes more case studies, live examples and models offering invaluable insight to users in order to develop customized models of competency mapping for their organizations.

CONTENTS

Preface / I: INTRODUCTION TO COMPETENCY / Developing Competency Models / Issues Related to Developing Competency Models / Competency-Based Application / Formation of a Competency Framework / Competency Mapping and Assessment Centres / Resistance and Recommendations / II. GENERIC COMPETENCY DICTIONARY / Generic Competency Model for Leadership Role in any Organization / Competency Model for HR / Leadership Competency Model for Automobile Industry / References / Index

SAGE Response
2008 • 252 pages • Paperback ₹ 525 (9780761935988)



FORTHCOMING

CAMPUS TO CORPORATE

Your Roadmap to Employability

Gangadhar Joshi Principal Consultant, Gangadhar Joshi and Associates, Nasik

This textbook offers a fresh perspective to the techniques of coping with the challenges of transition from a relaxed campus life to a professional corporate environment. Key highlights of the book:

- Follows a pragmatic approach—discusses corporate expectations from students and the means to deliver the expected results
- Highlights critical soft skills requirements and adopts a practice-oriented approach
- Discusses high-in-demand technology-based skills (such as database management, data-mining and IT security)
- Includes important information on professional certification and membership of professional associations

CONTENTS

Preface / I: PUTTING THINGS IN PERSPECTIVE / Introduction and Need for Transition / Corporate Expectations Scenario / Business Schools Scenario / II: PERSONAL EFFECTIVENESS ENHANCEMENT / 7Cs Model for Professional Excellence / Personality and Personality Development / Building Positive Mindset and Work Attitude / Values and Ethics / Innovation and Creativity / Work-Life Balance / Time Management / Managing Stress / III: BEING EFFECTIVE IN THE ORGANISATION / The 50 New Rules of Work / Professional Etiquettes and Mannerisms / Building Relationships within an Organisation / Communication Skills / Working in Teams / Managing Conflicts / Effective Negotiation Skills / Creative problem solving / Power and Politics in Organisations / Managing Your Boss / IV: TECHNOLOGY SKILLS AND CERTIFICATIONS / Introduction and Need for Technology Skills / Basic Information Technology (IT) skills / Higher Level Information Technology (IT) skills / Enterprise Resource Planning (ERP) Knowledge / Professional Memberships and Certifications / V: EXCELLING THROUGH PLACEMENT PROCESS / Writing a Perfect Resume or CV / Success at Written Aptitude Test / Success at Group Discussions / Going through Interview / Process Pre- and Post-Interview Follow-up / Index

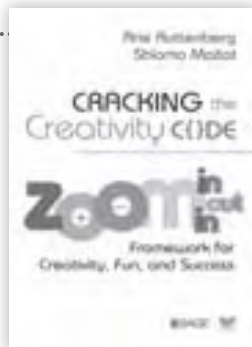
SAGE Texts
2015 • 322 pages • Paperback ₹ 275 (tent) (9789351502791)



CRACKING THE CREATIVITY CODE

Zoom in/Zoom out/Zoom in Framework for Creativity, Fun, and Success

Arie Ruttenberg *Creativity Bank* and **Shlomo Maital** *Samuel Neaman Institute for Advanced Studies in Science and Technology, Technion-Israel Institute of Technology, Haifa*



[The book] delightfully shows that the talent of creativity can be mastered and developed and is not a privilege for just a few lucky ones. One just has to take the 'Elevator' and follow Zi-Zo-Zi, the angel of creativity and the authors' instructions in order to develop and train the 'creativity muscles'... I enthusiastically recommend this book to all who would like to learn about the talent of creativity and how to master it.

Professor Peretz Lavie, President, Technion-Israel Institute of Technology

Creativity is an acquired skill, one that improves with practice. **Cracking the Creativity Code** shows you how! This book provides a proven method for generating world-changing ideas. It empowers individuals who have given up on their innate creativity, who believe that they have lost their creative powers through years of disuse. In a light, entertaining style, the authors describe their unique, structured approach to creativity.

CONTENTS

The Last Chapter: How Come Nobody Thought of That Before? / Your Brain as a PC / Your Imagination: The Tool That Is Beyond Our Imagination / Taking the Imagination Elevator to the Land of Unlimited Possibilities / Creativity in Action: Stories to Aspire and Inspire / So—How in the World Do You Create? / Build Your Creativity Muscles: 10 + 1 Exercises for Heavy-Lifting Change-the-World Innovators / What Scholars Know about Creativity: A Journey Through the Literature / On Becoming Walter Mitty: The Fun of Imagining / Epilog: There Is Always More Than One (Right) Way... / Index

SAGE Response

2014 • 180 pages • Paperback ₹ 425 (9788132119685)

New

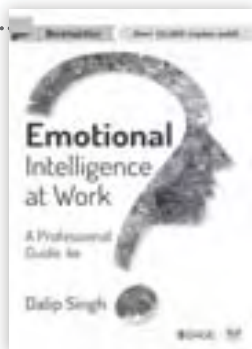
BESTSELLER!

EMOTIONAL INTELLIGENCE AT WORK

A Professional Guide

Fourth Edition

Dalip Singh *Joint Secretary, Ministry of Steel, Government of India*



Emotional intelligence is increasingly being recognised as a key determinant to professional success in today high-stress environment. This fourth, thoroughly revised, edition of a highly acclaimed book is an essential guide to recognise, understand and manage emotions.

CONTENTS

Preface to the Current Edition / Preface to the First Edition / Emotional Intelligence: The Concept / Emotional Intelligence and Your Personality / Emotional Intelligence and Interpersonal Relations / Know How Emotions Affect Physical Health / Emotional Skills That Managers Should Learn / Know Your EQ: Emotional Quotient Test / References and Select Bibliography / Index

SAGE Response

2015 • 200 pages • Paperback ₹ 495 (9789351501022)



About the Author

Dalip Singh is an Indian Administrative Service (IAS) officer of 1982 batch, Haryana Cadre, India. He is a trained psychologist and an expert on emotional intelligence. He lives in Chandigarh, India, and may be contacted at www.eqindia.com

FORTHCOMING

HUMAN DRAMA INC.

Emotional Intelligence in the Workplace

Neeta Mohla

Life in office is similar to a drama where various human emotions are at work. It is at this dais that people sometimes lose their nerve and along with it career and growth opportunities. Or people channelize their emotions smartly and chart their success story. This book presents a simplified framework for understanding emotional intelligence that can be applied in the workplace. The book's practical learnings are based on the author's rich experience of working with business leaders and senior executives including c-suite of leading organizations.

CONTENTS

Introduction to Emotional Intelligence / ACT 1: Knowing the Script—Do You Understand Your Character and Role? / SCENE 1: Looking into the Mirror / SCENE 1: Looking into the Mirror / SCENE 2: Recognising Your Reflection / SCENE 3: Getting in Sync with Reality / SCENE 4: Becoming Your Own Best Friend / ACT 2: Lights! Camera! Action!—Are You Staying on Track? / SCENE 1: Taking a Deep Breath / SCENE 2: Looking Before You Leap / SCENE 3: Believing in Yourself / SCENE 4: Going with the Flow / SCENE 5: Navigating Daily Obstacles / ACT 3: Winning Awards—Are You Driving and Enjoying Your Success? / SCENE 1: Staying Away from the Dark Side / SCENE 2: Striving to Realise Your Potential / SCENE 3: Having a Positive Approach to Life and Enjoying Yourself / ACT 4: Cast and Crew—Are You Working in Tandem with the Team? / SCENE 1: Reaching Out and Creating Connections / SCENE 2: The Power of True Communication / ACT 5: Encore!—Are You Building Strong Equations? / SCENE 1: Building Bridges, Not Walls / SCENE 2: Becoming Part of a Larger Whole / Emotional Intelligence in Action / Emotional Intelligence and Change / Emotional Intelligence and Conflict / Emotional Intelligence and Customer Service / Emotional Intelligence and Productivity / Emotional Intelligence and Performance Management / Emotional Intelligence and Inspiration / Conclusion

2015 • 192 pages • Paperback ₹ 375 (tent) (9789351502906)

CAPITAL MARKETS IN INDIA

Edited by **Rajesh Chakrabarti** *Indian School of Business, Hyderabad* and **Sankar De Shiv Nadar University, Noida**



This book is the result of the collaborative efforts of the Indian School of Business and Nomura Institute of Capital Market Research... The volume is a snapshot of the state of evolution of markets, their strengths and weaknesses. It is an exemplary assessment of all the facets of capital markets in our country... The book had a large number of tables, figures and appendices, which provide a wealth of data. It is an excellent contribution to the study of capital market and is useful for students of finance, professionals, regulators and all interested in capital market.

Free Press Journal

This book provides a comprehensive picture of the recent trends and developments in the Indian finance scenario. It provides the reader with: "A comprehensive description and assessment of the Indian capital markets" An analytical approach together with a description of major recent developments and the current status of the finance sector. The collection deals with issues like brokerage, security analysis, and underwriting, as well as the legal infrastructure of the markets. It focuses primarily on the Indian stock markets, corporate bond markets and derivatives markets. It also looks at the importance of asset management companies such as those involved with mutual funds, pension funds and venture capital funds to gain a better understanding of the asset management industry in India. This volume has a distinctive and eclectic author list that includes academicians, a prominent corporate lawyer from India, top executives from the leading stock exchange in India, and the head of a key private investment research company, all of whom represent the best in their respective fields.

CONTENTS

Foreword / Preface / Introduction / Equity Markets / Bond Markets / Derivatives Markets / The Asset Management Industry In India / The Securities Industry / Securities Regulation / Index

SAGE Response

2011 • 420 pages • Paperback ₹ 595 (9788132105008)

New

EASY MONEY

The Greatest Ponzi Scheme Ever and How It Is Set to Destroy the Global Financial System

Vivek Kaul *Daily News and Analysis (DNA) and The Economic Times*

This is the third book in the **Easy Money trilogy** which discusses how, what the world now calls the global financial crisis evolved in the aftermath of the real estate bubble bursting in the United States and other parts of the world. In this book, we will try to understand the various reasons behind the financial crisis, and also identify the different villains behind it.

CONTENTS

Foreword **Kevin Maney** / Preface / Introduction / Same Old Same Old! / Some Are More Equal Than Others / Easter without a Good Friday: The AAA Bubble / The Mad Cow Disease / The British Screwed Us / How Not to Spot a Bubble / Print Money, Buy Tomato Ketchup / The Yellowstone Effect / The More Things Change, the More They Remain the Same / Of Currency War, Inflation, and Agatha Christie / That Four-letter Word Called "Risk" / Conclusion: "Pure Intellectual Masturbation" / Epilogue: Crouching Tiger, Hidden Dragon / Acknowledgments / Appendix: Double Your Money in 45 Days / Index

SAGE Response

2015 • 384 pages • Paperback ₹ 395 (9788132113447)

EASY MONEY

Evolution of the Global Financial System to the Great Bubble Burst

The second book in the **Easy Money trilogy** discusses how the global financial system evolved in the aftermath of the First World War and how that finally led to the dot-com crash in the United States, in the early 2000s. It gives an overview of how in the aftermath of the First World War, Europe was in major trouble. The book also analyzes how the United Kingdom of Great Britain, which was once the premier nation of the world, lost out to its former colony, the United States of America.



CONTENTS

Foreword **R Jagannathan** / Preface / Introduction / Coup de Whiskey / The Great Depression / The Men Who Knew Too Much / Hitler Falling, Dollar Rising! / Exorbitant Privilege / The American Promise / The Man Who Would Be King / When a Tokyo Palace Became More Expensive than California / Irrational Exuberance / But a Pin Lies in Wait for Every Bubble / After the Crash / Conclusion : If We Learned from Experience, History Wouldn't Repeat Itself / Acknowledgments / Appendix : Double Your Money in 45 Days / Index / About the Author

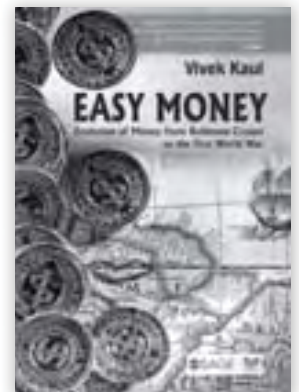
SAGE Response

2014 • 356 pages • Paperback ₹ 425 (9788132113430)

EASY MONEY

Evolution of Money from Robinson Crusoe to the First World War

"A man hears what he wants to hear and disregards the rest," wrote singer and songwriter Paul Simon some decades back. Until now they have tended to deal with certain aspects of the crisis without looking at the bigger picture of what really went wrong. The history of money and the financial system as it has evolved over the centuries stand at the heart of this endeavor. It explores the idea that the evolution of money over centuries has led to an easy money policy being followed by governments and central banks across the world, which in turn has fueled humongous Ponzi schemes, which have now started to unravel, bringing the whole world on the brink of a financial disaster.

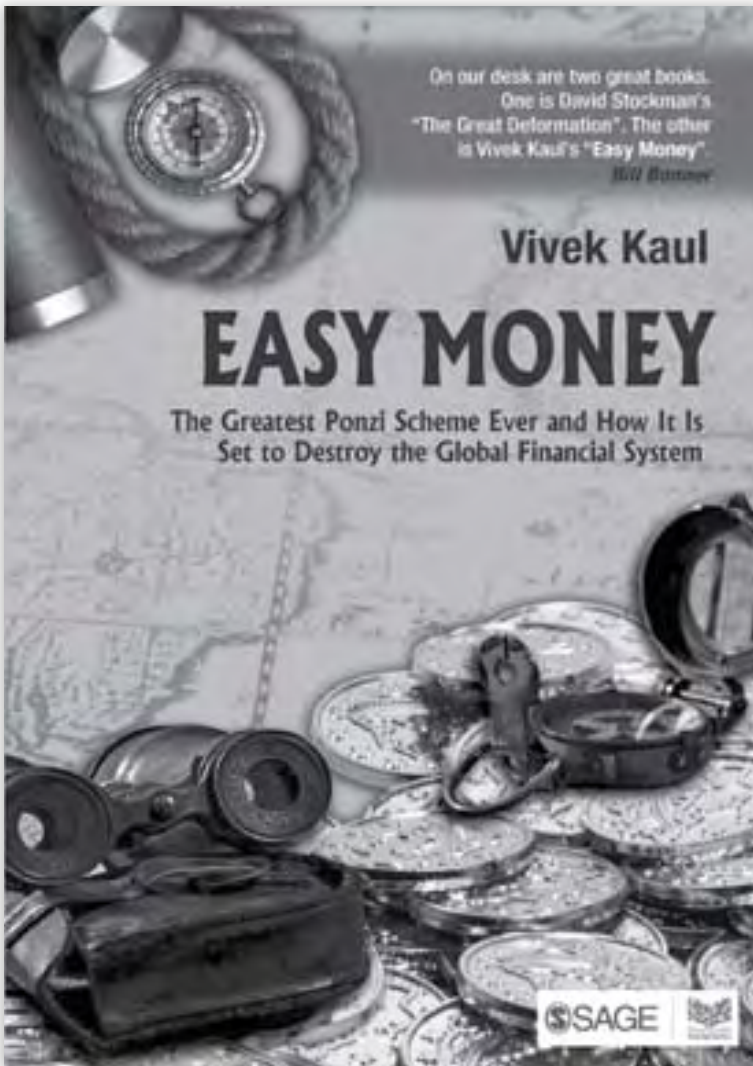


CONTENTS

Foreword **Satyajit Das** / Introduction / Why Robinson Crusoe Did Not Need Money / Gold Is Useful Because It Is Useless / The Merchant of Venice / The Bank of England / The Other Life of Isaac Newton / Paper Money during the Revolutions / How Bank of England Became a Central Bank / When the "Cooke" Crumbled / The Gold Rush / The Creature from Jekyll Island / Between the Wars / Conclusion : This Time Is Not Different / Acknowledgments / Appendix : Double Your Money in 45 Days / Index / About the Author

SAGE Response

2013 • 300 pages • Paperback ₹ 395 (9788132113423)



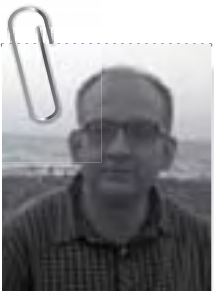
On our desk are two great books. One is David Stockman's "The Great Deformation". The other is Vivek Kaul's "Easy Money".
Bill Whitney

Vivek Kaul

EASY MONEY

The Greatest Ponzi Scheme Ever and How It Is Set to Destroy the Global Financial System

SAGE



About the Author

Vivek Kaul has worked at senior positions with the Daily News and Analysis (DNA) and The Economic Times. His writings have appeared across various other publications in

India. These include The Times of India, The Hindu, The Hindu Business Line, Indian Management, Asian Age, Deccan Chronicle, Forbes India, Quartz India, Mutual Fund Insight, and Wealth Insight. He has also written regularly for rediff.com. Currently, he is a regular columnist for firstpost.com and firstbiz.com.

CORPORATE FINANCE

Theory and Practice

Second Edition

S R Vishwanath T A Pai Management Institute, Manipal

This revised and enhanced book examines the role of finance in supporting other functional areas while fostering an understanding of how financial decisions can create value.

The Times of India

This—revised and enhanced—book examines the role of finance in supporting other functional areas while fostering an understanding of how financial decisions can create value. **Corporate Finance** covers areas related to estimating divisional cost of capital; executing a financing strategy; establishing debt and dividend policies consistent with the company's strategy and environment; choosing between dividends and stock repurchases; managing high growth and managing working capital. Its new topics include:

- Corporate Financial Flexibility (Real options)
- New Financial Instruments
- Project Finance
- Acquisitions and Control
- Performance Measurement and Incentive Compensation

The goal of this book is to provide a thorough understanding of how and why firms make their financial decisions the way they do and their impact on shareholder value. The central theme of the book is Value Based Management, which assumes that maximizing shareholder value is the governing objective of a firm. Each chapter of this new edition has detailed and real-life cases to help students easily understand and grasp concepts.

CONTENTS

Preface / I: BUILDING BLOCKS / Introduction / Time Value of Money / Risk and Return / Estimation of Cost of Capital / Financial Statements and Firm Value / A Case Study: Financial Statements and Industry Structure / A Case Study: Financial Performance of Pharmaceutical Companies / II: CAPITAL INVESTMENTS / Overview of Capital Budgeting / Free Cash Flow Valuation / A Case Study: Detergents India Limited / Risk Analysis in Capital Investments / A Real Options Perspective of Capital Budgeting / A Follow-Up Note on Capital Budgeting / III: MANAGING CURRENT ASSETS / Estimation of Working Capital / A Case Study: Bharti Dredging and Construction Limited / Cash Management / Receivables Management / A Case Study: SM Electric (India) Limited / IV: THE FINANCING DECISION / Optimal Capital Structure / An Overview of Financing Choices / Initial Public Offerings / Bank Loans / A Case Study: Bermuda Airways / Debt Markets / A Follow-Up Note on Financing (Executing a Financing Program) / A Case Study: Financing NTPC / Special Topic: Project Financing / A Case Study: HPL Cogeneration Limited / The Leasing Decision / V: DIVIDEND POLICY / The Dividend Debate / A Case Study: Back to SM Electric (India) Limited / VI: FINANCIAL POLICY, COMPETITIVE STRATEGY AND SHAREHOLDER VALUE / Growth and Value / Growth via Mergers and Acquisitions / A Case Study: The Merger of ICICI Bank and Bank of Madura / Leveraged Recaps and Buyouts (Revitalizing Organizations through Capital Structure Choice) / EVA and Divisional Performance Measurement / Index

SAGE Response
2007 • 764 pages • Paperback ₹ 750 (9780761934974)



New

FINANCIAL PLANNING

Theory and Practice

Sid Mittra Emeritus Professor of Finance, Oakland University, Shailendra K Rai Management Development Institute, Gurgaon, Anandi P Sahu School of Business Administration, Oakland University and Harry Starn California Lutheran University and Associate Director, California Institute of Finance.

An all-encompassing companion to understanding the nuances of the financial planning process. This comprehensive text is the outcome of decades of teaching and practical experience of the authors in the field of financial planning. It is the first Indian adaptation of Practising Financial Planning for Professionals (now in its 11th edition in the United States), which is already a classic textbook. This adaptation has been carefully undertaken to suit the requirements of various courses on financial planning offered in India.

Key Features:

- Extensive coverage of topics—from basics of planning process, insurance, investment to tax and retirement planning
- Indispensable resource to the students of PGDM (in financial markets, wealth management and financial services) and CFCPCM
- Text interspersed with examples, cases/case-lets, quizzes, and tabular data
- Up-to-date coverage of financial planning essentials specific to the India context

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Foreword Harold Evensky / Preface to the First Indian Edition / I: INTRODUCTION TO FINANCIAL PLANNING AND BASIC TOOLS / Emerging Role of the Financial Planner / Personal Financial Planning Process / Time Value of Money: The Universal Tool / II: RISK MANAGEMENT PLANNING / Life Insurance: Structure, Concepts and Planning Strategies / Health, Homeowner's, Automobile and Liability Insurance: Structure, Concepts and Planning / III: CASH MANAGEMENT AND EDUCATIONAL PLANNING / Cash Management, Savings, Credit and Debt Planning / Educational Planning / IV: INVESTMENT PLANNING / Investment Products and Markets: An Introduction / Investment Management: Concepts and Strategies / Investment Planning Strategies / V: TAX PLANNING / Basic Federal Income Tax Structure / Tax Planning: Concepts and Strategies / VI: RETIREMENT PLANNING / Basic Structure of Retirement Income / Retirement Planning: Concepts and Strategies / VII: ESTATE PLANNING / Basic Structure of Estate Planning / Index

SAGE Texts

2015 • 515 pages • Paperback ₹ 450 (9789351502500)

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CREDIT RISK MANAGEMENT FOR INDIAN BANKS

K Vaidyanathan CEO, Quantum Phinance

This is the first book of its kind which has a thorough and comprehensive treatment of credit risk pertinent to the Indian Banking Sector. I recommend this book as a must read for all banking professionals in India.

V K Sharma, Executive Director, RBI

Credit Risk Management for Indian Banks is a one-stop reference book for practising credit risk professionals in the Indian banking sector. This is the first book of its kind, which is exclusively targets the practical needs of Indian bankers. It lays more emphasis on the ground realities of Indian banking and enunciates principles and guidelines of credit risk management based on real-life situations.

CONTENTS

Preface / Introduction / Short-term Credit by Commercial Banks / Long-term Credit by Commercial Banks / Non-Fund based Credit Exposure-Bank Guarantee / Non-Fund based Credit Exposure-Letters of Credit / Retail Credit Risk and Economic Welfare / Assessment of Credit Risk / Non-performing Assets / Credit Recovery and Legal Aspects of Credit Risk / Processes in Management of Credit Risk / Improving Credit Risk Management / RBI Regulation and Capital Adequacy / Appendices

SAGE Response
2013 • 275 pages • Paperback ₹ 650 (9788132111023)



FINANCIAL SERVICES IN INDIA

Concept and Application

Rajesh Kothari R A Podar Institute of Management, University of Rajasthan, Jaipur

Financial Services in India: Concept and Application covers emerging areas of financial services in India—an integral part of the syllabus in all leading business schools. It contains features like latest trends, contemporary information and updated data on financial services that are not easily available.

The book advances essential concepts of the financial system and the regulatory framework while encompassing all the developmental aspects of finance. It analyzes the pace of progressive integration of financial markets—from banking, insurance, mutual funds, securities and commodities with high technology absorption, to focusing on customer-based services. It also discusses new forms of financial investments like Real Estate Investment Trust (REIT), Consumer Finance and Investment Banking. This textbook will be an asset for students pursuing management studies. It has a clear and lucid style that will help even those who are not from a financial background.

CONTENTS

Preface / Introduction / Regulatory Framework of Financial Services in India / Risk and Return in Financial Services / Banking Services in India / Insurance Services in India / Capital Market Services / Mutual Fund / Leasing and Hire-Purchase / Securitisation / Credit Rating / Venture Capital / Factoring Services / Plastic Money / Merger and Acquisitions / Miscellaneous / Review Questions / Bibliography / Index

SAGE Texts

2011 • 360 pages • Paperback ₹ 525 (9788132105077)



FINANCIAL TERMS SIMPLIFIED

Gautam Majumdar former President, Kinetic Capital Finance Ltd

Financial Terms Simplified covers terminology from the world of Banking, Insurance, Capital Markets and Finance. The terms have been culled from a range of literature with the emphasis being on presenting innovative terms in common usage.

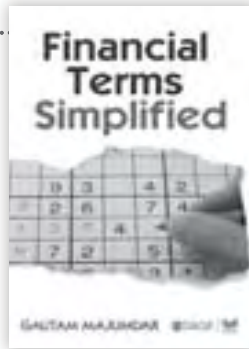
This book will be useful dictionary for academics, students and finance professionals. Libraries of educational institutions, chambers of commerce and bank training colleges too will find this lexicon a handy reference.

CONTENTS

Preface / A-Z Terms / Bibliography

SAGE Response

2013 • 328 pages • Paperback ₹ 395 (9788132111658)



MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING

Edited by **Chandrashekar Krishnamurti** University of Southern Queensland and **S R Vishwanath** T A Pai Management Institute, Manipal

This book covers the entire spectrum of activities in a typical merger transaction—starting from searching for candidates to closing the deal.

The Key Features of the book include:

- Rationale for diversification via acquisition, searching for acquisitions, valuation of publicly and privately held companies, design of consideration in acquisitions, cross-border acquisitions and empirical evidence on mergers
- Various forms of corporate restructuring like spin-offs, carve outs, targeted stocks, reorganization of debt contracts, lay offs and downsizing are covered
- There is also a summary of the research conducted in this subject over the last 20 years

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Preface / Diversification via Acquisition / Searching for Acquisitions / Value Drivers and Target Valuation / Valuation of Privately-held Companies / Real Options Analysis in Mergers and Acquisitions / Design of Consideration in Acquisitions: Cash and Stock Offers / Accounting and Tax Factors in Mergers and Acquisitions / Cross-Border Acquisitions / The Empirical Evidence on Mergers / Takeover Defenses / Spin-offs, Equity Carve-outs and Targeted Stocks / Bankruptcy and Reorganization / Employee Share Ownership Plans / Index

SAGE Response

2008 • 432 pages • Paperback ₹ 595 (9780761935865)



About the Author

Gautam Majumdar was President, Kinetic Capital Finance Ltd (1997-1999). As the president of the company he enriched his special interest in credit with thorough knowledge of leasing and hire purchase finance. His area of expertise is the credit portfolio with focus on large advances, recovery procedures and rehabilitation of weak units. He has the special distinction of publishing a quarterly journal on Bank Marketing and originating a web portal on financial literacy.

A South Asian Reprint!

INTERNATIONAL BUSINESS

Theory and Practice

Ehud Menipaz Ben Gurion University and **Amit Menipaz** e-Bay SDC Development Centre

Any leader worth his or her salt today must be confident in a global marketplace. I had the privilege to work closely with Amit Menipaz for several years - he's a true world-class expert on both the theory and practice of global management.

Josh Silverman, former CEO of Skype and Shopping.com

What are the fundamental challenges and emerging trends of international business today? **International Business: Theory and Practice** addresses these questions by providing a broad overview of the subject, while using examples and cases from around the world to guide readers through the practical issues and context of international business. With its global perspective and readable style, this text:

- Explores current critical issues, including: corporate social responsibility in an era of unprecedented globalization; applications of technology in a digital economy; the rise of the global entrepreneur; and global supply chains
- Unpacks the complex issues facing both multi-national, international, small and medium-sized enterprises seeking to enter, manage and compete across global markets
- Contains learning features including country focuses, international cases, discussion questions and a glossary

Companion website available at <http://www.uk.sagepub.com/menipaz>

CONTENTS

Preface / I: INTRODUCTION TO INTERNATIONAL BUSINESS ENVIRONMENT / Global Business in the 21st Century / Corporate Citizenship, Social Responsibility and Ethics / II: INTERNATIONAL BUSINESS ENVIRONMENT / Cultural Context of International Business / Political and Legal Environments of International Business / Economic Systems and International Trade / International Trade and Regional Integration / International Financial System / III: INTERNATIONAL TRADE, INVESTMENT AND REGIONAL INTEGRATION / Foreign Direct Investment / International Trade, Investment and Regional Integration / The Global Financial System / IV: INTERNATIONAL BUSINESS STRATEGY / International and Global Strategy / Global Alliances / Joint Ventures and Merger and Acquisitions / V: INTERNATIONAL BUSINESS MANAGEMENT / Global Technology Management / Global Human Resources Management / International Financial Management / Global Operations and Supply Chain Management / Global Marketing, Sales and Support / International Accounting and Taxation / Glossary / Index

SAGE South Asia

2012 • 632 pages • Paperback ₹ 845 (9788132110361)

Originally priced at £ 42.99 (paperback) and £ 96.00 (hardback).
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INTELLECTUAL PROPERTY AND BUSINESS

The Power of Intangible Assets

Rodney D Ryder Advisor, Ministry of Communications and Information Technology, Government of India and **Ashwin Madhavan** Director, Enhelion Knowledge Ventures Pvt. Ltd

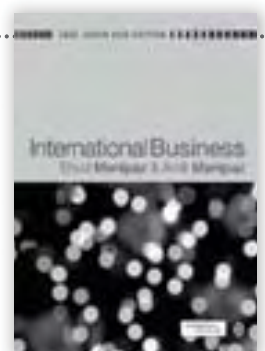
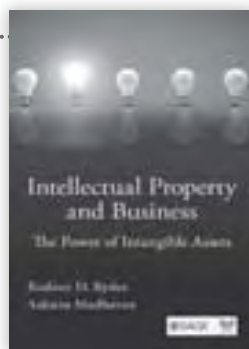
Intellectual Property (IP) is one of the most vital assets for any business organization. It is a domain not restricted to lawyers alone; it is a crucial area of concern for business organizations, managers, and corporate leaders. **Intellectual Property and Business** demonstrates how companies can deploy their IP not just as legal instruments but also as dominant and powerful financial assets, and as useful arsenal that can boost their business.

CONTENTS

Preface / The Intangible Landscape—Understanding Core Concepts / Intellectual Property Approaches and Strategies / Intellectual Property—Defending Position / Intellectual Asset Management / Brand Protection and Management / Intellectual Property Risk Management / Intellectual Property Licensing / Franchising—Understanding the Mechanism / Royalty and Intellectual Property / Intellectual Property Valuation / Glossary / Index

SAGE Response

2014 • 320 pages • Paperback ₹ 595 (9788132117919)



AGRI-INPUT MARKETING IN INDIA

Pingali Venugopal Associate Director, Center for Global Management and Responsible Leadership, XLRI and Loyola University Chicago and **Ram Kaundinya** Chairman, An Association of Biotech Led Enterprises- Agriculture Group (ABLE- AG)

‘Sustainability, without losing focus on self-sufficiency, is the key for agricultural input usage in India today. In this timely book, the authors have developed appropriate ‘solution-based’ frameworks which could be adopted by Agri-input industry. The book also will be of immense use to all the Agri Business Management students.

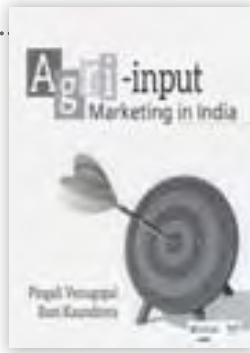
B Srinivas, Director General, National Institute of Agricultural Extension Management, Hyderabad

Agri-input companies have played a significant role in transforming the post-Independence “ship-to-mouth” Indian economy, dependent on food grain imports, into a self-sufficient economy. Though agricultural productivity is declining and environmentalists are questioning the use of agri-inputs, Indian agriculture cannot do away with agri-inputs. This book, after understanding the past policy environment, agri-input marketing, and promotion strategies of both the government and private companies.

CONTENTS

Foreword **Ireena Vittal** / Preface / Introduction: Agri-input Market at Crossroads / I: THE PAST / Agricultural Situation in India and Agri-inputs / Land: The Fixed Factor of Production / Government Policies: Creating an Environment for Input Usage / Improve Agronomic Potential / Infrastructure Development: Removing Constraints / Agricultural Extension Programs in India / Adoption: The Beginning of the Agri-input Sector / II: THE PRESENT / Agri-input Market: Current Competitive Situation / Buying Behavior for Inputs / Impact of Agri-input Usage in India / III: THE FUTURE / Sustainable Agriculture: New Objective / Strategies for Agri-input Marketing (Basis for Positioning Strategy) / Technical Knowledge-based Marketing (Basis for Product and Pricing Strategy) / Building Trust through Knowledge Transfer (Basis for Promotion Strategy) / Integrated Agri-input Supply Model (Basis for Place Strategy) / Future Directions (Implementation Aspects) / Bibliography / Profile of Industry Experts Who Shared Their Views on the Subject / Author Index / Subject Index

SAGE Response 2014 • 272 pages • Paperback ₹ 595 (9788132117711)



A South Asian Reprint!

CASES IN MARKETING MANAGEMENT

Kenneth E Clow University of Louisiana at Monroe and **Donald Baack** Pittsburg State University, Pittsburg

‘The prospectus makes one hugely compelling statement for me right at the beginning: ‘Commentary and analysis will accompany each case, as provided by Clow and Baack.’ Now if this can actually be achieved in a meaningful way, we have something unique and valuable here.

Al Rosenbloom, Dominican University

This comprehensive collection of 38 cases selected from Ivey Publishing helps students understand the complex issues that marketing professionals deal with on a regular basis. The cases were chosen to help students apply conceptual, strategic thinking to issues in marketing management, as well as provide them with more practical operational ideas and methods.

Key Features:

- Presents a variety of real-world cases: Cases were chosen from around the world—from small and large corporations—and include household names such as Ruth’s Chris, Dove’s Campaign for Real Beauty, and Kraft Foods
- Includes a majority of very recent cases: Many cases are from 2009 or later, and include Twitter, Walmart Puerto Rico, Best Buy, and Ultimate Fighting Championships
- Provides an introductory review of the topic area of each chapter prior to the set of cases: This makes the book an ideal stand-alone text for courses using a case-only approach, as well as a useful supplement to any core textbook
- Includes questions after each case: Helping students to think critically about the material, the questions can be used to generate classroom discussion

CONTENTS

Preface / The Nature of Marketing Management / Market Analysis / Data Warehousing / Building a Customer-Oriented Marketing Department / Customer Acquisition Strategies and Tactics / Pricing / Advertising, Alternative and Direct Marketing / Sales Promotions / Personal Selling / Internal Communications / External Communications / Distribution and Supply Chain Management / Web Site and Internet Management / Customer Retention and Recovery / Marketing Control

SAGE South Asia 2012 • 560 pages • Paperback ₹ 645 (9788132110194)



Originally priced at \$ 61.00 (paperback). Sales rights restricted to South Asia only!



A South Asian Reprint!

BUSINESS-TO-BUSINESS MARKETING

Second Edition

Ross Brennan Hertfordshire University, **Louise Canning** KEDGE Business School and **Raymond McDowell** University of the West of England

‘Business-to-Business Marketing offers an accessible clarity of insight, combined with updated and engaging examples... The authors make this exciting and challenging area accessible to advanced undergraduate and to postgraduate students of marketing, management and business studies.

The Times of India

The **Second Edition** of this bestselling B2B marketing textbook offers the same accessible clarity of insight, combined with updated and engaging examples. Each chapter contains a detailed case study to further engage the reader with the topics examined.

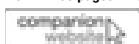
- Featuring updated case studies and a range of new examples
- Incorporating additional coverage of B2B branding and the B2B strategic marketing process, and issues of sustainability
- Extended coverage of Key Account Management

Accompanying companion website available at <http://www.uk.sagepub.com/brennan2e>

CONTENTS

Preface / I: FUNDAMENTALS OF BUSINESS-TO-BUSINESS MARKETING / Business-to-Business Markets and Marketing / Buyer Behaviour / Inter-Firm Relationships and Networks / II: BUSINESS-TO-BUSINESS MARKETING ANALYSIS AND STRATEGY / Business-to-Business Marketing Strategy / Researching Business-to-Business Markets / Business Market Segmentation / III: COMMUNICATING AND INTERACTING WITH CUSTOMERS / Market Communication / Relationship Communication / Relationship Portfolios and Key Account Management / IV: MANAGING MARKETING PROCESSES / Managing Product Offerings / Routes to Market / Price-Setting in Business-to-Business Markets / Glossary / References / Index

SAGE South Asia 2011 • 408 pages • Paperback ₹ 575 (9788132107460)



Originally priced at £ 32.99 (paperback). Sales rights restricted to South Asia only!



A South Asian Reprint!

CONSUMER BEHAVIOUR

Applications in Marketing

Robert East Kingston University, **Malcolm Wright** Massey University and **Marc Vanhuele** HEC School of Management

‘A wonderful (and very unusual) balance between areas of marketing that are often at odds with each other (or, worse yet, unaware of each other)... I recommend it to any student, researcher, or manager in marketing.

Peter Fader, Frances and PeiYuan Chia, Professor of Marketing, Wharton School, University of Pennsylvania

Written in a focused and accessible form by respected marketing academics, Consumer Behaviour helps readers to develop analytical and evidence-based thinking in marketing and avoid more formulaic approaches that lack the support of research. With a strong focus on the use of research, this book will really appeal to the specific needs of higher-level students. The book covers important material that is often missing in consumer behaviour texts. For example, whole chapters are devoted to brand loyalty, brand equity, biases in decision-making, word of mouth, the response to price and the effect of advertising. Shorter reviews cover evidence on topics such as loyalty programmes, the response to delay and retail atmospherics.

CONTENTS

I: INTRODUCTION / Ideas and Explanations in Consumer Research / II: CONSUMPTION PATTERNS / Customer Loyalty / Brand Knowledge, Brand Equity and Brand Extension / Stationary Markets / Market Dynamics / III: EXPLAINING DECISION-MAKING / Predicting and Explaining Behaviour / Information Processing and Decision-Making / Consumer Satisfaction and Quality / IV: MARKET RESPONSE / Consumer Response to Price and Sales Promotions / The Retail Context / Word-of-Mouth Influence / The Response to Advertising / References / Author Index / Subject Index

SAGE South Asia 2009 • 344 pages • Paperback ₹ 495 (9788132103158)

Originally priced at £ 37.99 (paperback). Sales rights restricted to South Asia only!

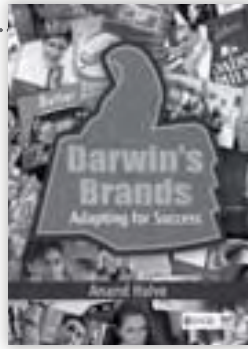


DARWIN'S BRANDS

Adapting for Success

Anand Halve *Chlorophyll Brand and Communications Consultancy Limited, Mumbai*

‘Darwin’s Brands isn’t a how-to book. It is...a “novel” about Indian advertising. The collection of stories in this book are examples of some brands that have used advertising well...Taking these brands as examples, the author lays down the fundamental rules of how to push an ad campaign and turn it into something exceptional... The architecture of the book is interesting...Halve’s review of published work on each subject is very extensive; most of it is quite recent.



Business Standard

Darwin’s Brands traces the evolution of some of the most notable brands in the Indian marketplace by looking at the interplay of forces that created the environment in which they operated and the strategies they adopted. In a vibrant economy like India-where competition from novel and captivating launches is relentless; where customers’ preferences change rapidly-these winning brands have shown resilience and the ability to identify and seize opportunities. The book proves the point that it is the capacity to adapt to changes and formulate effective strategies that determines who survives in the hyper-competitive marketplace of today. Each of the stories in this book is unique but shares a common thread running through the evolution of the brands’ strategies and actions. These compelling stories will help brand practitioners, students and business managers chart-out branding strategies and action-plans that lead to business success.

CONTENTS

Introduction / I: CONSUMER GOODS / Thums Up: A Thundering Success / Cadbury’s Dairy Milk Chocolate: The Real Taste of Life / Saffola: Heart OK Please! / Maggi: 25 Years in 2 Minutes / Amul: The Taste of India / Lifebuoy: Where there’s Lifebuoy, there’s Health / II: HOME AND DURABLES / Titan: The Times they are a Changin’ / Asian Paints: The Colours of Happiness / Hero Honda: Zero to World Leadership in 60 Months / Maruti: The Long and Winding Road / III: MEDIA / Femina: A Matter of Substance / IV: SERVICES / Airtel: If Only We Talk to Each Other

SAGE Response
2012 • 188 pages • Paperback ₹ 395 (9788132107156)

HANDBOOK OF RELATIONSHIP MARKETING

Reprint Edition

Edited by **Jagdish N. Sheth** and **Atul Parvatiyar** *Emory University, Atlanta*

As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the ‘core’ of all marketing activity. Editors Jagdish N.

Sheth and Atul Parvatiyar have assembled an authoritative cast of chapter contributors and crafted a volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms, and global viewpoints.

CONTENTS

Preface / I. DOMAIN, EVOLUTION, AND GROWTH OF RELATIONSHIP MARKETING: ALTERNATIVE PERSPECTIVES / The Domain and Conceptual Foundations of Relationship Marketing / Relationship Marketing: The UK Perspective / The IMP Perspective: Assets and Liabilities of Business Relationships / Relationship Marketing: The Nordic School Perspective / The Evolution of Relationship Marketing / II. CONCEPTUAL AND THEORETICAL FOUNDATIONS OF RELATIONSHIP MARKETING / Relationship Marketing of Services: Growing Interest, Emerging Perspectives / Relationship Marketing in Consumer Markets: Antecedents and Consequences / Relationship Marketing and Distribution Channels / An Integrated Model of Buyer-Seller Relationships / Strategic Alliances: A Synthesis of Conceptual Foundations / Toward a Theory of Business Alliance Formation / III. PARTNERING FOR RELATIONSHIP MARKETING / Relationship Marketing in Mass Markets / Membership Customers and Relationship Marketing / Affinity Partnering: Conceptualization and Issues / Relationship Marketing and Key Account Management / Horizontal Alliances for Relationship Marketing / Supplier Partnering / IV. ENABLERS OF RELATIONSHIP MARKETING / Relationship Marketing and Marketing Strategy: The Evolution of Relationship Marketing Strategy Within the Organization / Organizing for Relationship Marketing / Information Technology: Its Role in Building, Maintaining, and Enhancing Relationships / Customer Profitability: Analysis and Design Issues / V. TEACHING AND RESEARCH IMPLICATIONS OF RELATIONSHIP MARKETING / Developing a Curriculum to Enhance Teaching of Relationship Marketing / Relationship Marketing: Paradigm Shift or Shaft? / Index

2002 • 670 pages • Paperback ₹ 795 (9788178291048)



INTERNATIONAL MARKETING MANAGEMENT

Text and Cases

U C Mathur *Integrated Academy of Management and Technology, Ghaziabad*

Given the need for Indian managers to be fully aware of the issues related to International Marketing, this has emerged as a major study area over the last few years. It constitutes an integral part of the syllabi in most reputed business schools. **International Marketing Management: Text and Cases** attempts to make learning the nuances of the subject easy from the students’ viewpoint.

Some of its Key Features are:

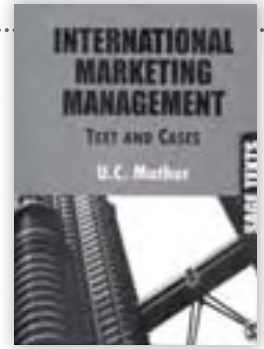
- An analysis of international trade, economic free trade zones, embargoes on exports, and the tariff and non-tariff barriers that companies face
- The role of international organisations under the aegis of the United Nations in international marketing
- The systems and the forms used in international marketing in India
- A focus on the importance of stakeholders of a company for corporate survival
- Highly developed and class-tested management games

The interactive management games and carefully selected case studies provide hands-on corporate experience to students, making the book invaluable for those pursuing MBA, BBA and MIB programmes. It would also be of interest to corporate marketing heads and others in the field of marketing.

CONTENTS

Preface / International Marketing: An Introduction / Market Potential of Countries / International Organisations / International Trading / International Competitive Advantage and Buyer’s Profile / International Environment for Business, Customer, Competition and Controls / International Pricing / International Business-to-Business Marketing / International Marketing of Services / International Strategic Marketing / International Stakeholders / International Brands / International Marketing Concepts / Market Competitive Forces Worldwide / Advertising and Promotion in International Markets / International Public Relations / International Marketing Research / Distribution of Goods Worldwide / International Markets for the Twenty-first Century, Imports and Exports / International Management for Marketing Personnel / International Marketing Audit / International Collaborations, Controls and Global Manufacturing / Understanding Case Studies / Index

SAGE Texts
2012 • 596 pages • Paperback ₹ 475 (9780761936404)



A South Asian Reprint!

MARKETING

A Critical Textbook

Nick Ellis *Durham University*, **James Fitchett**, **Matthew Higgins** *University of Leicester*, **Gavin Jack** *Monash University*, **Ming Lim**, **Michael Saren** *University of Leicester* and **Mark Tadjewski** *Durham University*

Written by a team of renowned experts in the field, **Marketing: A Critical Textbook** is a cutting-edge text that offers a different way for you to look at and understand marketing.

Key Features:

- Provides practical and innovative demonstrations of abstract concepts through classroom exercises and individual and group activities
- Includes a glossary of critical marketing terms
- A companion website with an Instructor’s Manual with PowerPoint slides for lecturers and free access to full-text journal articles for students
- Marketing: A Critical Textbook will prove a stimulating and engaging read for advanced undergraduate and postgraduate students of Marketing and related topics

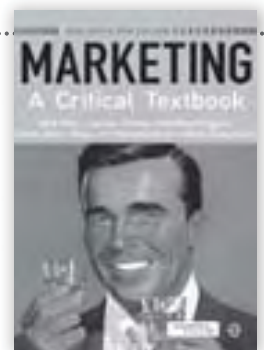
A dedicated companion website with material to support both lecturers and students available at <http://www.uk.sagepub.com/ellis/>

CONTENTS

Introduction / Introducing the History of Marketing Theory and Practice / Marketing ‘Science’ and the Paradigm Debates / What’s the Story? Analyzing Marketing Discourse / Interrogating the Ideological Function of Marketing / The Management of Marketing / Taking a Different Look at Business-to-Business Marketing / Consumer Surveillance and Marketing Research / Consumer Rights and Resistance / Consumer Society and the Production of Identity / Marketing and the Sign / Globalization and Ethics / Glossary / Index

SAGE South Asia
2012 • 256 pages • Paperback ₹ 475 (9788132110408)

Originally priced at £ 32.99 (paperback) and £ 99.00 (hardback).
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MARKETING MANAGEMENT

A Decision-making Approach

Pingali Venugopal Associate Director, Center for Global Management and Responsible Leadership, XLRI and Loyola University Chicago

Starting with the understanding of consumer needs, the book provides the reader on a smooth journey of how to understand the market and develop appropriate strategies. While doing so it provides an in-depth analysis of how to build a sustainable customer base in the ever growing competitiveness and dynamism of the present-day market arena... The book has all merit to serve as a valuable resource book in marketing area for undergraduate and postgraduate students and it can also serve as a valuable guide for marketing managers in the field.



Management & Change

A contemporary discourse on how to operate in the rapidly changing environment of the marketplace, this book provides the mantra to build long-term marketing growth. Starting with the understanding of consumer needs, it takes the reader on a smooth journey of how to understand the market and develop appropriate strategies. In doing that, it provides an in-depth analysis of how to build a sustainable customer base in the ever-growing competitiveness and dynamism of the present-day marketing arena. The author states that the marketing activities should start by converting the technical product to a marketing product by linking to the needs of the target customer.

CONTENTS

Preface / Introduction / I: UNDERSTANDING THE BASICS / Needs, wants and Need Hierarchy / Marketing Product / II: UNDERSTANDING THE MARKET / Marketing Environment / SWOT Analysis / Purchase Process / Competitive Advantage: Building Entry Barriers / III: THE DECISION-MAKING / Segmenting and Targeting / Positioning / Marketing Planning Process / Appendices / References / Index

SAGE Response

2010 • 260 pages • Paperback ₹ 525 (9788132104711)

SALES AND DISTRIBUTION MANAGEMENT

An Indian Perspective

Pingali Venugopal Associate Director, Center for Global Management and Responsible Leadership, XLRI and Loyola University Chicago

Though India has become a lucrative market for various companies, the unique characteristics of its market throw up a variety of challenges. **Sales and Distribution Management: An Indian Perspective** aims to understand these challenges. Building on an understanding of the consumer decision process, the book defines the roles of marketing and selling strategies. Secondly adopting a customer-centric approach to sales and distribution management, the book deals with making strategic decisions keeping the end consumer in mind and making operational decisions keeping the channel member and the sales force in focus. It highlights the importance of behavioural transactions in completing a sale and also discusses the service orientation required for selling different products. With its unique approach, generalized frameworks, elaborate research and extensive data analysis, this book will be of immense value to sales and distribution professionals of the Indian corporate sector and marketing departments of national and multinational companies in India. It is a highly recommended reading for students and teachers in Indian business schools studying Sales Management and Distribution Management.



CONTENTS

Preface / Introduction / I: MARKETING AND RETAIL ENVIRONMENT / Marketing: Consumer Decision Process / Economic Development and Selling Environment / Shopping Environment in India / Retail Profiling / Retail Management Practices / II: STRATEGIC DECISIONS IN SALES AND DISTRIBUTION MANAGEMENT / Selling Strategy-Interface between Advertising, Sales Force and Channel / Channel Design / Internet as an Alternate Channel / Selling Style and Service Orientation / III: OPERATIONAL DECISIONS IN CHANNEL MANAGEMENT / Channel Member Selection and Appointment / Channel Commitment / Appraisal of Channel Members / Channel Conflict / Channel Management System / Channel Evaluation / IV: OPERATIONAL DECISIONS OF SALES MANAGEMENT / Sales Force Recruitment / Territory Design / Sales Force Motivation / Sales Force Targets and Appraisal / Appendix: Rural Distribution Emerging Formats / References / Index

SAGE Response

2009 • 340 pages • Paperback ₹ 650 (9788178298481)

RURAL MARKETING

Targeting the Non-urban Consumer

Second Edition

Sanal Kumar Velayudhan Indian Institute of Management, Kozhikode

The book shows the capability of using a reader friendly style of communication and construction of argument. It presents an able combination of theoretical and practical insights which are useful for understanding the complexity of rural marketing. It is an important addition to the existing literature on rural marketing.



The Journal of Entrepreneurship

This highly practical and informative book provides unique insights into the essential features of rural markets in India as well as challenges posed by the rural consumer. Retaining the managerial perspective of the first edition, this **second edition** has been thoroughly revised and expanded, and examines in greater detail the concept of rural markets and rural marketing. It also contains numerous short cases to illustrate how social and cultural habits influence rural consumer behaviour. The book contains comprehensive insights into:

- The nature and patterns of rural behaviour
- A detailed profile of the rural market
- The opportunities available in rural markets and new methods used to access the rural consumer
- Strategic decisions for new product development
- Promotion, distribution, communication, and channel servicing decisions
- The importance of rural market institutions such as haats and melas
- Emerging channels to access rural market

CONTENTS

Preface / Rural Marketing: Opportunities and Challenges / Profile of the Rural Market / Rural Consumer / Researching Rural Markets / Value Offering / Communicating in the Rural Market Landscape / Communication: Language and Culture / Operationalising Communication Strategy: Issues and Approaches in Media / Retailer as a Route to the Rural Market / Haats, Melas and Mobile Traders / Access the Rural Consumer: Emerging Channels / A Competitive Strategy for Rural Markets / Appendix: Reference for Cases on Rural Marketing

SAGE Response

2008 • 252 pages • Paperback ₹ 495 (9780761935889)

SALES FORECASTING MANAGEMENT

A Demand Management Approach

Second Edition

John T Mentzer University of Tennessee, Knoxville and **Mark A Moon** University of Tennessee-Knoxville, Tennessee

The **Second Edition** of **Sales Forecasting Management** provides comprehensive coverage of the techniques and applications of sales forecasting analysis, combined with a managerial focus to give managers and users of the sales forecasting function a clear understanding of the forecasting needs of all business functions. Bringing together 25 years of sales forecasting management research with more than 400 companies, this is the first text to truly integrate the theory and practice of sales forecasting management.

Highlights of this new edition are:

- New insights on the critical area of qualitative forecasting Includes results of additional surveys done since the publication of the first edition
- The discussion of the four dimensions of forecasting management has been significantly enhanced
- Significant reorganization and updating has been done to strengthen and improve the material for the second edition
- The author's well-regarded Multicaster software system demo, which has been updated and is now available for download from the authors' website

CONTENTS

Managing the Sales Forecasting Process / Sales Forecasting Performance Measurement / Time Series Forecasting Techniques / Regression Analysis / Qualitative Sales Forecasting / Sales Forecasting Systems / Benchmark Studies: The Surveys

SAGE Response

2005 • 364 pages • Paperback ₹ 550 (9788178295053)



A South Asian Reprint!

SOCIAL MARKETING

Influencing Behaviors for Good

Fourth Edition

Nancy R Lee *University of Washington and Social Marketing Services, Inc.* and Philip Kotler *Kellogg School of Management*

As teachers of behavioral science and practitioners of social marketing, we strongly recommend this volume to students as a reliable and well presented text, to teachers as a sound, thoroughly researched and multifaceted resource and to researchers as a compendium of cases and models from around the world.

Gideon Arulmani, Ph.D., *President, Indian Association for Career and Livelihood Planning*

Password-protected Instructor Resources available at www.sagepub.com/leesocial4e include PowerPoint slides, chapter summaries, discussion questions, and social marketing planning worksheets.

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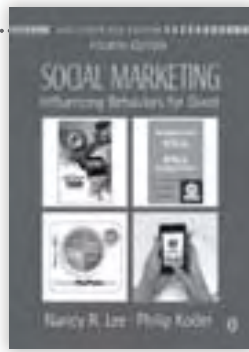
Foreword Alan R Andreasen / I: UNDERSTANDING SOCIAL MARKETING / Defining Social Marketing / 10 Steps in the Strategic Marketing Planning Process / 16 Tips for Success / II: Analyzing the Social Marketing Environment / Determining Research Needs and Options / Choosing a Purpose and Focus for Your Plan and Conducting a Situation Analysis / III: Establishing Target Audiences, Objectives, and Goals / Segmenting, Evaluating and Selecting Target Audiences / Setting Behavior Objectives and Goals / Identifying Barriers, Benefits, the Competitions and Influential Others / IV: Developing Social Marketing Strategies / Crafting Desired Positioning / Product: Creating a Product Platform / Price: Determining Monetary and Nonmonetary Incentives and Disincentives / Place: Making Access Convenient and Pleasant / Promotion: Deciding on Messages, Messengers, and Creative Strategies / Promotion: Selecting Communication Channels / V: Managing Social Marketing Programs / Developing a Plan for Monitoring and Evaluation / Establishing Budgets and Finding Funding / Creating an Implementation Plan and Sustaining Behavior / Appendix A: Social Marketing Planning Worksheets / Appendix B: Social Marketing Resources / Chapter Notes / Name Index / Subject Index

SAGE South Asia

2012 • 520 pages • Paperback ₹ 595 (9788132110200)



Originally priced at \$ 92.00 (paperback).
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THE DEFINITIVE BOOK OF BRANDING

Edited by Kartikeya Kompella
Founder, Purposeful Brands

This book provides an excellent and insightful set of chapters on how to build and manage brands by some of the best-known experts on the topic. A must read for brand builders!

Amitava Chattopadhyay, *INSEAD Chair Professor, Marketing and Innovation*

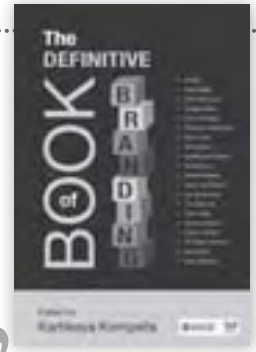
With the growing body of knowledge on branding, there are now more facets of branding that brand custodians need to know than ever before. A unique compilation of branding experts, **The Definitive Book of Branding** addresses the needs of branding professionals across the world. The book walks the reader through the different ways in which brands drive the company's strategy, bring meaning to employees, instill passion in consumers, and maintain their appeal over time and across countries. It does not look only at the marketing aspect of brands but also at the organizational aspects of branding, which provides a holistic approach to the subject.

CONTENTS

Foreword / Preface / I: BUILDING BLOCKS / The Essence of Positioning / Creating Meaningful Brands: How Brands Evolve from Labels on Products to Icons of Meaning / II: FROM NICHE TO MAINSTREAM / The Power of Words and Stories / All Together Now: The New and Vital Strategy of "Community" / What It Really Means to Be a Challenger in Today's World / Building Brand Authenticity / The Most Important Brand Question: How Does It Make Them Feel? / Brands and Innovation / Branding with a Cause / III: BRANDING BEYOND MARKETING / Living The Brand / Employer Brand Management / Global Branding: Strategy, Creativity, and Leadership / Brand Valuation: Identifying and Measuring the Economic Value Creation of Brands / IV: TOGETHER WE STAND / Co-Branding / The Guide to Co-Creation / V: BUILDING BRANDS ON BELIEF / What Chatterjee Said: Designing Brands From The Inside Out / Passion Brands: The Extraordinary Power of Brand Belief / Lovemarks in the Age of Now / Index

SAGE Response

2014 • 440 pages • Paperback ₹ 895 (9788132117735)



SOCIAL MARKETING IN INDIA

Sameer Deshpande *University of Lethbridge* and Nancy R Lee *University of Washington and Social Marketing Services, Inc.*

This text invites professionals working in government, nonprofit, corporate, and funding communities in India to take advantage of the well-accepted social marketing framework and improve success of their behavior change efforts.

Excerpt from the Foreword by Philip Kotler,

S C Johnson & Son Distinguished Professor of International Marketing, Kellogg Graduate School of Management, Northwestern University

This book is structured around the ten-step marketing planning process that trains and encourages those in positions responsible for influencing public behaviors to undertake a systematic and comprehensive approach to behaviour change rather than jumping to the stage of producing just ads or distributing condoms. It is one of the first books to bring together excellent social marketing thoughts related to the Indian situation at one place.

CONTENTS

Foreword Philip Kotler / I: UNDERSTANDING SOCIAL MARKETING / Defining Social Marketing / 10 Steps in the Strategic Marketing Planning Process / 16 Tips for Success / II: ANALYZING THE SOCIAL MARKETING ENVIRONMENT / Determining Research Needs and Options / Choosing a Purpose and Focus for Your Plan and Conducting a Situation Analysis / III: SELECTING TARGET AUDIENCES, OBJECTIVES, AND GOALS / Segmenting, Evaluating, and Selecting Target Audiences / Setting Behavior Objectives and Goals / Identifying Barriers, Benefits, the Competition, and Influential Others / IV: DEVELOPING SOCIAL MARKETING STRATEGIES / Crafting a Desired Positioning / Product: Creating a Product Platform / Price: Determining Monetary and Nonmonetary Incentives and Disincentives / Place: Making Access Convenient and Pleasant / Promotion: Deciding on Messages, Messengers, and Creative Strategies / Promotion: Selecting Communication Channels / V: MANAGING SOCIAL MARKETING PROGRAMS / Developing a Plan for Monitoring and Evaluation / Establishing Budgets and Finding Funding / Creating an Implementation Plan and Sustaining Behavior / Epilogue / Appendix: Social Marketing Planning Worksheets / Name Index / Subject Index

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2014 • 400 pages • Paperback ₹ 595 (9788132113577)



STRATEGIC BRAND MANAGEMENT FOR B2B MARKETS

A Road Map for Organizational Transformation

Sharad Sarin *XLRI, Jamshedpur*

Sharad Sarin's **Strategic Brand Management for B2B Markets** identifies an important area for enhancing an organization's competitiveness. The book taps the neglected but important area of branding the business-to-business (popularly termed B2B) market category. The book emphasised states that what differentiates strong brands that sustain over time is the quality and imaginative content of ideas and execution that combine performance with right behaviour. The book will be an excellent resource for B2B marketers and professionals who want to gain new insights and knowledge on how branding can be an important strategic vehicle for organizational development and growth.

Global Business Review

This book aims to uncover the hidden and unexploited power of leveraging from the concept of brand and brand building for B2B marketers. It focuses on the need of B2B marketing from the point of view of Indian markets and economic conditions at home. With extensive discussions on the three most respected Corporate brands in India-Tata, Larsen and Toubro and Infosys-the author demonstrates how these companies have created value through brands and how their branding initiatives are benchmarks in their journey to success. With three decades of experience as an academician and consultant in B2B Marketing.

CONTENTS

Preface / I: THINKING ABOUT B2B BRANDS / Brands and B2B Markets: Putting things in perspective / Organizational Buying and Role of Brands: The Indian perspective / Brand Management and B2B Marketers: A deeper probe / II: CREATING CORPORATE BRANDS: THE KEY ASSET OF ANY B2B BRAND / The Key Asset of Any B2B Brand / Brand TATA: Leadership with trust / Brand L & T: Nation building to building nations / Brand Infosys: Excellence in never ending symphonic marathon / III: BRAND COMMUNICATIONS / Managing Marketing Communications for B2B Markets / Websites and B2B Brands : A low cost goldmine lying unexplored / IV: HOLISTIC BRAND MANAGEMENT / Holistic Brand Management / Six Cases of B2B Brands / V: THE FUTURE CHALLENGES / Beyond Exports: Creating Indian global brands / Rekindling their Aspiration through the Idea of Brands / Reflections and after Thoughts / Notes / References / Index

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2011 • 272 pages • Paperback ₹ 525 (9788132105220)



A South Asian Reprint!

CHANGE MANAGEMENT

A Guide to Effective Implementation
Third Edition

Professor Robert A Paton *University of Glasgow*
and James McCalman *Windsor Leadership Trust*

This updated **third edition** of a popular text on change management guides readers through the technological, organizational and people-oriented strategies that managers use to implement change. Revised to include power and politics, culture and gender, the authors have also added international case studies that set change management within the context of globalization. **Change Management** provides readers with frameworks for applying different models of change to different scenarios; offers proactive approaches to change that relate to business performance and gives practical, step-by-step guidance on handling change. Undergraduate and post graduate students as well as practitioners who use this book will gain a greater understanding of how best to approach and manage complex change situations.

CONTENTS

I: THE IMPACT AND DEFINITION OF CHANGE / Introducing Change Management / The Nature of Change / Change and the Manager / Managing Change from a Gender Perspective / Mapping Change / II: INTERVENTION STRATEGIES / The Systems Approach to Change / Cases in Intervention / Total Project Management / Competing Narratives / III: THE ORGANIZATION DEVELOPMENT MODEL / People Management / Organizations Can Develop / The Objective Outsider / Organizational Politics and Change / The Learning Organization / IV: PRACTICAL CASES IN CHANGE MANAGEMENT / Managing Knowledge and Change: an IBM Case Study / A Case Study in Business Growth: Change at Smokies / Intervention Cases / Organizational Development Cases / Epilogue / References / Index

SAGE South Asia
2008 • 440 pages • Paperback ₹ 575 (9788178299235)

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MANAGEMENT OF ORGANIZATIONAL CHANGE

Leveraging Transformation
Second Edition

K Harigopal *Institute of Advanced Management Education and Entrepreneurship (IAMEE), Hyderabad*

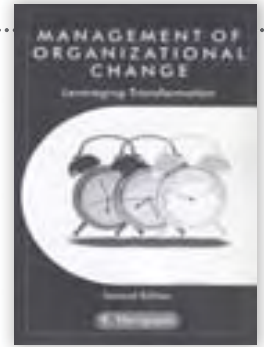
Organizational Change is a complex yet essential process for growth and development in business. The **second edition** of this insightful book examines the nature of this critical process in the light of the rapid changes in the business environment and intense global competition. The book highlights:

- The nature and process of transformational change and the paradigms basic to the change process
- The basic concepts and strategic leverages of change
- The need for and ways of aligning current tasks, systems, processes, and culture with organizational goals
- The support systems required for change and the need to develop and maintain these systems
- Ways of tuning organizations for change

CONTENTS

Preface / I: UNDERSTANDING CHANGE / Nature of Change / Forces of Change / Types of Change / Models of Organizational Change / II. ORGANIZATIONAL VISION AND STRATEGIC PLANNING / What is Vision? / Strategic Planning / Basic Paradigms to Realize Vision/Strategy / III. MANAGING CHANGE / Transformation Planning / Creating the Support Systems / Managing the Transition / IV. STRATEGIC LEVERAGES TO CHANGE / Organizational Restructuring / Reorganizing Work Activities: Strategies / Process-Oriented Strategies / Competitor- and Customer-Oriented Strategies / V. MANAGING CHANGE: ORGANIZATIONAL CULTURE AND MENTAL MODES / Organizational Culture and Change / Organizational Mental Modes and Managing Change / VI. MANAGING CHANGE THROUGH PEOPLE / Change Management: Dealing with Individuals / Managing Change: The Three R's of Management / Relationship Management / Managing Change: Results Management / Change Management: Dealing with Groups / Overcoming Organizational Resistance to Change / References / Index

SAGE Response
2006 • 372 pages • Paperback ₹ 525 (9780761934158)



A South Asian Reprint!

ESSENTIALS OF STRATEGIC MANAGEMENT

Martyn R Pitt and Dimitrios Koufopoulos *Brunel University*

“The book contained long illustrations of successful Indian organizations... This is one of the books on the subject, with a neat and well-integrated framework, packing rich material in a small space. The book reflects the authors' deep scholarship and long experience in managing and facilitating change.”

Journal of Health Management

This exciting new textbook is built on the belief that strategic management principles are more straightforward than they seem. Unlike other textbooks, it does not overcomplicate the discussion with enigmatic layers of theory or irrelevant perspectives from other disciplines. Throughout the text, these principles are put into context with illustrations and examples drawn from all over the world and from all kinds of organization - from Shell, Airbus and Tesco to small and non-profit enterprises. With an emphasis on topical, distinctive and engaging features, this text offers:

- Over 120 short, topical case studies drawn from every type of organization across more than 20 countries, written especially for this book and supplemented with questions and tasks
- Worksheets for strategy analysis that can be used to tackle real-world situations
- Learning outcomes, key points and summaries to focus your reading on what matters
- Chapter-by-chapter exercises for further study and discussion

Accompanying companion website available at www.sagepub.co.uk/pitt

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ORGANIZATION CHANGE

Theory and Practice

Third Edition

W Warner Burke *Teachers College, Columbia University*

This best-selling text shows how effective organization change is grounded in sound knowledge about human behavior in the workplace. Author W. Warner Burke reviews various models and cases to demonstrate how to diagnose change issues in organizations. The book integrates theory and research with application for insight into all aspects of organization change.

Key Features:

- Discusses a range of theories to help understand organizations and change: Readers learn about open-system theory, Capra's ideas about the life sciences, chaos theory, and Gladwell's The Tipping Point
- Examines both evolutionary and revolutionary organization change, as well as the nature of change: The text discusses different types of change and also shows that organization change is initiated by changing behavior - Illustrates the usefulness of models: Models, including the Burke-Litwin model, help simplify and focus the organizational change effort

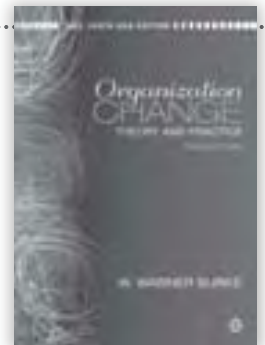
An Instructor Teaching Site, provided at www.sagepub.com/burke3einstr

CONTENTS

Preface / Sources for Understanding Organization Change / Rethinking Organization Change / A Brief History of Organization Change / Theoretical Foundations of Organizations and Organization Change / The Nature of Organization Change / Levels of Organization Change: Individual, Group, and Larger System / Organization Change: Research and Theory / Conceptual Models for Understanding Organization Change / Integrated Models for Understanding Organizations and for Leading and Managing Change / The Burke-Litwin Causal Model of Organization Performance and Change / Organizational Culture Change / Transformational Leadership / Leading Organization Change / Organization Change: Integration and Future Needs / Appendix: Annotated Bibliography / References / Index

SAGE South Asia
2012 • 384 pages • Paperback ₹ 475 (9788132110149)

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MANAGING ORGANISATIONAL CHANGE

V Nilakant *University of Canterbury, Christchurch* and **S Ramnarayan** *Indian School of Business, Hyderabad*

Drawing upon and integrating current theories, models, and experiences of companies in India and abroad, this book offers practical insights into managing change. It emphasises both what organisations need to change and how they should go about it. Examining primary data from about 50 progressive Indian organisations, the authors view organisational change in terms of three generic—growth; transformation and decline. Based on the case studies, they present a model of change that focuses on eight levers of change—value-based leadership, strategy, structure, human resource practices, technology, marketing, quality and costs. The model is richly illustrated with examples from both Indian and international practice. The authors examine the core values that must underlie any change effort and discuss the ways in which organisations can nurture value-based change. This timely and lucid book will be an indispensable reference or text for all behavioural and management programs.

CONTENTS

Preface / Introduction / Perspectives on Change / Types of Change / Change Programmes / Change Levers / Change as Growth / Change as Transformation / Change as Turnaround / Value-based Change / Subject Index / Author, Name and Company Index

SAGE Response
1994 • 380 pages • Paperback ₹ 595 (9780761992479)



CHANGE MANAGEMENT

Altering Mindsets in A Global Context

V Nilakant *University of Canterbury, Christchurch* and **S Ramnarayan** *Indian School of Business, Hyderabad*

The book contained long illustrations of successful Indian organizations.... This is one of the books on the subject, with a neat and well-integrated framework, packing rich material in a small space. The book reflects the authors' deep scholarship and long experience in managing and facilitating change.

Journal of Health Management

Based on their extensive research and work with organisations, V Nilakant and S Ramnarayan present a new model for organisational change that identifies four core tasks crucial to the success of any change initiative: appreciating change, mobilising support for change, executing change and building change capability. This book argues that effective management of change is about balance—balance between short-term and long-term, profits and people, overview and detail, continuity and transformation and between the feasible and the desirable.

CONTENTS

Preface / The Change Management Model / Appreciating Change: Industry Analysis / Appreciating Change: Mental and Business Models / Mobilising Support / Executing Change / Building Change Capability / Leadership and Change / Index

SAGE Response
2006 • 352 pages • Paperback ₹ 595 (9780761934684)



A South Asian Reprint!

ORGANIZATIONAL CHANGE

An Action-Oriented Toolkit

Second Edition

Tupper F Cawsey, **Gene Deszca** *Wilfrid Laurier University* and **Cynthia Ingols** *Simmons College*

The book is written in a logical way, with each chapter connected to the change management process using a clear diagram. This layout encourages students to engage in reading the book, because they can easily see the relevance of each chapter to the course topic... Given the importance of managing change at multiple levels, the authors have provided a wonderful reference and text for students to use and engage in.

Francine Schlosser, PhD, Odette School of Business, University of Windsor

With the growing influence of the external environment on internal operations, organizations need to be able to adapt and change. Managers at all levels must diagnose organizational issues, develop a compelling vision, engage others in this collective journey, and bring change to fruition. New to this Edition:

- Streamlines the book's Change Management Process model: This core figure, referenced in each chapter, helps students see the connections between topics and chapters
- Includes new and updated examples: Contemporary cases explore organizational change issues in well-known corporations such as Dell Computers, the Home Depot, and Microsoft, as well as local community organizations
- Provides valuable instructor resources: A password-protected Instructor Teaching Site at www.sagepub.com/cawsey2e

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STRATEGY

Theory and Practice

Stewart R Clegg *University of Technology, Sydney*, **Chris Carter** *Edinburgh University*, **Martin Kornberger** *Copenhagen Business School, Denmark* and **Jochen Schweitzer** *University of Technology, Sydney*

A timely book, impressive in its scope, authoritative in its analysis, and wonderfully written. An extremely enjoyable intellectual journey into many of the intricate aspects of strategy. A must read for all serious students of strategy.

Mahmoud Ezzamel, Cardiff Professorial Fellow, Cardiff Business School

Written by a team of leading academics, this ground breaking new text will prove an invaluable guide to the core elements elements of your strategy courses, while encouraging you to challenge conventional thinking about the field.

Key Features:

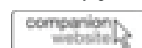
- Provides a coherent and engaging overview of the established 'classics' of strategy, while taking an innovative approach to contemporary issues such as power and politics, ethics, branding, globalisation, collaboration, and the global financial crisis
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SAGE South Asia
2012 • 488 pages • Paperback ₹ 695 (9788132110316)



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BESTSELLER!

THE ACROBATICS OF CHANGE

Concepts, Techniques, Strategies and Execution
Second Edition

Moid Siddiqui *Managing Director, Intellects Biz and R H Khwaja Former Secretary, Ministry of Mines and Ministry of Tourism, Government of India, New Delhi*

'Change or Perish' or 'Change and Perish'? 'Change or perish!' is an oft-repeated catchphrase. But many companies have changed and perished. Managing change is a delicate exercise that must be handled with utmost care, patience and expertise. **The Acrobatics of Change** is a compelling treatise that shows that if change is managed without understanding the genetics of change and change dynamics, the chances are quite bright for, what is called, 'changed and perished'. In this revised **second edition**, all existing chapters have been updated thoroughly to include latest developments in the area. With the addition of two new chapters, this edition is sharper and more focused.

CONTENTS

Foreword to the First Edition **Jamshed J Irani** / Preface to the First Edition / Acknowledgements to the First Edition / Preface to the Second Edition / I: GENETICS OF CHANGE / Section I: Change Dynamics / Scarecrow Does Not Scare Crows / Why Can't You Step into the Same River Twice? / Change Management - A Trapeze Feat / If You Do Not Know Where You are Going Any Road Will Take You There! / A Boiled Frog Never Jumps Out of the Frying Pan / Section II: Change Techniques / Managing Creative Change - Five Actors / Generating Creative Ideas - Tips and Techniques / Walking the Tightrope - Change Stories / Injunctitis - The Kiss of Death / Managing Transition - Hard Track and Soft Track / Change without Pain - Techniques and Processes / II: THE SINGARENI LOVE STORY: TURNAROUND FROM THE HEART (LEADERSHIP, STRATEGIES AND EXECUTION) / My Romance with Singareni—A Brief Historical Perspective / Reforms with a Human Touch—Management from the Heart / The Power of 'Bonding'—Singarenism / The Magic of Communication / Learning from Adversities—The Test of True Leadership / The Lovebird—In the Green Pastures of Singareni / Pygmalion Singareni—Some Profiles of Courage / The Journey Continues—Some Key Milestones Post 2006 / Annexures

SAGE Response
2014 • 296 pages • Paperback ₹ 550 (9788132119708)



MANAGEMENT OF TECHNOLOGY AND INNOVATION

Competing Through Technological Excellence
Second Edition

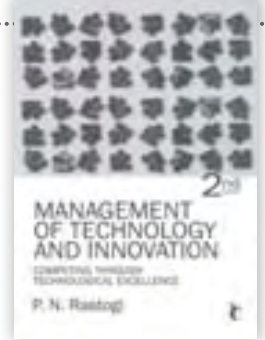
P N Rastogi *Indian Institute of Management, Lucknow*

This updated, **second edition** of the book offers an understanding of the management of technology and innovation, not in isolation, but as a dynamic integrated system connected to organizational culture, knowledge management and value creation. To enhance the understanding of the hypercompetitive industrial markets of the globe, this edition carries two new chapters focusing on how technological innovation can lead to wealth creation. In doing so, it weaves wealth creation with other seminal concepts of social capital, human capital and knowledge management. An additional appendix outlines a few technologies and approaches that are useful in technology management. It also discusses the national technological/industrial policies of USA and Japan.

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Preface / Technology as the Driving Force of Global Industrial Competition / I: Concepts and Themes / The Axes and Atlas of Technology Strategic Management of Technology / II: Manufacturing Technology / Productivity and Incremental Innovation / Technology Absorption / Structure of World Class Manufacturing / Crucial Issues in Flexible Technology / Strategic Evaluation of Technological Investments / III: Technology Development / The Product Development Cycle - Integration of Design and Manufacturing / Management of Technological Innovation / Technology Fusion and the New R&D / Core Competencies in Technology and its Commercialization / IV: The Organizational Support System / Structural Imperatives of Technology Management / Building Organization Culture / The Organization as a Laboratory for Learning / V: Cooperation between Government and Industry / Role, Rationale and Requisites of National Technology Policy / Coping with Continuous Change—The Structure of the Japanese Innovation System / Spectrum of Technological Excellence and Generation of Wealth / Prosperity of Companies and Countries - Is Social Capital the Missing Resource? / Appendix I Methods for Coping with Uncertainty in Technovation and New Product Development / Appendix II. Some Useful Methods and Approaches / References and Select Bibliography / Index

SAGE Response
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INNOVATION MANAGEMENT

Strategies, Concepts and Tools for Growth and Profit

Second Edition

Shlomo Maital *Samuel Neaman Institute for Advanced Studies in Science and Technology, Technion-Israel Institute of Technology, Haifa* and **D V R Seshadri** *Indian Institute of Management, Bangalore*

A unique book in the rapidly growing discipline of innovation management...combines the extensive knowledge and international experience...provides full coverage of vitally important area of business...an ideal book for business school programmes and also provides guidance for executives and managers seeking better understanding of the value of innovation.

Uday India

Innovation Management: Strategies, Concepts and Tools for Growth and Profit is a unique book in the rapidly growing discipline of Innovation Management. It seeks to build on the experience from an earlier discipline—Competitive Strategy. It took more than two decades for practitioners to realize that successful strategy is driven by implementation, not by formulation. Similarly, successful innovation—the key to growth and profit—rests on disciplined management and implementation of the innovation process from start to finish. This book first answers the key questions: Why innovate? How to innovate? Who innovates? It then provides 10 essential and practical tools to help innovators guide their ideas to marketplace success.

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Prologue **Shlomo Maital** and **D V R Seshadri** / I: STRATEGIES AND CONCEPTS FOR INNOVATION / The Innovation Imperative: Why Innovate? / The Innovation Portfolio: What to Innovate? / The Innovation Voices: How to Innovate? / The Innovative Mind: Who Innovates? / II: TOOLS FOR PROFIT AND GROWTH / Price-Cost-Value / Hidden Costs, Hidden Benefits / Trade-Offs: Optimizing and Eliminating Them / Cost Functions: 'Survival of the Fittest' / People, Knowledge and Machines: In Search of a Free Lunch / Scale and Scope: Scaling Markets of One / Learning Curves Are Made, not Born / Where is the Money? Markets and Demand-Driven Innovation / Calculating Risks: Decision-Making in an Uncertain World / Competing by Collaborating / Epilogue: Ten Essential Tools / Index

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2012 • 584 pages • Paperback ₹ 850 (9788132107224)



A South Asian Reprint!

INFORMATION SYSTEMS PROJECT MANAGEMENT

David Avison *ESSEC Business School, Cergy-Pontoise* and **Reza Torkzadeh** *University of Nevada*

There are a number of books out there on project management. What is different and specific about this book?

- There is a balance between sociocultural and technical aspects, and there is a balance between qualitative and quantitative aspects—project management is seen as both an art and a science
- It provides an information systems orientation for project management: information technology is not oriented on one side, with production and operations oriented on the other, instead, both are applied within an organizational-wide view
- It stresses information systems as a whole, not just software development—no project is successful if only software aspects are considered
- It gives a truly international view of the domain—examples and experiences from different parts of the world add richness as well as context to the material
- Globalization has ensured that most projects take on an international dimension
- The book provides a coherent explanation of the concerns of the project manager as the project develops through its life cycle—the book does not follow a "kitchen sink approach"

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Preface / Introducing Information Systems Project Management / Aligning the Information Systems Project with Organizational Goals / Using an Information Systems Development Methodology / Defining Project Scope / Estimating Project Costs and Benefits / Managing Information Systems Project Time and Resources / Leading Information Systems Projects / Developing the Project Plan / Forming the Project Team / Assessing Project Risk / Outsourcing and Offshoring Information Systems Projects / Ensuring Project Quality / Measuring Project Success / Closing the Project / Index

SAGE South Asia
2010 • 496 pages • Paperback ₹ 625 (9788132105701)

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INTERNATIONAL PROJECT MANAGEMENT

Kathrin Köster Heilbronn University

An extremely useful book for anyone who is involved in international projects. It manages to bring across the complexity of the subject, including the 'soft factors' that are frequently forgotten, in a systematic way which is easy-to-understand and to implement in business practice. This makes an ideal choice for MBA programs and other professional degrees.

Prof Anne-Wil Harzing, Department of Management and Marketing, University of Melbourne

Koster's **International Project Management** does just that, systematically linking the key elements of cross-cultural management and the particularities of an international context, with the tools and techniques of project management. With full pedagogical support including:

- A wide variety of examples and illustrations, including an in-depth, end-of-chapter case study with questions
- Student exercises and review questions
- Detailed further reading
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ESSENTIALS OF OPERATIONS MANAGEMENT

Scott T Young Care Management Institute, Oakland, CA

Covering the most critical topics and strategies in the field, **Essentials of Operations Management** provides business students with the most up-to-date coverage of modern topics not always found in other texts, such as human resources in operations, facility location, "green" operations, and the balanced scorecard approach to operations.

Key Features:

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- Applies "The Balanced Scorecard" approach to operations in Chapter 5, introducing students to a performance measure that balances customer, internal process, and learning and growth measures against traditional financial measures
- Covers sustainable operations in Chapter 7, including discussions of "green" operations and why they are important for any new operations manager
- Includes end-of-chapter projects and exercises that help students apply concepts to real-life situations

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Preface / Introduction to Operations Management and Productivity / I: MANAGEMENT AND STRATEGY / Productivity and Process Analysis / Operations Strategy / Managing the Operations Workforce / The Balanced Scorecard Approach to Operations / Total Quality Management / Sustainable Operations / II: PLANNING / Forecasting and Aggregate Planning / Scheduling for Operations / Facility Location / Facility Layout and Waiting Lines / III: INVENTORY, LOGISTICS, AND SUPPLY CHAIN MANAGEMENT / Supply Chain Management / Inventory Management and Purchasing / Resource Planning / Project Management / Appendix / Index

SAGE South Asia
2009 • 456 pages • Paperback ₹ 595 (9788132102434)

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CASES IN OPERATIONS MANAGEMENT

Robert D Klassen and Larry J Menor University of Western Ontario

Cases in Operations Management is unique in its strong grounding in real-world decisions. The cases are structured into six modules each offering an overview of key concepts.

Features:

- Strong decision orientation of real-world cases
- Clear development of the linkages between business processes and customer value
- Diversity of international case settings
- Mixture of cases, simulations and in-class exercises

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2008 • 440 pages • Paperback ₹ 625 (9788178298641)

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CASES IN ORGANIZATIONAL BEHAVIOR

Edited by Gerard Seijts The University of Western Ontario

Cases in Organizational Behavior has been designed to help develop an understanding of, and appreciation for, the various challenges, dilemmas, and constraints that decision makers face in real organizational settings. The cases are made up of actual events and address globalization, managing a diverse workforce, motivation, and leadership.

- The casebook is divided into four chapters
- Building Effective Organizations
- Leading People
- Team Management

CONTENTS

Introduction to the Ivey Casebook Series / Preface / I: BUILDING EFFECTIVE ORGANIZATIONS / Trojan Technologies Inc.: Organizational Structuring for Growth and Customer Service / Blinds To Go: Staffing Retail Expansion / Five Star Beer - Pay for Performance / Jinjian Garment Factory: Motivating Go-Slow Workers / S-S Technologies Inc. (Compensation) / OP4.com: A Dynamic Culture / WestJet Airlines (A): The Culture That Breeds a Passion to Succeed / II: LEADING PEOPLE / Coaching for Exceptional Performance Workshop / Martin Brass Company (A) Tom Fuller, Vice-President, Manufacturing / Intel in China / Chuck MacKinnon / Elise Smart / Macintosh Financial: Sexual Harassment (A) / III: TEAM MANAGEMENT / Hazelton International / An International Project Manager's Day (A) / eProcure - The Project (A) / Spar Applied Systems (A) / Richard Ivey School of Business - The LEADER Project (A) / Richard Ivey School of Business - The LEADER Project - Kiev Site (B) / Antar Automobile Company - Part I: The Automation Project / The Leo Burnett Company Ltd.: Virtual Team Management / IV: CHANGE MANAGEMENT / Cushy Armchair / Crafting a Vision at Daimler-Chrysler / ABB Poland / China-Canada Lean Swine Project - Changing Local Habits / Salco (China) / Deloitte & Touche: Integrating Arthur Andersen / PETA's "Kentucky Fried Cruelty, Inc." Campaign / Maple Leaf Foods (A): Leading Six Sigma Change / Black & Decker-Eastern Hemisphere and the ADP Initiative (A) / Sandalias Finas de Cuernavaca, S.A.: Total Quality Management (A) / Victoria Hospital Redesign Initiative

SAGE South Asia
The Ivey Casebook Series
2008 • 312 pages • Paperback ₹ 575 (9788178299143)

Originally priced at \$ 71.00 (paperback).
Sales rights restricted to South Asia only!



A South Asian Reprint!

CREATING EFFECTIVE TEAMS

A Guide for Members and Leaders
Fourth Edition

Susan A Wheelan *G.D.Q Associates, Inc.*

This book helps provide guidance for those who interact with a particular work group and for those who manage them.

Skills Ahead



Creating Effective Teams: A Guide for Members and Leaders is a practical guide for building and sustaining top-performing teams. The author covers in depth the four stages of a team—forming, storming, norming, and performing—clearly illustrating the developmental nature of teams and describing what happens in each stage. Problems that occur frequently in groups are highlighted, followed by what-you-can-do sections that offer specific advice.

New To This Edition:

- New discussion and insights for the reader on the shift from a team focus to a leader focus, which has had a negative effect on team performance and development
- Chapters reorganized to help readers learn in a more systematic way
- The first seven chapters are about work groups, team development, and creating high performance teams
- Chapters 8 and 9 focus on effective team members and leaders
- The last chapter examines what organizations should do to support their teams.

CONTENTS

Why Groups? / From Groups to Teams: The Stages of Group Development / Navigating Stage 1 / Surviving Stage 2 / Reorganizing at Stage 3 / Sustaining High Performance / How Do High Performance Teams Function? / Effective Team Members / Effective Team Leadership / Effective Organizational Support for Teams / Bibliography / Index

SAGE South Asia
2012 • 160 pages • Paperback ₹ 350 (9788132110866)

Originally priced at \$ 95.00 (paperback).
Sales rights restricted to South Asia only!

New

ORGANIZATIONAL BEHAVIOR

Afsaneh Nahavandi *University of San Diego*,
Robert B Denhardt, Janet V Denhardt
University of Southern California and Maria
P Aristigueta *University of Delaware*

This new textbook discusses all the major topics of organizational behavior emphasizing how individuals, groups, and organizations interact to contribute to organizational success and achievement. It challenges the readers to develop greater personal, interpersonal, and organizational skills, and utilize these strengths competently in the organizational environment.

Key Features:

- Focus on understanding and applying concepts to real world scenarios through creative and innovative thinking
- Emphasis on building inner-strength, positive outlook, and improved self-awareness
- Encourages self-learning through Cases, Critical Thinking Questions, Self-Assessment Features
- Chapter-end 'Applications for Managers' section provides additional practical tips demonstrating how concepts are to be implemented in the real-life situations
- Complementary chapters on 'Fostering Creativity and Innovation' and 'Communicating Effectively with Others'

Companion Website http://www.sagepub.in/nahavandi_OB/

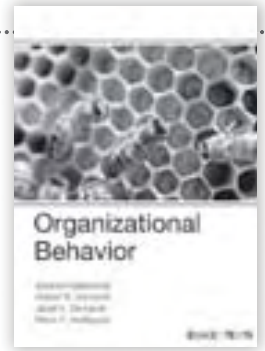
CONTENTS

Preface / I: INTRODUCTION / Introduction to Organizational Behavior: History, Trends, and Ethics / II: INDIVIDUAL BEHAVIOR AND CHARACTERISTICS / Culture and Diversity: Developing a Cultural Mindset / Self-Awareness, Personality, Emotions, and Values / Perception and Attribution / Motivation and Engagement / Managing Stress / III: GROUP AND TEAM PROCESSES / Decision Making / Working in Groups and Teams / Managing Conflict and Negotiation / Leadership: Classic to Contemporary / IV: ORGANIZATIONAL CONTEXT / Organizational Power and Politics / Organizational Strategy and Structure / Organizational Culture and Change / Photo Credits / Index

SAGE Texts
2014 • 560 pages • Paperback ₹ 550 (9789351501855)



Sales rights restricted to South Asia only!

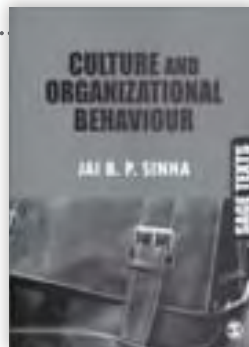


CULTURE AND ORGANIZATIONAL BEHAVIOUR

Jai B P Sinha *ASSERT Institute of Management Studies, Patna, Bihar*

The book has well researched content and excellently covers the basic knowledge of organizational behaviour and the advancements in the field...It captures organizational behaviour and issues with well-woven essence of the Indian organizations in its text.

Abhigyan



Culture and Organizational Behaviour is a textbook for management studies that highlights the effect of the confluence of Western and Indian cultural influences. It adheres to the syllabi of the organizational behaviour courses followed in most major universities and management institutes. The book presents basic knowledge of organizational behaviour as developed in the West, adds to these the latest global research findings, and situates them in the Indian cultural perspective.

Key Features:

- Contains updated case studies from Indian organizations
- Focuses on current and emerging strategies in organizational structures, leadership, power and politics
- Covers topics like balancing work and other responsibilities, power and politics, and conflict and negotiation, which, though extremely crucial to organizational behaviour, have perhaps not got due attention in the existing literature

CONTENTS

Preface / I: THE BACKDROP / Organizational Behaviour / Indian Cultural Context / The Indian Milieu / II: INDIVIDUALS / Self and Personality / Well-Being: The Ultimate Goal of Life / III: GROUPS / Individuals and Group Dynamics / Working for Self and Others / Teamwork / Power and Politics / Effective Leadership / Theories of Leadership / IV: ORGANIZATIONS / Organizational Culture / Knowledge Organization / Organizational Change and Development / References / Index

SAGE Texts
2009 • 448 pages • Paperback ₹ 525 (9788178298962)

ORGANIZATION DEVELOPMENT

Accelerating Learning and Transformation
Second Edition

Edited by S Ramnarayan *Indian School of Business, Hyderabad* and T V Rao *Chairman, T V Rao Learning Systems, Ahmedabad*

S Ramnarayan and T V Rao build on the foundation of their extensive research and work with organizations over several decades to answer some of the most critical questions in Organization Development (OD) today. This book brings key insights derived from the worlds of theory and practice to provide a holistic understanding of the field of OD. Focusing especially on issues relevant to India and the emerging markets, it is enriched with contributions from eminent OD practitioners from academic, corporate and consulting organizations from different parts of the world.

ManagementNext

The most critical questions in Organization Development (OD) today:

- How do you alter mindsets of organizational members at different levels to tackle new challenges posed by the environment?
- How do you make mergers or acquisitions work?
- How do you bring about cultural change?
- How do you build managerial and organizational capability to effectively tap the opportunities available in the new environment?

ABRIDGED CONTENTS

Preface / I: OD CONCEPTS, ISSUES AND THEORETICAL FOUNDATIONS / II: CASES AND LEARNING RESOURCES / III: INTERVIEWS / Epilogue / Index

SAGE Response
2011 • 488 pages • Paperback ₹ 595 (9788132107392)



A South Asian Reprint!

ORGANIZATION DEVELOPMENT

The Process of Leading Organizational Change
Second Edition

Donald L Anderson *University of Denver*

Covering classic and contemporary organization development (OD) techniques, this is a comprehensive text on individual, team, and organizational change. Incorporating OD ethics and values into each chapter, Donald L Anderson provides discussion of the real-world application of these theoretical ideas. In-depth case studies that follow major content chapters allow students to immediately apply what they have learned.

CONTENTS

Preface / What is Organization Development? / History of Organization Development / Core Values and Ethics of Organization Development / CASE STUDY 1: ANALYZING OPPORTUNITIES FOR ORGANIZATION DEVELOPMENT WORK AT NORTHERN COUNTY LEGAL SERVICES / Foundations of Organizational Change / The Organization Development Practitioner and the Consulting Process / Entry and Contracting / Data Gathering / CASE STUDY 2: PROPOSING A DATA GATHERING STRATEGY AT AEROTECH, INC / Diagnosis and Feedback / CASE STUDY 3: SORTING THROUGH THE DATA FROM LOGAN ELEMENTARY SCHOOL / An Introduction to Interventions / Individual Interventions / CASE STUDY 4: INDIVIDUAL TYPE STYLES AT THE PARKS DEPARTMENT / Team Interventions / CASE STUDY 5: SOLVING TEAM CHALLENGES AT DOCSYSTEMS BILLING, INC. / Whole Organization and Multiple Organization Interventions / CASE STUDY 6: REORGANIZING HUMAN RESOURCES AT ASP SOFTWARE / Sustaining Change, Evaluating and Ending an Engagement / The Future of Organization Development / References / Index

SAGE South Asia
2013 • 392 pages • Paperback ₹ 645 (9788132114437)

Originally priced at \$ 97.00 (paperback).
Sales rights restricted to South Asia only!



CORPORATE COMMUNICATIONS

A 21st Century Primer

Joseph Fernandez *Median Communications, Chennai*

Centered around contemporary communication theory and illustrated through numerous examples and case studies, this primer will serve as a text for a wide range of courses including corporate communications, advertising, public relations, customer relationship management, consumer marketing and marketing strategy.

Business Line

This lucid book is a compelling introduction to corporate communications and its practical application in the modern organization. Joseph Fernandez makes a case for corporate communications as the cornerstone of any corporate growth strategy. He does this by highlighting communication approaches drawn from the worlds of advertising, journalism and public relations. Among the topics discussed are:

- The evolution and nature of the new era and its unique communication needs
- The role of advertising and public relations as potent tools to build corporate brands and nurture them in global environments
- The advantages of the complementary use of traditional and new media in reaching the entire targeted audience
- The importance of subscribing to healthy corporate citizenship practices for both businesses and non-profit outfits

CONTENTS

Introduction / The 21st Century Corporate: In the Beginning / Corporate Communications: A Brand New World / The Domains of Influence: Audiences, Communities & Publics / Advertising: Beyond the Brand / Public Relations: Into the Strategy Realm / The Traditional Media: Between the Lines / The New Media: Across the Digital Divide / Business and Non-Profit Organizations: Communication is Commitment / Companies and Corporations: Communicating the Corporate / The Corporate Communicator and You: From Signposts to Milestones / Index

SAGE Response
2005 • 300 pages • Paperback ₹ 525 (9780761997467)



A South Asian Reprint!

BUSINESS AND PROFESSIONAL COMMUNICATION

KEYS for Workplace Excellence

Kelly M Quintanilla *Texas AandM University—Corpus Christi* and Shawn T Wahl *Missouri State University*

The KEYS feature will help students apply their learning, and the Keys in Action exercises are extremely helpful. The conversational, coaching tone of the text is excellent: in many sections, students are given advice with explanations of how the advice will help them succeed in the workplace. I am impressed with the readability of the text and its relevance to students' workplace communication needs.

Carolyn Clark, *Salt Lake Community College*

Key Features:

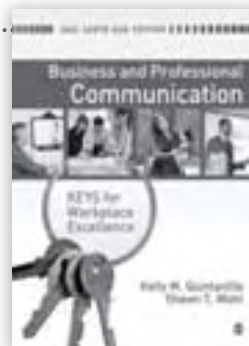
- The KEYS Process is an organizing feature in the book that encourages students to engage in a communication self-inventory in a variety of contexts to build their skills and to apply that knowledge to their future professional lives
- Thought-provoking opening narratives provide context and content for each chapter. Students revisit the narrative at the end of the chapter and evaluate the outcome using the KEYS model
- To help prepare students for the business world, realistic What Went Wrong? scenarios are embedded into every chapter, providing an opportunity to analyze situations students may encounter in the workplace

CONTENTS

Preface / Business and Professional Excellence in the Workplace / I: ENTERING THE WORKPLACE / Landing the Job / Getting to Know Your Diverse Workplace / II: DEVELOPING IN THE WORKPLACE / Building Relationships Through Interpersonal Communication / Strengthening Connections With Team Communication / III: EXCELLING IN THE WORKPLACE / Communicating Excellence With Technology / Writing With Professional Excellence / Leading With Professional Excellence / IV: PRESENTING IN THE WORKPLACE / Informing and Persuading With Professional Excellence / Designing a Speech with Professional Excellence / Delivering a Speech With Professional Excellence / V: SURVIVING IN THE WORKPLACE / Balancing Work and Life Through Communication / Epilogue / References / Index

SAGE South Asia
2011 • 376 pages • Paperback ₹ 575 (9788132106241)

Originally priced at \$ 95.00 (paperback).
Sales rights restricted to South Asia only!



INTERNAL COMMUNICATIONS

Insights, Practices and Models

Aniisu K Verghese *Internal Communications Expert*

- Starting your career and interested to make a mark in this growing function?
 - Keen to understand the nuances of internal communications?
 - Determined to create an impact as an internal communication professional?
 - Looking for resources to create, nurture, and deliver consistently with you team?
- In this book you will discover all these and more as it takes you through the nuts and bolts of establishing your function and demonstrating value with internal communications. Using simple examples and formats, the author shares best practices and lessons that will enhance your presence as an internal communications professional.

- Self-evaluation Guide: How do I know if I am suited to the role?
- Guide to getting answers when you begin your career in internal communications
- Interviewers Guide: questions to ask during an internal communications interview
- Channel selection guide
- Evaluating your agency
- How to promote your team

CONTENTS

Foreword Joseph Fernandez / Preface / Understanding Internal Communications / Internal Communications Basics / Internal Communications Measurement / Internal Communicators: Building and Coaching Your Team / Internal Communications in India / Challenges and Opportunities in Internal Communications / Crises and Internal Communications / The Future of Internal Communications / Employee Engagement and Inclusive Internal Communication / Integrating Social Media with Internal Communications: Challenges and Opportunities / Working with Leadership / Messaging and Internal Communications / Resources / Interviews with the Author / Index

SAGE Response
2012 • 224 pages • Paperback ₹ 395 (9788132109662)



A South Asian Reprint!

NEGOTIATION

Closing Deals, Settling Disputes, and Making Team Decisions

David S Hames

Cultivate negotiation skills with the latest theory and research, plus opportunities for practice! Negotiation provides students with a comprehensive understanding of the fundamental components of the negotiation process and the challenges that face negotiators.

Key Features:

- Includes Negotiation in Action vignettes in each chapter, bringing the content to life through vivid illustrations of the negotiation process
- Includes five full-length cases, demonstrating important interrelationships among the various components of the negotiation process and how they are applied in practice
- Provides self-assessment questionnaires, enabling readers to analyze and understand their negotiation abilities
- Offers broad-ranging and international perspectives, integrating real-world insight from managers in industry and government and from countries throughout the world

The website provides password-protected instructor resources, a test bank, PowerPoint slides, role-playing exercises, and course syllabi. Open-access student resources on the site include web quizzes, full-text SAGE journal articles, flashcards, and video links. Companion website available at www.sagepub.com/hames

CONTENTS

Preface / I: THE FUNDAMENTALS / The Nature of Negotiation: What it is and Why it Matters / Preparation: Building the Foundation for Negotiating / Distributive Bargaining: A Strategy for Claiming Value / Integrative Bargaining: A Strategy for Creating Value / Closing Deals: Persuading the Other Party to Say Yes / II: SPECIAL CHALLENGES / Communication: The Heart of All Negotiations / Decision Making: Are We Truly Rational Beings? / Power & Influence: Changing others' attitudes and behaviors / Ethics: Right and Wrong Do Exist when you Negotiate / Multiparty Negotiations: Managing the Additional Complexity / Individual Differences / International Negotiations / Difficult Negotiations / Third-Party Intervention: Recourse When Negotiations Sputter or Fail? / Appendix / Glossary / Index

SAGE South Asia

2012 • 520 pages • Paperback ₹ 575 (9788132108955)



Originally priced at \$ 99.00 (paperback).
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PUBLIC RELATIONS IN INDIA

New Tasks and Responsibilities

J V Vilanilam Ex-Vice Chancellor,
University of Kerala, Trivandrum

“The book guides us with a learned hand through the imperative of today's integrated, holistic communication strategies... One can treat it for its appeal as a textbook, and as a guide for corporate communicators.

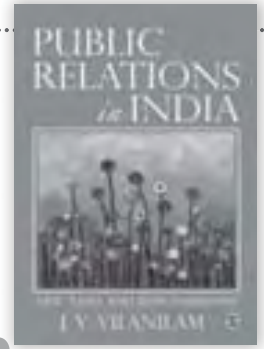
The Statesman

Public Relations in India is a review of the history of Public Relations (PR) in the world and India and an in-depth critical analysis of the value of PR as an essential feature of the management function. The key focus of this book is what PR means for India and other developing countries in the 21st century. Building a case for citizen-centric public relations, the author argues that in India, PR must be viewed as a development tool geared towards socioeconomic progress. This argument is backed by case studies and practical examples of PR writing, PR concepts applicable to India and the latest techniques and gadgets used in PR practice. The book covers topics like Internal and External PR, Satellite and International Communication and Cross-cultural Communication and blends theoretical arguments with management case studies. The book aims to sensitize general readers as well as PR professionals about the increasingly socially responsible role that the PR function has to play in developing nations to help in all-round social uplift.

CONTENTS

Preface / A Conceptual Framework for PR in India / The Growth and Development of Modern PR / 20th Century Corporate PR and PR Writing / Essential Qualities of a PR Person / Practical PR, Business Writing and Media Relations / Tools for Internal PR / Tools for External PR / International Communication / Cross-Cultural Communication / Appendices / Bibliography / Index

2011 • 318 pages • Paperback ₹ 450 (9788132106296)



A South Asian Reprint!

NEGOTIATION

Communication for Diverse Settings

Michael L Spangle Regis University and
Myra Warren Isenhardt Organizational
Communications, Inc.

Negotiation: Communication for Diverse Settings provides the reader with a comprehensive overview of the negotiation process as it applies to a wide variety of contexts. Skillfully weaving practitioner interviews and real world examples throughout the book, Michael Spangle and Myra Warren Isenhardt emphasize the day-to-day relevance of negotiation skill.

- Discusses the cultural context of conflict
- Introduces basic theoretical principles and practical steps in the negotiating process
- Moves on a continuum from micro (interpersonal) to macro (international) levels of negotiation
- Addresses the interpersonal skills necessary for effective negotiation, factors that cause negotiations to break down, and what to do when that happens
- Includes "Professional Profiles" interviews with professional negotiators from a variety of backgrounds

CONTENTS

Preface / Introduction / I: FOUNDATIONS OF NEGOTIATION / Contextual Nature of Negotiation / Theoretical Perspectives / Negotiation Processes / Qualities and Skills of Effective Negotiators / When Negotiation Breaks Down / II: INTERPERSONAL NEGOTIATION / Consumer Negotiation / Organizational Negotiation / Community Negotiation / International Negotiation / Integrating the Art with the Science of Negotiation / References / Index

SAGE South Asia

2008 • 460 pages • Paperback ₹ 645 (9788178298894)

Originally priced at \$ 99.00 (paperback).
Sales rights restricted to South Asia only!



A South Asian Reprint!

DOING BUSINESS RESEARCH

A Guide to Theory and Practice

Nick Lee Loughborough University and
Ian Lings Queensland University of Technology

This is not just another book about research methods! This is a book that has been long awaited in the business research community—a book that holistically addresses the entire research process, from the nature of research and knowledge to the final results—and will become a requisite text for anyone involved in doing a research project. With an advanced undergraduate/postgraduate/doctoral readership in mind, as well as those approaching research as an instructor, Nick Lee (with Ian Lings) has taken on the often disparate elements of research methodology and brought together an integrated, accessible and humorous account explaining why research methods are the way they are and how researchers do what they do. This book doesn't just show you the 'basics'—it will ultimately empower you to place a magnifying glass on all elements of your research. Unique in its nature and scope Doing Business Research offers:

- An essential discussion of philosophical and theoretical matters central to conceptualising the nature of your research
- A pragmatic guide to why things are important, and how, but which also and helping offers a huge range of considerations that the reader can use to develop their research project
- A unique resource book, providing extensive further reading, and bringing together original viewpoints from over 30 outstanding scholars at all stages of their careers, from postgraduate to professor. An essential and open-minded text!

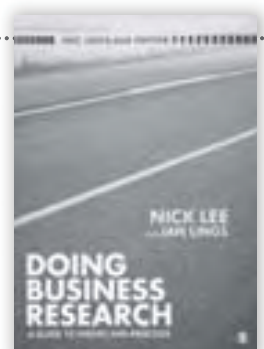
CONTENTS

Foreword / How to use this book / What is Research and Why would anyone Want To Do It? / The Scientific Approach to Research / The Interpretive Approach to Research / Reviewing Existing Literature / Theory, Conceptualisation and Hypotheses / Concepts, Constructs and Measurement / The Process of Measure Development / Research Design / Collecting Qualitative Data / Qualitative Data Analysis / Collecting Quantitative Data / How and Why Statistics Work / Quantitative Data Analysis I / Quantitative Data Analysis II / Mixing Methods and Paradigmatic Incommensurability / Writing and Talking about Your Work / Bibliography / Index

SAGE South Asia

2010 • 448 pages • Paperback ₹ 645 (9788132104544)

Originally priced at £ 31.99 (paperback).
Sales rights restricted to South Asia only!



A South Asian Reprint!

ESSENTIALS OF BUSINESS RESEARCH

A Guide to Doing Your Research Project

Jonathan Wilson Anglia Ruskin University

This exciting text from **Jonathan Wilson** is a must have for any student in a Business School doing a Research Methods course or doing a Research Project. **Essentials of Business Research: A Guide to Doing Your Research Project** is a concise, student-friendly text that cuts through the jargon of research methods terminology to present a clear guide to the basics of methodology in a business and management context.

Key Features:

- 'You're the Supervisor' sections – helps students to meet their learning outcomes
- 'Common questions and answers' – provides students with an invaluable point of reference for some of the challenges they are likely to face while undertaking their research project
- Comprehensive section on ethical issues students need to consider when undertaking their research project
- A full student glossary
- Multiple choice questions to enable students to test their knowledge and progress

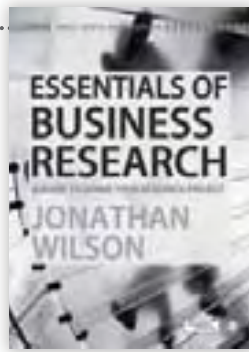
Accompanying companion website available at www.sagepub.co.uk/wilsonessentials

CONTENTS

Preface / An Introduction to Business Research / Developing a Research Topic / Conducting a Literature Review / Addressing Ethical Issues / Establishing a Research Design / Primary Data Collection / Using Secondary Data / Sampling / Analyzing Quantitative Data / Analyzing Qualitative Data / Writing up and Presenting Your Research / Glossary / Index

SAGE South Asia
2010 • 336 pages • Paperback ₹ 525 (9788132105671)

Originally priced at £ 27.99 (paperback) and £ 85.00 (hardback).
Sales rights restricted to South Asia only!



New

QUALITATIVE RESEARCH IN MANAGEMENT

Methods and Experiences

Edited by **Rajen K Gupta** Management Development Institute, Gurgaon and **Richa Awasthy** Assistant Professor, Organizational Behaviour, IMI, New Delhi

Qualitative research has great possibility to connect research and practice. I, therefore, recommend this book to all serious researchers who want to make a difference.

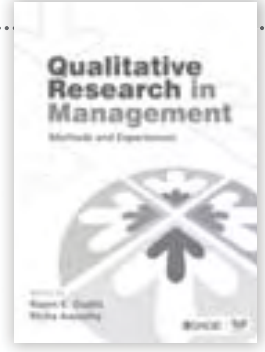
Dr Anil Khandelwal, ex-CMD, Bank of Baroda and author of Dare to Lead

This book is the first of its kind on qualitative research in management in the Indian context. It covers the philosophy and practice of qualitative research, and presents the journeys of 10 management scholars who describe their experiences of doing qualitative research while explaining their choice of varied methods. Both aspiring and experienced management researchers will find it an invaluable resource.

CONTENTS

Preface / Acknowledgements / I: PHILOSOPHY OF QUALITATIVE RESEARCH / Qualitative Research: An Introduction / On Becoming a Qualitative Researcher / II: EXPERIENCES AND METHODS / Phenomenology: Qualitative Research—An Odyssey of Discovery / Semiotics: Doing an Emic Research the "Semiotic" Way—Experiences and Challenges / Grounded Theory: My PhD Journey—Finding a Method to the Madness / Quasi-Ethnography: Methodological Design for Exploring Knowledge Creation in Organizations / Single Case Study: A Promenade Down the Memory Boulevard / Single Case Study: Exploring Organizational Ambidexterity—My Journey As a Qualitative Researcher / Multiple Case Study: From Research Problem to Research Design in a Doctoral Setting—A Student's Experiential Musings / Multiple Case Study: My Journey—From Pure Quantitative Research to Mixed Research, and Then from Mixed Research to Pure Qualitative Research / Mixed Methodology: Researching at Any Cost—Restoring My Journey into the "Unknown" / Mixed Methodology: Use of Qualitative and Mixed Methods Research to Understand and Explore Organizational Phenomena in 21st Century—Reflecting on Personal Experience as a "Research Scholar" / III: CONCLUSION / The Churning Process: Insights from the Experiences / Index

SAGE Response
2015 • 292 pages • Paperback ₹ 695 (978-9-351-50103-9)



FORTHCOMING

MARKETING RESEARCH

A Global Outlook

V Kumar Georgia State University

Marketing Research: A Global Outlook is a comprehensive text that tracks the dynamic world of global marketing and undertakes a systematic approach in discussing the steps involved in the process of conducting marketing research.

Feature Highlights:

- Overview of marketing research processes including introduction of key concepts, exploring relevant issues, and highlighting major challenges to understand and coordinate the entire process
- Focus on the important phases of marketing research such as understanding its nature and scope, data collection, questionnaire designing, sampling, and analysis and presentation of results
- Numerous country-specific examples and cases from the global perspective giving detailed insight into the developments around the world
- Dedicated and up-to-date inclusion of a section on the aspects of marketing research in major geographical areas
- Chapter-end review exercises and case-based questions for critical and in-depth understanding

CONTENTS

Preface / I: INTRODUCTION TO MARKETING RESEARCH FOR THE EMERGING & DEVELOPED MARKETS / The Nature and Scope of Global / Marketing Research Marketing Research in the Global Environment / Global Marketing Research Process / II DESIGNING AND ADMINISTERING THE RESEARCH PROCESS / Preliminary Stages of the Research Process / Secondary Data / Marketing Research on the Internet / Primary Data Research / Qualitative and Observational Research / Survey Research / Development of Scales / Questionnaire Design / Sampling / III: DATA ANALYSIS AND REPORTING THE RESULTS / Simple Data Analysis / Advanced Data Analysis / Presenting the Results / IV MARKETING RESEARCH APPROACHES ACROSS THE GLOBAL MARKETS / Asia-Pacific / Europe / Latin America / Middle East and Africa / North America / V: FUTURE DIRECTIONS IN GLOBAL MARKETING RESEARCH / The Future of Global Marketing Research / CASE STUDIES / Case I: Starbucks—Going to the Source / Case II: Tesla's Trademark Troubles / Case III: Segmenting Indian Households / Case IV: Subaru—A Problem of Plenty / Case V: Millennials at Work / Index

SAGE Texts
2015 • 659 pages • Paperback ₹ 550 (tent) (9789351502487)



Rajen K Gupta



Richa Awasthy

About the Authors

Rajen K Gupta has a first degree in Electrical Engineering from IIT Kanpur and is a Fellow of the Indian Institute of Management (IIM), Ahmedabad. He used action research and quasi-ethnography approach for his doctoral dissertation. He has worked in the State Bank of India and Jyoti Ltd before moving to IIM Lucknow as a faculty member. Currently, he is Senior Professor at the Management Development Institute (MDI), Gurgaon.

Richa Awasthy is a university rank holder in Applied Psychology (graduate) and postgraduate in Psychology (Specialization Organizational Behaviour) from Delhi University. Her PhD is on the Indian employees perception of transplanted organizational practices of MNCs operating in India based on multiple qualitative case study design. She has an experience of more than 14 years in research, consultancy and teaching. Currently, she is working as an Assistant Professor in the area of organizational behaviour at the International Management Institute (IMI), New Delhi.

CORPORATE SOCIAL RESPONSIBILITY IN INDIA

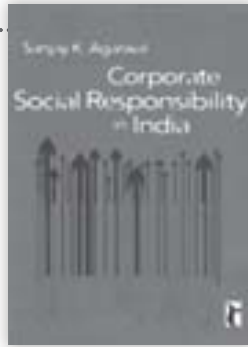
Sanjay K Agarwal *Chartered Accountant*

Corporate Social Responsibility in India is arguably the first comprehensive, well-researched book on the subject in the country. The author uses Indian examples, case studies and CSR role models from the Indian industry to explain the gap between Indian business needs and current practices. Practices and researches in economically developed countries have also been used extensively. As the Indian industry begins to enter international markets, it is going to be imperative to integrate CSR with business goals for long-term sustainability and healthy economic, social and environmental impact. The book helps in understanding the meaning of business beyond financial numbers and tries to explain how even CSR can be used as a marketing tool and for business benefits. It dwells comprehensively upon the concept of CSR, from its inception as philanthropy till its journey to a form where now it is mandatory to be sensitive about CSR in businesses.

CONTENTS

Preface / Introduction / Triple Bottom Line / CSR Reports / CSR Projects / Tax Break on CSR Expenses / CSR Report Assurance / Appendixes / Index

SAGE Response
2008 • 352 pages • Paperback ₹ 650 (9780761936282)



MANAGING A MODERN HOSPITAL

Second Edition

Edited by **A V Srinivasan** *Director, Corporate Planner, Indian Network, Hyderabad*

The revised and updated second edition of **Managing a Modern Hospital** contains a judiciously compiled collection of writings on modern hospital management. The book is a fitting response to the compelling need for incorporating professionalism and better resource management in hospital administration to ensure quality and cost-effectiveness in health care in India. Health care has become one of the fastest growing sectors in India over the past decade. It spans a wide range of issues in modern hospital management, including:

- Waste management
- Financial management
- Maintaining medical records
- Medical audits
- Managing human resources
- Quality certification A repository of valuable insight and information on setting up and running a modern-day hospital efficiently and as an economically viable business, the book can serve as basic text and supplementary reading for courses in hospital management.

CONTENTS

Foreword / Introduction / Health Care in India - A Profile and the Future / Planning a Modern Hospital / Hospital Organisation Structure / Financial Management for Hospitals / Human Resource Management in Hospitals / Hospital Materials Management / Hospital Stores Organisation and Pharmacy / Selective Systems of Materials Management in a Hospital - Case Illustration / MBASIC System for Effective Drug Management / Customer Experience Management - A Marketing Initiative / Medical Records / Operations Research in Hospitals / Computer Aided Diagnosis - Expert Systems / Hospital Waste Management / Patient Relations in Hospitals / Medical Audit and its Administration / Hospitals and ISO 9002 Certification / ISO 9002 Certification for a Hospital - An Illustrative Case / Index

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STRATEGIC CORPORATE SOCIAL RESPONSIBILITY

Stakeholders in a Global Environment
Second Edition

William B Werther, Jr *University of Miami* and
David Chandler *University of Colorado, Denver*

Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Part I provides an overview of the field, defining CSR and placing it in the context of wider corporate strategy. Part II contains chapters on CSR issues related to the organization, the economy, and society, and provides detailed case studies on a variety of well-known firms. Adopting a stakeholder perspective, the authors explore CSR issues within the complex global business environment in which corporations operate today.

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- Part II presents 24 in-depth and topical CSR issues and cases, including cases related to the financial crises of 2008
- New! An expanded set of questions for Discussion and Review and Online Resources supplements the cases and allows instructors to combine traditional classroom activities with exploration of relevant company, NGO, academic, and other CSR research

Companion website available at www.sagepub.com/strategiccsr

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New

LET US HEAR THEM SPEAK

Developing Speaking-Listening Skills in English (With CD)

Jayashree Mohanraj *English and Foreign Languages University (EFLU), Hyderabad*

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Key Features:

- CD with audio examples and activities with necessary notes for teachers/instructors
- Balanced blend of theory and practice of teaching 'listening and speaking skills in English' to non-native speakers
- Theory supported by over 70 task-based activities for enhancing and testing listening and speaking skills
- Text based on up-to-date research with extensive reference to related literature from India and abroad

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THE BASICS OF COMMUNICATION

A Relational Perspective
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Steve Duck *University of Iowa* and David T McMahan *Missouri Western State University*

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- Listen in on Your Life, Make Your Case, and Strategic Communication boxes get students personally involved with the material

Ancillaries

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- An open-access Student Study Site offers self-quizzes, e-flashcards, video and audio clips, SAGE journal articles, and web resources and exercises

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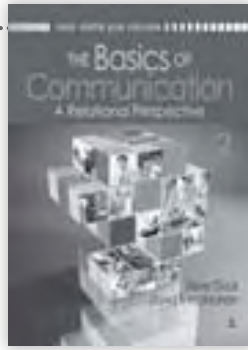
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DEVELOPING RESEARCH PROPOSALS

Pam Denicolo *University of Reading* and
Lucinda Becker *Reading University*

Developing Research Proposals is a very accessible and authoritative guide, and part of Sage's informative Success in Research Series... Overall, the authors have written a book providing a wealth of information and advice that would come in handy not only to those interested in maximizing their chances to get a research degree place or funding for project in a complex and demanding environment, but also to those interested in their personal development as researchers.

Andrea Moise, *LSE Review of Books*

- How do I go about writing a research proposal?
- How do I maximize my chances of Writing a successful research proposals?
- How do I do a literature review?

Writing a research proposal is one of the most important tasks facing academics, researchers and postgraduate students. In this accessible, informative and entertaining book, Denicolo and Becker tell you how to develop an effective research proposal to secure funding for your research projects or to gain a place on a research degree programme. The book helps you understand what those reading your proposal are looking for and supports the development of writing skills through practical activities.

CONTENTS

Prologue / Serendipity / Intended Readers / Overview of the Book / The Task Before You / What is a Research Proposal? / When Is a Research Proposal Required and Why? / What Are the Key Aspects of Proposal Preparation? / What Should Be Included in the Introduction, Rationale and Literature Review? / What is the Significance of the Aims, Objectives, and Research Questions/Hypotheses? / What Should Be Included in the Methodology/Research Implementation Sections? / What Financial Considerations Are Required? / What Planning and Organisation Details Are Required? / Who Are the other Potential Contributors to and Referees for Your Project? / Where Does It End? Reactions, Reflections and Anticipations / Appendix 1 Funding Sources / Appendix 2 Resources / Glossary / Index

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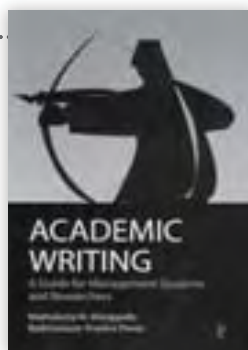


ACADEMIC WRITING

A Guide for Management Students and Researchers

Mathukutty M Monipally *Indian Institute of Management, Ahmedabad* and
Badrinarayan Shankar Pawar *Indian Institute of Management, Kozhikode*

Using a lucid conversational style, the authors talk of the challenges that most writers face and offer a systematic approach to overcome it. Broadly divided in three parts, the book covers all the essentials that go in the generation of academic papers... Throughout the text, the authors have used extracts from student assignments, making it more readable and comprehensible from the student's perspective. The elaborate analysis that follows each extract helps the reader master the skill of reviewing not only others' works but also their own writing.



Global Business Review

This book helps students and researchers write better assignments, better dissertations, and better papers for publication. Characterizing academic writing as an integral part of the knowledge generation and dissemination process, it focuses on three main aspects: understanding research, documenting and sharing the process and results of research, and acknowledging the use of other people's ideas in the documentation.

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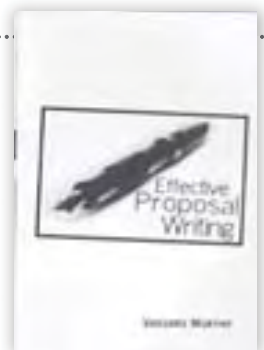
Preface / Introduction / I: THE RESEARCH PROCESS AND THE ROLE OF ACADEMIC WRITING / Academic Writing and Research Process / Structure and Contents of a Research Paper / II: THE ANATOMY OF ACADEMIC WRITING / Good Academic Writing / Mastering the Paragraph / The Writing Process / III: ACKNOWLEDGING ACADEMIC DEBTS / Using and Citing Sources of Ideas / Appendix 1: Brief Descriptions of Some of the Research Terms Used in Chapter 2 / Appendix 2: Resources for Honing Academic Writing / References / Index

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2010 • 264 pages • Paperback ₹ 475 (9788132104414)

EFFECTIVE PROPOSAL WRITING

Vasudev Murthy *Quality Consulting Group, Wipro Technologies, Bangalore*

This useful book demystifies a very important part of formal business practice—writing a quality proposal. It will help the reader put together a comprehensive, convincing and professional document. Covering all elements that are crucial for writing an effective business proposal, the book also spells out when and under what conditions a proposal should be submitted, the information required, and the ethical business issues involved. Vasudev Murthy provides useful tips for producing a professional document that will enable the writer to establish the credibility of his organization and persuade the reader to accept the proposal. Written in an informal yet practical and engaging style, this book will be invaluable for a varied readership of professionals—whether an independent consultant or a decision-maker within a large organization; the head of an NGO applying for grants, or a manager looking for new business opportunities.



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ESSAY WRITING

A Student's Guide

MunLing Shields *University of Central Lancashire*

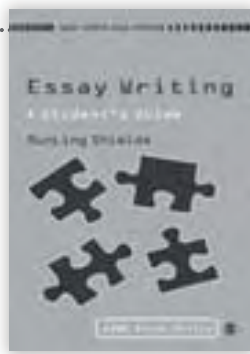
Essay Writing is a student guide with a mission: to enable students to write better essays and get the grades they deserve by demystifying the essay-writing process. MunLing Shields places essay writing within the larger university experience for students. In a clear and easy to understand way the author guides the reader through the process of writing successful university essays by looking at essay writing in the context of academic communication, academic culture and different learning styles and approaches. **Essay Writing** also offers invaluable insights into the way tutors see essays, explaining why essays are set, how to understand the rationale behind them, and demonstrating how best to approach answering the question. This highly accessible book offers practical, in-depth guidance on each of the stages of the essay writing process – planning, drafting and editing – and relates them to the important sub-skills of information-gathering, reading academic texts, how to get the most out of lectures, referencing and citations, and fluency and appropriateness of style and language.

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PUBLISHING JOURNAL ARTICLES

Lucinda Becker *Reading University* and
Pam Denicolo *University of Reading*

The advantage of this book compared to many others on this topic, is that on the one hand, it is very concise, simple, and in plain language; on the other hand, it covers all the stages of writing and publishing an article.

Lia L, *Methodspace Book Reviews Group*

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- How do I maximize my chances of getting it published in a top journal?
- How do I know what journal to select?
- How do I best adapt my research work in order to get published?

In this accessible, informative and entertaining book, Becker and Denicolo introduce the best practical strategies available to help you maximise your chances of success in getting your work published in the journal of your choice. This book offers down-to-earth advice on such vital topics as:

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- What to select for publication
- How to plan for success
- How to cope with writer's block
- Working with editors and reviewers- How to cope with rejection

This is a must-have book for anyone seeking to write for successful journal publication.

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HOW TO PUBLISH YOUR PHD

Sarah Caro *Oxford University Press*

Sarah Caro has written an enormously helpful and practical guide to one of the most alarming processes that young researchers encounter. She draws on her years of experience to describe with unflinching good sense and good humour the issues, pitfalls and genuine positives that impact on all those who want to write "the book of the thesis". This little book is an immensely valuable resource for all academics, whatever their status, as they contemplate the challenge of publication in an ever-changing technological, commercial and dissemination landscape.

Richard Fisher, *Cambridge University Press*

How to Publish Your PhD is the first book to provide students with a comprehensive and authoritative guide to publishing their research. A wealth of practical information and advice is included on:

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- Putting together a proposal
- Surviving the review process
- Negotiating a contract
- Working with your publisher's marketing department.

It will be an invaluable resource for students across the broadest range of the humanities and social sciences and for all those teaching and advising them

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WRITING YOUR THESIS

Second Edition

Paul Oliver

This new edition is designed to help postgraduate and research students with the process, preparation, writing and examination of their theses. Many students are able to design their programme of research and to collect the data, but they can find it more difficult to transform their data into a thesis. Using his extensive experience as a successful thesis supervisor, the author outlines:

- The purpose of the thesis and what it should achieve
- Strategies for organizing your work as you write your thesis
- How to incorporate a theoretical perspective
- Sound techniques of academic writing
- How to benefit from your supervisors' experience
- What to do about publishing preliminary findings
- And tips on preparing for the oral examination

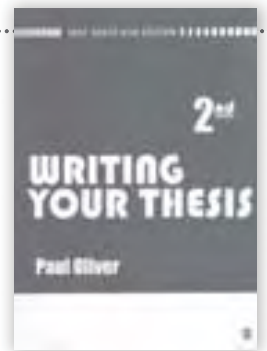
This updated edition contains additional material on the writing of shorter doctoral theses; writing about ethical issues; presenting qualitative data, and developing strategies for an oral examination.

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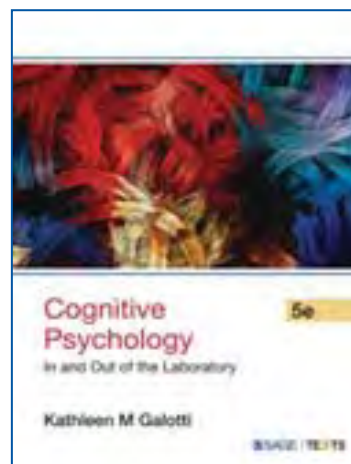
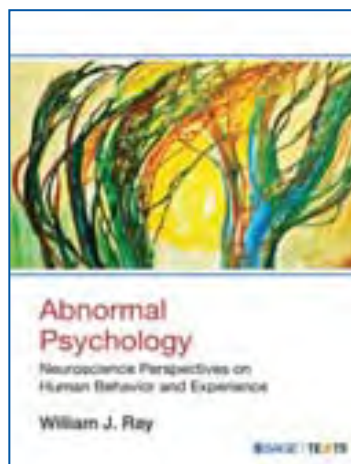
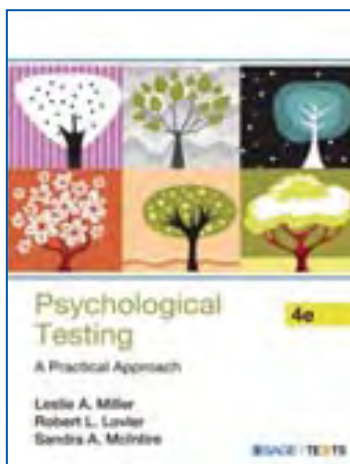
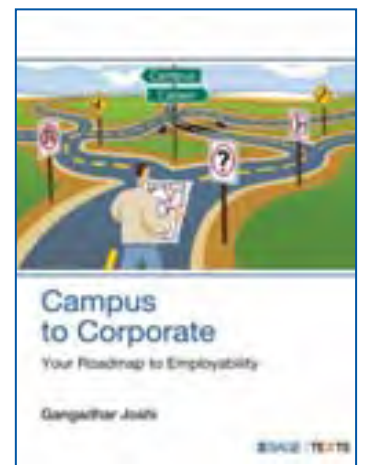
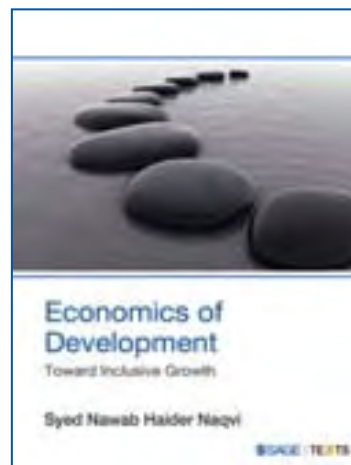
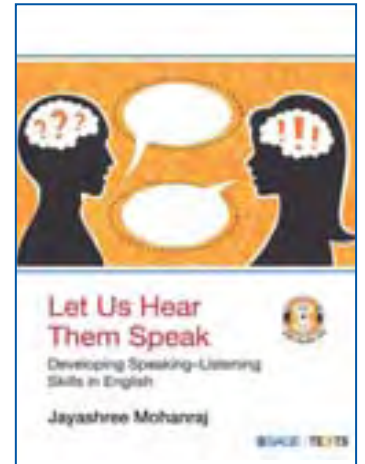
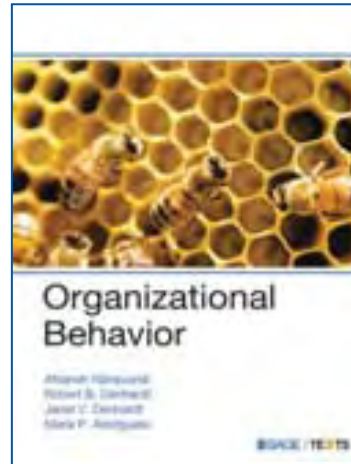
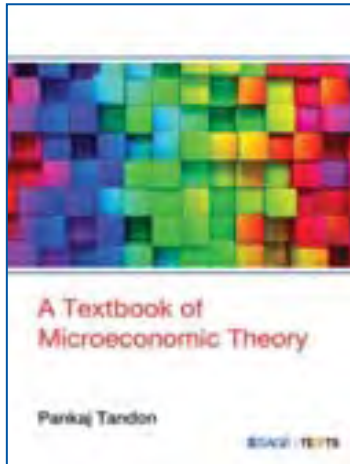
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