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- Research Methodology: A Step-by-Step Guide for Beginners
  Ranjit Kumar

- The Essential MBA
  Edited by Susan Miller

- Basic Research Methods
  Gerard Guthrie

SAGE 50 YEARS
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RESEARCH METHODS

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 social sciences. It is built on the foundation of philosophiacal pragmatism, postulating the value of knowledge and research methodologies 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 qualitative and quantitative 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.

METHODS FOR DEVELOPMENT WORK AND RESEARCH
A New Guide for Practitioners
Second Edition
Brihita Mikkelsen Senior Specialist, Social Science and Research, COWI

This completely revised version of the successful 1995 text covers a wide range of issues relating to research concepts and methods. It incorporates new lessons that have been learned regarding the merits and pitfalls of development work. Reflecting on how and why research in international development work has become a special case within the social sciences, this book provides innovative examples of participatory methods in action; methodological guidance on linking research purpose, questions and methods in qualitative and quantitative research; highlights new methods for development work and research like the Rights-based Approach.

QUALITATIVE DATA ANALYSIS WITH ATLAS.TI
Susanne Friese Max Planck Society, Göttingen

Original UK edition at a never before Indian price!

Qualitative Data Analysis with Atlas.ti is the very first book designed to guide students, step by step, through their research project using Atlas.ti. In the book, readers will find clear, practical advice on preparing your data, setting up a new project in Atlas.ti, developing a coding system, asking questions, finding answers and preparing results. The book features:

• Methodological as well as technical advice
• Numerous practical exercises and examples
• Screenshots showing you each stage of analysis
• A Companion Website (www.qdr.ac/qualitative-data-analysis-with-atlasti) with online tutorials and data sets

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2012 • 288 pages • Paperback ₹ 475 (9788050523271)
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. Alongside 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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SAGE South Asia 2012 • 464 pages • Paperback £ 645 (97881321110385)

RESEARCH METHODS

A Step-by-Step Guide for Beginners

Fourth Edition

Ranjit Kumar University of Western Australia

This edition contains essential information for beginning researchers and it is presented in a clear and coherent way which engages the reader. The reader is supported through references to research, questions posed and very well thought through examples. This is a publication which is a pleasure to read cover to cover, although it can be dipped into as necessary.

Dr Liane Purnell, Senior lecturer, Newman University College

Research Methodology: A Step by Step Guide for Beginners has been written specifically for those with no previous experience of research or research methodology. Written in a logical and accessible style and providing helpful techniques and examples, it breaks the process of designing and doing a research project into eight manageable operational steps. The book guides you through your project from beginning to end by offering practical advice on:

- Formulating a research question
- Ethical considerations
- Carrying out a literature review
- Choosing a research design
- Selecting a sample
- Collecting and analysing qualitative and quantitative data
- Writing a research report

CONTENTS


SAGE Texts 2014 • 428 pages • Paperback £ 550 (9788551501336)

RESEARCH METHODS FOR BUSINESS AND SOCIAL SCIENCE STUDENTS

Second Edition

John Adams British University, Hafiz T A Khan Middles University Business School and Robert Raeside Edinburg Napier University

Research Methods for Business and Social Science Students aims to present a clear discussion of the research methods employed in various disciplines related to our daily life problems. The theoretical basis of research methods is explained clearly and succinctly. Collecting data is a key part of the book and this includes both qualitative and quantitative methods of data collection, along with the advantages and disadvantages of each method. The book also describes in clear terms how students can analyse data, interpret results and link these to the literature review and hence their own contribution. The authors have also added a real student research proposal and a multiple-choice test with answers for the readers to test their own understanding of the ideas in the book. The book has been designed to illustrate research tools in a clear and accessible manner through chapters on such topics as formulating research, research design, data analysis and writing up the research results.

CONTENTS

Introduction to Research / Research Methodology / The Research Cycle / Literature Review and Critical Reading / Sampling / Primary Data Collection / Secondary Data Collection / Surveys / Interviews and Focus Groups / Qualitative Data Analysis / Descriptive Quantitative Analysis / Correlation and Regression / Advanced Statistical Analysis / Test of Measurement and Quality / Conducting Your Research / Writing and Presenting the Dissertation / Appendices / Bibliography and Further Reading

SAGE Response 2014 • 304 pages • Paperback £ 650 (9788132113869)
This book is a concise information source for those who are not much aware about statistical methods for research and how to compute statistical results in SPSS and its interpretations. This book will include glossary of terms and bibliography could also be considered as a reference book for every field of students, teachers, researchers, academicians, institutions and professionals.

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:

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

Illustrated with simple, practical problems, and screen shots, this book outlines the steps for solving statistical problems using SPSS. Although the illustrations are based on version 16.0 of SPSS, users of the earlier versions will find the book equally useful and relevant. Written in a reader-friendly, non-technical style, this book will serve as a companion volume to any statistics textbook.

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SAGE Response
2009 • 172 pages • Paperback ₹ 495 (9788132100000)

FORTHCOMING

THE ESSENTIAL GUIDE TO DOING YOUR RESEARCH PROJECT
Second Edition
Zina O’Leary The University of Sydney

The Essential Guide to Doing Your Research Project gives students the knowledge and skills they need to get from ‘clueless’ to ‘completed’. Based on the author’s hugely popular guide, this new book retains the warmth, wit and grounded nature of the first, while providing tools to help students through the ins and outs of their own projects, and addressing the key questions students need to tackle, such as:

- What should I do with my qualitative data?
- How should I work with my quantitative data?
- What data collection options are there and how do I choose?
- Is it best to work with a sample, key informants, or a case?

A South Asian Reprint!

STATISTICS FOR THE SOCIAL AND BEHAVIOURAL SCIENCES
Banamali Mohanty Professor-Emeritus at the Sri Satya Sai College for Women, 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 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:

- Lucid explanation aided by step-by-step demonstration of use of statistical tools
- Special emphasis on schematic representation of layout of ANOVA
- Special inclusion of chapter on Psychological Test Construction
- Each chapter aided by review questions and practice problems
- Extensive UG and PG syllabi coverage of all major Indian universities
- Three complementary chapters available online

Companion website available at www.sagepub.in/mohanty_stats

SAGE Texts
2015 • 148 pages • Paperback ₹ 450 (india) (9788132150187)

A South Asian Reprint!

STATISTICS FOR PRACTICE AND RESEARCH
A Guide to Data Analysis Using SPSS
Second Edition
Aja S Gaur Rutgers Business School and Sanjaya S Gaur AUT School of Business, Auckland University of Technology

This is a concise information source for those who are not much aware about statistical methods for research and how to compute statistical results in SPSS and its interpretations. This book which includes glossary of terms and bibliography could also be considered as a reference book for every field of students, teachers, researchers, academicians, institutions and professionals.

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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SAGE Response
2009 • 172 pages • Paperback ₹ 495 (9788132100000)

A South Asian Reprint!

STATISTICS FOR RESEARCH
With a Guide to SPSS
Third Edition
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...

Abhigyaan

This fully updated edition of Statistics for Research explains statistical concepts in a straight-forward and accessible way using practical examples from a variety of disciplines. If you’re looking for an easy-to-read, comprehensive introduction to statistics with a guide to SPSS, this is the book for you!

A new, fully updated companion website (www.uk.sagepub.com/argyrous3) is available.

ABRIDGED CONTENTS

SAGE South Asia
2011 • 608 pages • Paperback ₹ 745 (9788132110354)

Originally priced at ₹ 31.63 (paperback) and ₹ 91.00 (hardback) Sales rights restricted to South Asia only!

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A Guide to Data Analysis Using SPSS
Second Edition
Aja S Gaur Rutgers Business School and Sanjaya S Gaur AUT School of Business, Auckland University of Technology

This is a concise information source for those who are not much aware about statistical methods for research and how to compute statistical results in SPSS and its interpretations. This book which includes glossary of terms and bibliography could also be considered as a reference book for every field of students, teachers, researchers, academicians, institutions and professionals.

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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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SAGE Response
2009 • 172 pages • Paperback ₹ 495 (9788132100000)

A South Asian Reprint!
**THEORY AND METHODS IN SOCIAL RESEARCH**

**Second Edition**

Edited by Bridget Somekh and James O Aldrich

Not merely a how-to book, it reviews the conceptual framework of research methods in the social and behavioural sciences and provides tangible stories from the field that illustrate the application of specific techniques and the process of conducting research. This work affords a concise overview of qualitative and quantitative methodologies in the social science. . . . Highly recommended...

**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 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:

- New material on literature reviews
- A new introduction to quantitative methods
- An expanded glossary
- Weblinks with free access to a wide range of peer-reviewed journal articles
- An annotated bibliography with conversational notes from authors in each chapter.

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**SAGE South Asia**

2011 • 400 pages • Paperback £ 575 (9788132107514)

Originally priced at £ 25.99 (paperback) and £ 81.00 (hardback).

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**YOUR RESEARCH PROJECT**

**Designing and Planning Your Work**

**Third Edition**

Nicholas Walliman

Oxford Brookes University

This unique publication offers an excellent and indispensable guide to research for first-timers. I wholeheartedly recommend it.

**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:

- A comprehensive introduction to the purpose and nature of research
- Expanded coverage of writing a research plan or proposal
- An overview of qualitative and quantitative methods of data collection and analysis, as well as more on mixed methods research designs
- New sections on digital media and online research methods
- Exercises and examples to provide students from across the social sciences with the practical tools needed to succeed in their project

**CONTENTS**

Introduction / Research and the Research Problem / Research Theory and the Nature of Knowledge / Concepts, Language and Argument / Information and How to Deal With It / Research Methods / Honesty and Research Ethics / Preparing the Research Proposal and Starting to Write / Answers to Exercises / Key Words Glossary / References / Index

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**A TEXT BOOK OF MICROECONOMICS THEORY**

**Pankaj Tandon**

Boston University

A comprehensive analysis of the theoretical tools, real-world applications, policy implications and corner solutions of microeconomics. This book offers a discussion of all significant topics including applications and extension of consumer theory; theory of the firm; production, cost and supply; partial and general equilibrium; welfare economics; uncertainty and information; market imperfections as well as a detailed overview of the theory of games. It provides coverage of the basic as well as modern aspects in the subject, supported by India-centric examples, data and case studies. Complete with a number of original algebraic derivations and graphical expositions, this textbook will serve as an indispensable companion for students of microeconomics.

Feature Highlights:

- Accessible and reader-friendly approach
- Wide coverage of basic and modern aspects of the subject
- Up-to-date statistics, illustrations and examples
- Special emphasis on policy applications and full treatment of corner solutions
- Rich pedagogical elements including numerical examples, tables, cases, graphical illustrations, and chapter-end exercises

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**SAGE Tests**

2015 • 576 pages • Paperback £ 495 (9788132102753)
DEVELOPMENT STUDIES & ECONOMICS

FORTHCOMING

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, this book:

• Situates students in the expanding field of development theory
• Provides an unrivalled guide to the strengths and weaknesses of competing theoretical approaches
• Explains key concepts
• 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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SAGE South Asia
2010 • 273 pages • Paperback £49.50 (9788132105657)

Originally priced at £28.99 (paperback).
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Consulting Ahead

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.

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

SAGE Texts
2008 • 332 pages • Paperback £49.50 (9780761935971)

Consulting Ahead

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

The book covers the syllabus of the papers on economy, state and society of undergraduate and postgraduate courses in Economics in India. It also covers the topics under the paper on history of economic thought taught in some colleges/universities. The book explains the emergence, evolution and working of the capitalist system with the help of some of the major principles and theories of economics, both mainstream and heterodox. It interrelates economics and economic life with other aspects of our lives—social, cultural, political, religious and intellectual.

CONTENTS

SAGE Texts
2010 • 332 pages • Paperback £49.50 (9788132104049)

Consulting Ahead

ECONOMIC OF DEVELOPMENT
Toward Inclusive Growth
Syed Nawab Ali 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 in 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

SAGE Texts
2010 • 460 pages • Paperback £49.50 (9788132105657)
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]... 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
2015 • 252 pages • Paperback ₹ 556 (9788131506057)

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. The book is a guide to explain the two variable 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
SAGE Texts 2011 • 464 pages • Paperback ₹ 575 (9788132104498)

MACROECONOMICS SIMPLIFIED
Understanding Keynesian and Neoclassical Macroeconomic Systems
Nicoli Nattrass University of Cape Town, South Africa and Yale University and G Visakh Varma Department of Economics, KKM 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
Introduction / The National Accounts / The Neoclassical Macro Model / The Simple Keynesian Model / Investment and Interest Rates / The IS-LM Model / Fiscal and Monetary Policies in the IS-LM Model / The Aggregate Supply and Demand Model / Introducing the Open Economy / Credit and Crisis: An Epilogue / Index
2014 • 228 pages • Paperback ₹ 495 (9788132217728)

RURAL DEVELOPMENT
Principles, Policies and Management
Third Edition
Katar Singh India Natural Resource Economics and Management Foundation

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

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

ABRIDGED CONTENTS
SAGE Texts 2009 • 368 pages • Paperback ₹ 575 (9788178929526)

New
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
Preface / Introduction / Karl Marx / Emile Durkheim / Max Weber / Glossary of Concepts / Bibliography / Index

SAGE South Asia
2012 • 400 pages • Paperback £ 37.50 (9781849808108)


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.

CONTENTS

Readings in Indian Government and Politics
2002 • 476 pages • Paperback £ 50.00 (9788179199142)

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 analyzing 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 Castes/Class Movements / Women’s Movements / Industrial Working Class Movements / Students’ Movements / Middle Class Movements / Human Rights and Environmental Movements / Conclusions and Future Research / Index

2004 • 260 pages • Paperback £ 65.00 (9788179198634)

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SOCIOLOGICAL THEORY

Bert N Adams  University of Wisconsin - Madison  and R A Sydele 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

SAGE Vistaar
2002 • 668 pages • Paperback $ 750 (9781872822019)

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 incitation 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

2010 • 308 pages • Paperback $45 (9781852102380)

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. 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.

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2014 • 368 pages • Paperback $705 (9781321173791)

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COMMUNICATION & MEDIA

PRACTICAL NEWSPAPER REPORTING
Fourth Edition
David Spark and Geoffrey Harris

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

Sir Simon Jenkins, Guardian columnist and former Editor of The Times

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:

- Guidance on news gathering, from government and business to sport and religion
- 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 mediaformed 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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This best-selling book presents a comprehensive analysis of the current state of the Indian media industry.

The Times of India

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 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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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.

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SAGE South Asia
2013 • 320 pages • Paperback £ 395 (9788132130538)

Originally priced at £ 25.50 (paperback) and £ 77.00 (hardback). Sales rights restricted to South Asia only!

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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THE INDIAN MEDIA BUSINESS
Fourth Edition
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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

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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, J.P. Nehru and Lohia
- Covers the Indian freedom struggle in detail

CONTENTS


SAGE Texts

2010 • 472 pages • Paperback € 525 (9788132102250)

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 / Neurosciences Approaches to Understanding Psychopathology / Research Methods / Classification and Assessment / Disorders of Childhood / Schizophrenia / Mood Disorders / Stress and Trauma / Anxiety Disorders / Dissociative Disorders and Somatoform Symptoms 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

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INDIAN GOVERNMENT AND POLITICS

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

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


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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 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 government
- Social welfare administration

CONTENTS

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

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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
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SAGE Texts

2015 • 650 pages • Paperback € 475 (9788132105202)
APPLIED PSYCHOMETRY
Narender Kumar Chadha University of Delhi

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 and 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 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 Georgia 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 promise of the field in addressing social and practical problems.

Abridged Contents

SAGE Texts 2005 • 384 pages • Paperback £ 52.95 (9780815210678)

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COGNITIVE PSYCHOLOGY
In and Out of the Laboratory
Fifth Edition
Kathleen M Galetti Carleton College

This book is unique in its coverage of the development and includes chapters from infancy through adolescence 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:
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• 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

Contents

SAGE Texts 2015 • 504 pages • Paperback £ 47.75 (9788132110125)

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BASIC COUNSELLING SKILLS
A Helper's Manual
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Richard Neilson-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, and concise to the point summary of counselling skills. Theory, skills and practice blend together for a comprehensive overview of what skills underpin counselling.

" A Helper's Manual "

A Professional Manual

Preface / 1: INTRODUCTION / What 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 / SPECIFIC COUNSELLING SKILLS / Understanding the Process of Reference / Training Attention and Interest / Paraphrasing and Reflecting Feelings / Starting, Structuring and Summarizing / Asking Questions / Monitoring / Offering Challenges and Feedback / Self-Disclosing / Managing Resistance 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 Dismisses / 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

SAGE Texts 2012 • 208 pages • Paperback £ 44.50 (9788132109950)

A South Asian Reprint

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**Counselling & Psychology**

**Essential Psychology**

A Concise Introduction
Edited by Philip Banyard
Nottingham Trent University, Mark N O Norm 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 to the classroom.

*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 hefty, 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
- Social psychology
- Cognitive psychology
- Biological psychology

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

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**SAGE South Asia**

2012 • 472 pages • Paperback £26.99 (paperback) and £82.00 (hardback). Sales rights restricted to South Asia only!

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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 Ogaard, 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, neurolinguistics, 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 imaging (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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Preface / Introduction / Perception / Attention / Memory Systems / Remembering Events / Memory Distortions / Knowledge Representation / Language / Problem Solving / Reasoning and Decision Making / Glossary / References / Index

**SAGE South Asia**

2012 • 376 pages • Paperback £57.50 (paperback) and £172.00 (hardback). Sales rights restricted to South Asia only!

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**Health Psychology**

Theory, Research and Practice
Third Edition
David F Marks
London, Michael Murray Keele University, Brian Evans Middlesex 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.

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- Four brand new chapters in the book on Theories, Models and Interventions Applied to Sexual Health; Information and Communication; Health Literacy; Community Approaches
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- 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/mark3**

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2011 • 656 pages • Paperback £79.50 (paperback) and £121.00 (hardback). Sales rights restricted to South Asia only!
**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.

**Tilal 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.

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- Introduction to the Ivey Casebook Series

**SAGE South Asia**

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

**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.

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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**


**SAGE Texts**

2008 • 372 pages • Paperback ₹ 495 (9760761355261)
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.

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SAGE Response
2015 • 236 pages • Hardcover £ 64.95 (9788133219270)

ARE YOU READY FOR THE CORNER OFFICE?

Insights from 25 executive coaching experiences

Pradipika 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 Kudava, Managing Director & Chief Executive Officer, CRISIL

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.

CONTENTS

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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 enrol 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 expand 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.

CONTENTS

SAGE South Asia
2012 • 376 pages • Paperback £ 45.95 (9788133210962)

A South Asian Reprint!

About the Authors

Pradipika 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 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

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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 rarified 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 way of managerial functions.

Roger Gill

LEADERSHIP LESSONS FROM THE MILITARY
Dheeraj Sharma Indian Institute of Management, Ahmedabad

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, wills, 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 ensures employee productivity and retention.

CONTENTS
Foreword by 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 SQGs: Strategies and Tactics / Work-Life Balance / Organizational Pride and Unity

SAGE Response 2014 • 180 pages • Paperback T 395 (9788132118480)

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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.

CONTENTS

SAGE South Asia 2011 • 522 pages • Paperback T 395 (9788132110859)
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 £ 64.00 (9788132110071)

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 coaches, 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

SAGE South Asia
2014 • 272 pages • Paperback £ 49.50 (9788132114956)

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

SAGE Texts
2015 • 512 pages • Paperback £ 350 (9788132100812)

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, organizing 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

2009 • 440 pages • Paperback £ 650 (9788132100812)
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 2.0, which itself is based on the first edition of HRD Audit and developments there after.

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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.

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SAGE South Asia
2011 • 648 pages • Paperback ₹ 795 (9788123208726)
HUMAN RESOURCE MANAGEMENT

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

1996 • 392 pages • Paperback £ 795 (9780803992740)

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 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 resource management. This book has been very well received by teachers and students the world over.

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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SAGE South Asia 2011 • 664 pages • Paperback £ 625 (9788132100470)

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 is 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

SAGE Response 2004 • 320 pages • Paperback £ 956 (978076191906471)

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 and was conceptualized by Maye in 1985 as the “field of inquiry or study concerned with the optimal employment of the skills, knowledge, and abilities of people to the end of enhancing the creation and sharing of wealth.” 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. It focuses 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 (97807619183601)
THE POWER OF 360 DEGREE FEEDBACK
The India Way for Leadership Effectiveness
Second Edition
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.

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2014 • 292 pages • Paperback ₹ 525 (9788132199692)

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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 Torsos / Arms, Hands, and Palms / Postures / Zones and Spaces / Traits and Attitudes / Body Language in Practice / References / Index

SAGE Response
2012 • 264 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
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SAGE Response
2008 • 252 pages • Paperback ₹ 525 (9780761930968)

FORTHCOMING
CAMPUS TO CORPORATE
Your Roadmap to Employability
Gangadhar Joshi Principal Consultant, Gangadhar Joshi and Associates, Nashik
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

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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:
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SAGE Response
2008 • 252 pages • Paperback ₹ 525 (9780761930968)
CRACKING THE CREATIVITY CODE

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

Arie Ruttenberg
Creativity Bank and Shlomo Maital
Samuel Arsanam 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 21-2-3, 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.

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SAGE Response
2014 • 180 pages • Paperback £ 425 (9788132191665)

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 sometime 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


2015 • 192 pages • Paperback £ 375 (INR) (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 authorship 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.

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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 (9788132105040)

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
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.

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Foreword / 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 / 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.

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Foreword / 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 “Coal” 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)

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.
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 • 320 pages • Paperback £ 395 (9788132111658)

INTERNATIONAL BUSINESS
Theory and Practice
Ehud Menipaz  Ben Gurion University and Amit Menipaz e-Day SDC Development Centre

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 global entrepreneurs and how they operate on a global scale.
• 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
SAGE South Asia
2012 • 832 pages • Paperback £ 845 (9788132193581)

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, Enthelion 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
SAGE Response
2014 • 320 pages • Paperback £ 595 (9786132178919)

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.

CONTENTS
SAGE Response
2008 • 432 pages • Paperback £ 595 (9780761959846)

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 ad 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-Day 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:

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• 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
SAGE South Asia
2012 • 832 pages • Paperback £ 845 (9788132193581)

Originally priced at £ 42.00 (paperback) and £ 99.00 (hardback).
Sales rights restricted to South Asia only!
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 Irene 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 (97881321217711)

BUSINESS-TO-BUSINESS MARKETING

Second Edition

Ross Brennan, Herbert Smith 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

SAGE South Asia 2011 · 408 pages · Paperback £ 57 (9788132107460) • Originally priced at £ 69.99 (paperback). Sales rights restricted to South Asia only

CASES IN MARKETING MANAGEMENT

Kenneth E Clow, University of Louisiana 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 ivy 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 / 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 (9788132120194)

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 Pei-Yuan 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

SAGE South Asia 2009 · 344 pages · Paperback £ 495 (9788132103158) • Originally priced at £ 57.99 (paperback). Sales rights restricted to South Asia only

A South Asian Reprint!
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 which 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

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

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

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

2002 • 670 pages • Paperback £ 795 (97818629219048)

MARKETING
A Critical Textbook
Nick Ellis
Durham University, James Fitcchet, Matthew Higgins
University of Lancaster, Gavin Jack
Monash University, Ming Lin, Michael Saren
University of Lancaster and Mark Tadajewski
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

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

Originally priced at £ 32.00 (paperback) and £ 99.00 (hardback). Sales rights restricted to South Asia only.
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


SAGE Response 2010 • 280 pages • Paperback £ 52.5 (9788132104711)

SAGE Response 2009 • 280 pages • Paperback £ 60 (9788172986481)

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 examined 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


SAGE Response 2008 • 252 pages • Paperback £ 49.5 (97880761935889)

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


SAGE Response 2005 • 340 pages • Paperback £ 650 (9788172986481)

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 Survey

SAGE Response 2005 • 364 pages • Paperback £ 550 (9788172952505)
**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**


SAGE South Asia

2008 • 440 pages • Paperback £ 52.50 (9781872892235)

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**MANAGEMENT OF ORGANIZATIONAL CHANGE**

Leveraging Transformation

Second Edition

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


SAGE Response

2006 • 372 pages • Paperback £ 52.5 (9780761934158)

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**ESSENTIALS OF STRATEGIC MANAGEMENT**

Martyn R Pitt and Dimitrios Kouopolous
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. As with all of our other communication textbooks, this book is written for insights into all aspects of organization change.

**CONTENTS**


SAGE South Asia

2012 • 472 pages • Paperback £ 64.95 (9781848602263)

Originaly printed at $ 72.00 (paperback) and £ 93.00 (hardback). Sales rights restricted to South Asia only!

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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**


SAGE South Asia

2012 • 384 pages • Paperback £ 47.5 (9788132110149)

Originaly printed at $ 74.00 (paperback) and £ 93.00 (hardback). Sales rights restricted to South Asia only!
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 levels 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 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 £ 59.50 (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.

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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Preface / Changing Organizations in Our Complex World / Change Frameworks for Organizational Diagnosis / ‘WHAT’ to Change? / Building and Energizing the Need for Change / Navigating Change Through Formal Structures and Systems / Navigating the Informal Organization: Power and Culture / Managing Recipients of Change and Influencing Internal Stakeholders / Becoming a Master Change Agent / Action Planning and Implementation / Measuring Change / Designing Effective Control Systems / Summatory Thoughts on Organization Change / Case Study / Index

SAGE South Asia
2012 • 512 pages • Paperback £ 59.50 (9788132110316)

A South Asian Reprint!

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.

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SAGE Response
2006 • 352 pages • Paperback £ 59.50 (9780761934684)

A South Asian Reprint!

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
• Packed with learning features, including a wealth of international case studies and accompanying discussion questions
• A website offering a full Instructors’ Manual, video cases, podcasts and full-text journal articles

Companion website available at http://www.uk.sagepub.com/cleggstrategy/

ABRIDGED CONTENTS
Preface / I: INTRODUCTION / II: CENTRAL CURRENTS IN STRATEGY / III: THE POLITICS OF STRATEGY / IV: GLOBAL STRATEGIES / References / Index

SAGE South Asia
2012 • 488 pages • Paperback £ 69.50 (9788132110034)

Originally priced at £ 45.00 (paperback) and £ 96.00 (hardback). Sales rights restricted to South Asia only!
INNOVATION MANAGEMENT
Strategies, Concepts and Tools for Growth and Profit
Second Edition
Shlomo Maital

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.

"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, that is called, ‘change and perish’ 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.

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Foreword to the First Edition
Jasemdad A Irani
Preface to the First Edition
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The Axes and Atlas of Technology
Strategic Management of Technology
II: Manufacturing Technology
Project Success
III: Technology and its Commercialization
IV: The Organizational Support System
V: Cooperation and its Commercialization
A South Asian Reprint!

A South Asian Reprint!

INNOVATION SYSTEMS
PROJECT MANAGEMENT
David Arison
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 Projects Time and Resources
Leading Information Systems Projects
Defining Project Risk
Outsourcing and Offshoring Information Systems Projects
Examining Project Quality
Measuring Project Success
Closing the Project

SAGE South Asia
2010 • 496 pages • Paperback £ 625 (9788132105701)
Originally priced at £ 105.00 (paperback).
Sales rights restricted to South Asia only.
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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SAGE South Asia
2008 • 440 pages • Paperback £57.50 (9781841210044)
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Case study with questions

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:

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ORGANIZATIONAL DEVELOPMENT
The Process of Leading Organizational Change
Second Edition
Donald L. Anderson
University of Denver
Covers classic and contemporary organization development (OD) techniques, including a comprehensive text on individual, team, and organizational change. Incorporating OD ethics and values into each chapter, Donald L. Anderson provides a 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.

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SAGE South Asia
2013 • 392 pages • Paperback T 645 (9788132114437)
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BUSINESS AND PROFESSIONAL COMMUNICATION
KEYS for Workplace Excellence
Kelly M Quintanilla
Texas A&M University—Corpus Christi
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

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SAGE South Asia
2011 • 376 pages • Paperback T 575 (9788132130241)
Originally priced at $ 55.00 (paperback)
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CORPORATE COMMUNICATIONS
A 21st Century Primer
Joseph Fernandez
Communications, Chennai

Centers 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.

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

SAGE Response
2005 • 390 pages • Paperback T 525 (9780761997467)

INTERNAL COMMUNICATIONS
Insights, Practices and Models
Anilisu 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 communications 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

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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 T 395 (9788132199862)

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NEGOTIATION
Closing Deals, Settling Disputes, and Making Team Decisions
David S Hames

Cultivate negotiation skills with the latest theory and research, plus opportunities for practical 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

SAGE South Asia
2012 • 520 pages • Paperback £ 450 (9781321060296)

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.

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

2011 • 316 pages • Paperback £ 430 (9781321060296)

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/graduate/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

Century South Asia
2010 • 448 pages • Paperback £ 645 (9788132104544)
ESSentialS OF BUSSiNeSS 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 / 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 • 366 pages • Paperback £ 32.50 (9788132105671)

Originally priced at £ 27.99 (paperback) and £ 85.00 (hardback)
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CSR / HOSPITAL MANAGEMENT / EDUCATION

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 / Appendices / 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
SAGE Response
2008 • 396 pages • Paperback £ 795 (9780761936299)

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.

New and Hallmark Features:

• New! Chapter 2 on corporate strategy in relation to CSR contrasts the resources perspective with Michael Porter’s five-forces model, and outlines a third viewpoint: the stakeholder perspective
• 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

CONTENTS
SAGE South Asia
2010 • 448 pages • Paperback £ 625 (9781321057275)

LET US HEAR THEM SPEAK
Developing Speaking-Listening Skills in English (With CD)
Jayashree Mohanraj English and Foreign Languages University (EFLU), Hyderabad

Offers a refreshing and unique approach to the techniques of teaching ‘listening and speaking English’ to non-native speakers of the language. This book is the result of a widely felt need among the teachers to understand and overcome various challenges involved in teaching of listening and speaking skills in English. Pedagogically rich, this textbook elaborates upon the theories, principles and methodologies pertaining to the enhancement of imparting these specific language skills. This well-researched textbook includes numerous tasks and activities aimed towards enhancing the learning output of the learners. The accompanying audio CD has been meticulously prepared, which includes examples and opportunities for practising listening and speaking English.

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

CONTENTS
Preface / Acknowledgements / Introduction / The Study of Spoken English / The Teaching of Spoken English / The Study of Listening Skills / The Teaching of Listening Skills / Sample Tasks / Testing Listening and Speaking / References / Index
SAGE Texts
2015 • 160 pages • Paperback £ 225 (9789351502463)
THE BASICS OF COMMUNICATION
A Relational Perspective
Second Edition
Steve Duck University of Iowa and David T McMahan Missouri Western State University

The Basics of Communication offers an engaging look at the inseparable connection between relationships and communication. Steve Duck and David T McMahan combine theory and application to introduce students to fundamental communication concepts. Key Features:

• Comprehensive, two-chapter coverage of media and relational technology explores the use of mobile devices and social media in daily communication

• The book’s refreshing and original approach engages students with lively, topical examples that challenge them and invigorate classroom discussion

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

Ancillaries

• Effective teaching and learning resources are available at a password-protected Instructor Teaching Site provides PowerPoint Slides, a test bank, chapter outlines, classroom activities and course project, video and audio links, sample syllabi, speech formats and guidelines and social media tips

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

Effective teaching and learning companion website available at www.sagepub.com/boc2e

CONTENTS

SAGE South Asia
2011 • 472 pages • Paperback £ 37.5 (9788132110217)


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 do 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

SAGE South Asia
2012 • 160 pages • Paperback £ 35.0 (9788132110231)


ACADEMIC WRITING
A Guide for Management Students and Researchers
Mathukutty M Monippally 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.

CONTENTS

SAGE Response
2010 • 264 pages • Paperback £ 47.5 (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.

CONTENTS
Foreword Blake Ives / Preface / Introduction / Preparing the Ground / The Proposal Writing Process / Organization of a Proposal / Conclusion / Index

SAGE Response
2007 • 176 pages • Paperback £ 45.0 (9780761935261)
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.

CONTENTS
Book Overview / Introduction: How to use this book / Learning and Writing at University / Assessing the Essay Question / Planning Different Types of Essay / Acquiring Information / Assessing Information Critically / Managing Information / Citing Information / Paraphrasing: the Introduction and Conclusion / Paraphrasing the Body of the Essay / Making it Flow / The Finishing Touches / Writing Exam Essays / Conclusion / Concise Grammar Glossary / Bibliography / Index

SAGE South Asia
SAGE Study Skills Series
2010 • 240 pages • Paperback £ 19.99 (paperback) and £ 57.00 (hardback)
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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 unfailing 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 disseminational 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:
• Choosing a publisher
• Revising your thesis
• 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.

CONTENTS
Preface / The Ever-Changing World of Academic Publishing / Books or Articles? / Revising Your Ph.D / Choosing a Publisher / Preparing and Presenting a Proposal / Surviving the Reviews / Negotiating a Contract / Marketing yourself and your book / Further Reading / Index

SAGE South Asia
SAGE Study Skills Series
2009 • 144 pages • Paperback £ 50 (97818478720915)

Originally priced at £ 19.99 (paperback) and £ 57.00 (hardback)
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PUBLISHING JOURNAL ARTICLES

Lucinda Becker
Reading University

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.

Lilia Li, Methodspace Book Reviews Group

• How do I go about writing a journal article?
• 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:
• How to write and get the style right
• 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.

CONTENTS
When, What and Where to Publish / Selecting Your Topic/Adapting Your Work / Planning and Getting Started / Coping with Writer’s Block / Getting the Style Right / Learning How to Stop Writing Your Article / Working with Editors and Reviewers / Recovering from Rejection / Intellectual Property Rights / Some Final Thoughts / Further Reading / Index

SAGE South Asia
2012 • 160 pages • Paperback £ 35 (9781847872048)

Originally priced at £ 19.99 (paperback) and £ 62.00 (hardback)
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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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SAGE South Asia
SAGE Study Skills Series
2008 • 184 pages • Paperback £ 475 (97818478729181)

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Marketing Research
A Global Outlook
V. Kumar

Financial Planning
Theory and Practice
Sid Mittal, Shalendra K. Rai, Anand P. Sahu, Harry Shim, Jr.

Economics of Development
Toward Inclusive Growth
Syed Nawab Haider Naqvi

Campus to Corporate
Your Roadmap to Employability
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Psychological Testing
A Practical Approach
Leslie A. Miller, Robert L. Lovett, Sandra A. McHale

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