

NEW EDITION!

DOING BUSINESS IN EUROPE

Second Edition**Gabriele Suder** *SKEMA Business School*

This new edition of **Doing Business in Europe** covers all of the key topics covered on European business courses at both undergraduate and postgraduate level, making it a must-have for students and practitioners alike. Written in a clear and accessible way, this textbook has been fully revised and updated to take into account recent developments in Europe, changing European Union policies and the resulting business implications.

The new edition draws a stronger link between the European business environment and the real business implications facing companies operating in Europe. It addresses the challenges and opportunities facing those doing business in Europe, while setting these in a global context.

New to this edition:

- expanded coverage of lobbying, SMEs and globalization
- new real-life case studies using a wide range of examples from across Europe
- extensive pedagogical features including a glossary, revised discussion questions and more mini case studies

An accompanying comprehensive Companion Website provides readers with full-text journal articles, an Instructor's Manual, PowerPoint slides and a country-by-country study. It also provides additional case studies, video material and a multiple choice test-bank for lecturers.

ABRIDGED CONTENTS

PART ONE: THE EUROPEAN BUSINESS GAME: THE IMPACT OF SIX DECADES \ PART TWO: BUSINESS EUROPEANIZATION \ PART THREE: BUSINESS ACTIVITY FUNCTIONS IN THE EUROPEAN ENVIRONMENT \ PART FOUR: CORPORATE CASE STUDIES

READERSHIP

European business students at upper undergraduate and postgraduate levels



companion
website

December 2011 • 472 pages

Cloth (978-0-85702-084-0) • £90.00

Paper (978-0-85702-085-7) • £32.99



CORPORATE GOVERNANCE

Principles and Issues

Donald Nordberg *Westminster Business School*

Offering a fresh look at the commonly accepted view of what constitutes good governance, Donald Nordberg explores the contexts of board decisions and draws upon his academic research and years of business and financial journalism in Europe, North America and Asia to provide a distinctive and pertinent contribution to the literature on corporate governance.

Featuring 21 detailed international case studies, this text is written in context and with reference to the recent financial crisis, and the future considerations leading from this.

READERSHIP

Final year undergraduate and postgraduate students of corporate governance, also students of corporate social responsibility and business ethics



2010 • 288 pages

Cloth (978-1-84787-332-3) • £84.00

Paper (978-1-84787-333-0) • £27.99



KEY CONCEPTS IN CORPORATE SOCIAL RESPONSIBILITY

Suzanne Benn *Macquarie University* and **Dianne Bolton** *Swinburne University of Technology*

This text brings together the essential issues relevant to the responsible management of businesses, not-for-profit organizations and government. With detailed coverage and cross-referencing for each concept and over 50 concepts introduced, this guide to both the theory and implementation of CSR is an indispensable reference for any student of the subject.

Key concepts include: accountability; business ethics; corporate citizenship; corporate environmental reporting; definitions of CSR; ethical consumerism; human rights; NGOs; risk management; stakeholder theory and sustainable development.

READERSHIP

Business and management students at all levels

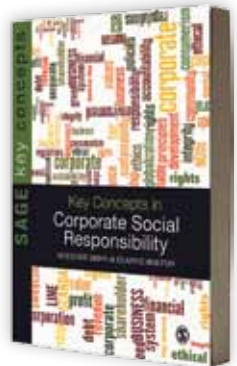
SAGE KEY CONCEPTS SERIES



January 2011 • 248 pages

Cloth (978-1-84787-928-8) • £60.00

Paper (978-1-84787-929-5) • £19.99



CORPORATE COMMUNICATION

A Guide to Theory and Practice

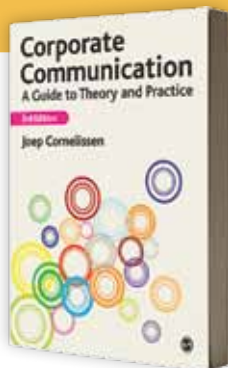
Third Edition

Joep Cornelissen *VU University of Amsterdam*

The **Third Edition** of this market-leading text has been fully updated and expanded with contemporary case material and a more detailed coverage of the main topics and trends in corporate communication.

The **Third Edition** features:

- new chapters on strategic planning and campaign management, research and measurement, and corporate social responsibility and community relations
- greatly expanded coverage of internal communication, leadership and change communication, issues management, crisis communication and corporate branding
- new and up-to-date full-length international case studies and vignettes
- suggested further reading and new questions for reflection at the end of each chapter
- a Companion Website with Instructor's Manual, PowerPoint slides and additional case studies for lecturers, as well as SAGE online readings, online glossary and Web links for students.



CONTENTS

PART ONE: INTRODUCTION TO CORPORATE COMMUNICATION \ Defining Corporate Communication: Introduction Scope and Definitions Chapter Summary \ Corporate Communication in Contemporary Organizations \ PART TWO: CONCEPTUAL FOUNDATIONS \ Stakeholder Management and Communication: Introduction Stakeholder Management The Nature of Stakes and Stakeholders Stakeholder Communication Stakeholder Engagement and Collaboration Chapter Summary \ Corporate Identity, Corporate Branding and Corporate Reputation \ PART THREE: CORPORATE COMMUNICATION IN PRACTICE \ Communication Strategy: Introduction The Process of Communication Strategy The Content of Communication Strategy Chapter Summary \ Strategic Planning and Campaign Management: Introduction Planning and Executing Programs and Campaigns Theories on Effective Messages and Persuasion Chapter summary \ Research and Measurement \ PART FOUR: SPECIALIST AREAS IN CORPORATE COMMUNICATION \ Media Relations : Introduction Journalism and News Organizations News and Corporate Reputation Framing News Stories The New Media Landscape Chapter Summary \ Internal Communication : Introduction Defining Internal Communication Internal Communication and Organizational Identification Voice, Silence and Stimulating Employee Participation Social Media and Communities of Practice Chapter summary \ Issues Management and Public Affairs: Introduction Defining Issues Managing Issues Influencing Public Policy Chapter Summary \ Crisis Communication \ PART FIVE: NEW DEVELOPMENTS IN CORPORATE COMMUNICATION \ Leadership and Change Communication: Introduction Defining Leadership and Change Communicating During a Change Effective Leadership Communication Chapter Summary \ Corporate Social Responsibility and Community Relations

READERSHIP

Advanced undergraduate and postgraduate students of corporate communications, organizational communication, public relations and marketing communications



March 2011 • 296 pages
Cloth (978-0-85702-242-4) • £90.00
Paper (978-0-85702-243-1) • £32.99



NEW!

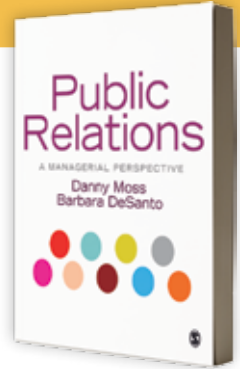
PUBLIC RELATIONS

A Managerial Perspective

Danny Moss *University of Chester* and **Barbara DeSanto**
Maryville University

Taking a managerial perspective on the field of public relations (PR), this book explores PR and its role in the wider organizational world. Contributors examine a variety of contexts in which the relevance of understanding these two interlinking domains is so paramount, such as corporate branding and reputation, government relations and community communications, as well as drawing on the expertise of legal considerations and ethical awareness.

The range of PR and corporate communications within any organization is critical and a managerial awareness of this is all the more important. In providing a framework and examination of the issues, **Public Relations** offers an original and vital discussion.



ABRIDGED CONTENTS

PART ONE: FRAMEWORKS AND CONTEXTS \ Public Relations' Journey into Management \ A Managerial Perspective of Public Relations \ Moving from Management to Leadership \ The Capabilities Needed for the Strategic Management Role \ Strategy Making and Planning in the Communications Context \ PART TWO: PUBLIC RELATIONS PRACTICE: APPLYING FRAMEWORKS AND CONTEXTS \ Corporate Branding and Corporate Reputation \ Managing Public Affairs and Lobbying: Persuasive Communication in the Policy Sphere \ The Strategic Communication Process in Government \ Business-to-Business Public Relations Agency Practice \ Financial Public Relations \ Non-Profit Communication Management \ Internal Communication as a Function of Public Relations \ Public Relations Consultancies Practice \ A Managerial Perspective of Public Relations \ Strategic Issues Management \ PART THREE: PUBLIC RELATIONS AND SPECIALIST CONTEXTS \ Ethics and the Public Relations Management Process \ Corporate Social Responsibility \ Public Relations and the Law \ Managing Global Public Relations

READERSHIP

Second and third-year undergraduate students of public relations and communications as well as postgraduates in the field of public relations, corporate communications and public affairs



December 2011 • 512 pages

Cloth (978-0-7619-4856-8) • £90.00

Paper (978-0-7619-4857-5) • £34.99

MARKETING

A Critical Textbook

Nick Ellis, James Fitchett, Matthew Higgins, Gavin Jack, Ming Lim, Michael Saren all at *University of Leicester* and **Mark Tadajewski** *University of Strathclyde*

Ideally suited to advanced students of marketing, this book uses examples and real-world case studies to illustrate and discuss major alternative and critical perspectives on the subject, enabling students to constructively question the conventional assumptions, concepts and models with which they are already familiar.

The book:

- explains and debates key concepts in a clear, readable and concise manner
- provides practical and innovative demonstrations of abstract and difficult concepts through classroom exercises and individual and group activities
- includes a glossary of critical marketing terms
- contains additional material on the Companion Website, including a full Instructor's Manual, PowerPoint Slides and free access to full-text journal articles for students.

ABRIDGED CONTENTS

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

READERSHIP

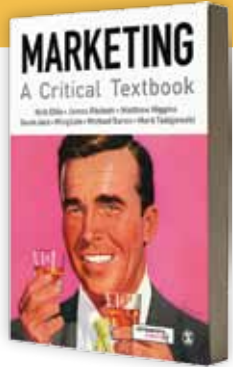
Advanced undergraduate and postgraduate students of marketing and related topics



2010 • 256 pages

Cloth (978-1-84860-877-1) • £93.00

Paper (978-1-84860-878-8) • £30.99



NEW EDITION!

CONSUMER BEHAVIOUR

Applications in Marketing

Second Edition

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

This **Second Edition** combines accessible writing by respected marketing academics with a strong focus on the use of research to help higher-level students to develop analytical and evidence-based thinking in marketing. Updated with contemporary, global examples and case studies from the arts, sport and entertainment, this new edition includes:

- increased coverage of cross-cultural work, including a new chapter on consumer differences, incorporating age and gender differences and other forms of consumption, such as sustainability aspects
- key words and questions or exercises at the end of each chapter.

READERSHIP

Postgraduate students taking courses in consumer behaviour and undergraduate students specialising in consumer behaviour

September 2012 • 352 pages

Cloth (978-1-4462-1122-9) • £90.00

Paper (978-1-4462-1123-6) • £34.99

CONSUMER BEHAVIOR AND CULTURE

Consequences for Global Marketing and Advertising

Second Edition

Marieke de Mooij

The **Second Edition** presents an empirically based model for integrating culture with consumer behaviour and contains the following updates:

- a new chapter bringing together existing and new material on communication, culture and media behaviour
- implications to international marketing and advertising have been removed from the previous edition's Chapter Eight and are integrated in each chapter where appropriate, including relevant advertisements, so that students can understand the real-world implications of the research
- all data, charts, tables and additional material have been updated.



ABRIDGED CONTENTS

Consumer Behavior across Cultures \ Values and Culture \ Convergence and Divergence in Consumer Behavior \ The Consumer: Attributes \ Social Processes \ Mental Processes \ Culture, Communication and Media Behavior \ Consumer Behavior Domains

READERSHIP

Students and practitioners of international business, marketing and advertising



2010 • 424 pages

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