



Pearson Education Higher
Education International
Catalogue:
London 2022 Business
(Accounting/Economics/
Finance/Management/
Marketing/Strategy/
Operations)

Fundamentals of Mastering

online course

Accounting/Finance/Economics/Marketing

A Post-Graduate Introductory Course



Pearson

NEW!

ISBN TBA

Publication date
September 2022

KEY FEATURES

- Can be integrated into your LMS
- 16 hours of course content
- Can be localised
e.g. dubbed/subtitled or closed captioned



Short Description:

A unique collaboration between Pearson Education and Lyon Business School providing students with a short introduction to four critical disciplines covered in any Masters Post Graduate Programme of study. These Fundamental courses will guide the postgraduate student through key aspects of the following disciplines Accounting, Finance, Economics and Marketing which they will encounter in their Postgraduate study programme.

- * **CHARACTERISTICS**
- * Courses built around key Pearson Authors e.g. Atrill, McClanely,
- * Course duration per discipline approximately 4 hours
- * Designed for self-paced study

Course Navigation

This course is designed for linear navigation. However, you are welcome to freely move through the course as you require. Use the navigation bar on the left-hand side of your screen to skip units or modules. Although navigation is not fixed, you are encouraged to complete all the units and modules to supplement your existing knowledge.



Course Learning Outcomes

This course will give you a fundamental understanding of how to read financial statements and determine how to make financial decisions based on available transaction information. By the end of this course, you will be able to accomplish the following learning outcomes below.

- Understand how a balance sheet is constructed.
- Determine an income statement's components.
- Recognise how to prepare and present financial statements.
- Know what comprises the statement of cash flows.

Estimated time for course: 4 hours

Course Content has been built around key Pearson Authors including e.g.

Peter Atrill & Eddie McClaney:
Financial Accounting for Decision Makers 9e - 9781292251257



Course Learning Outcomes

The Fundamentals of Economics course aims to help managers make better business decisions by giving them knowledge of foundational economic principles. The learning outcomes for this course are listed below.

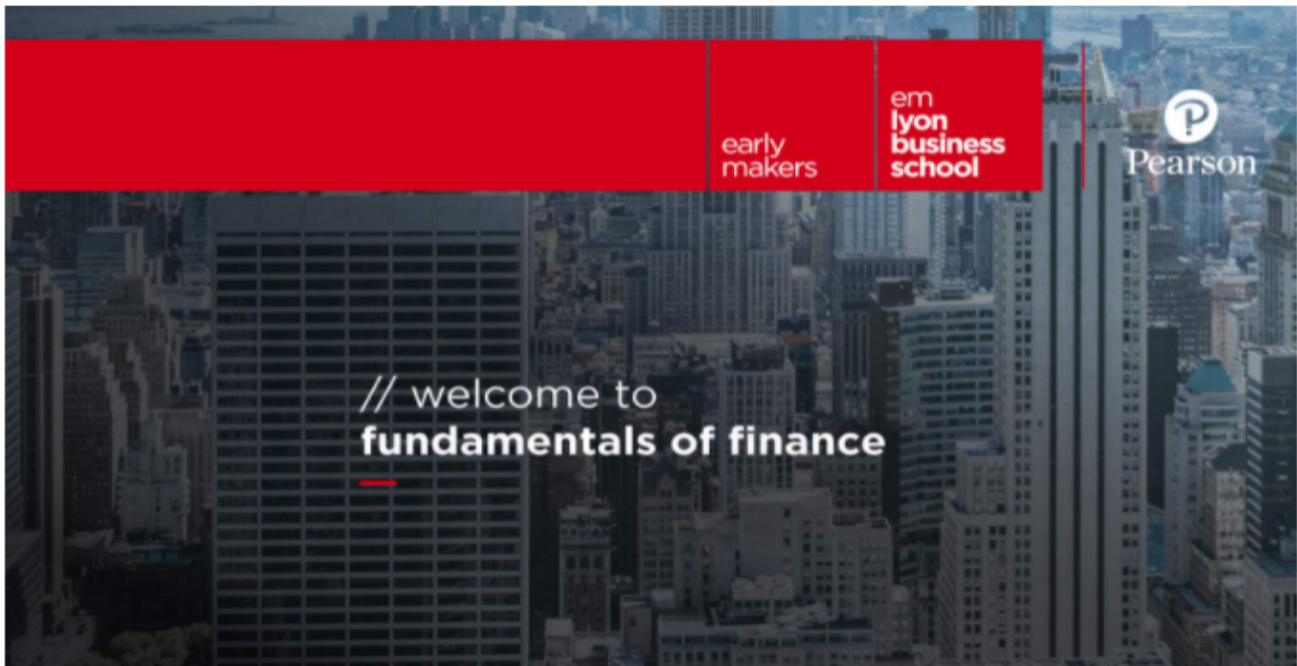
- Define key economic terms and master economic vocabulary.
- Evaluate the impact of public policy on the business cycle.
- Understand the goods and services market.
- Understand the money and loans market.
- Analyse the reasons for unemployment and its effect on business.
- Assess the impact of exchange rates on business.

Estimated time for course: 4 hours 30 minutes

Course Content has been built around key Pearson Authors including e.g.

John Sloman:
Economics for Business 8e - 9781292239279

Fair/Case et al:
Principles of Economics 13e Global Ed. - 9781292294698



Course Learning Outcomes

This course looks closely at financial statements and financial ratios to give you an understanding of how performance is measured in a business. By the end of this course you will be able to accomplish the following.

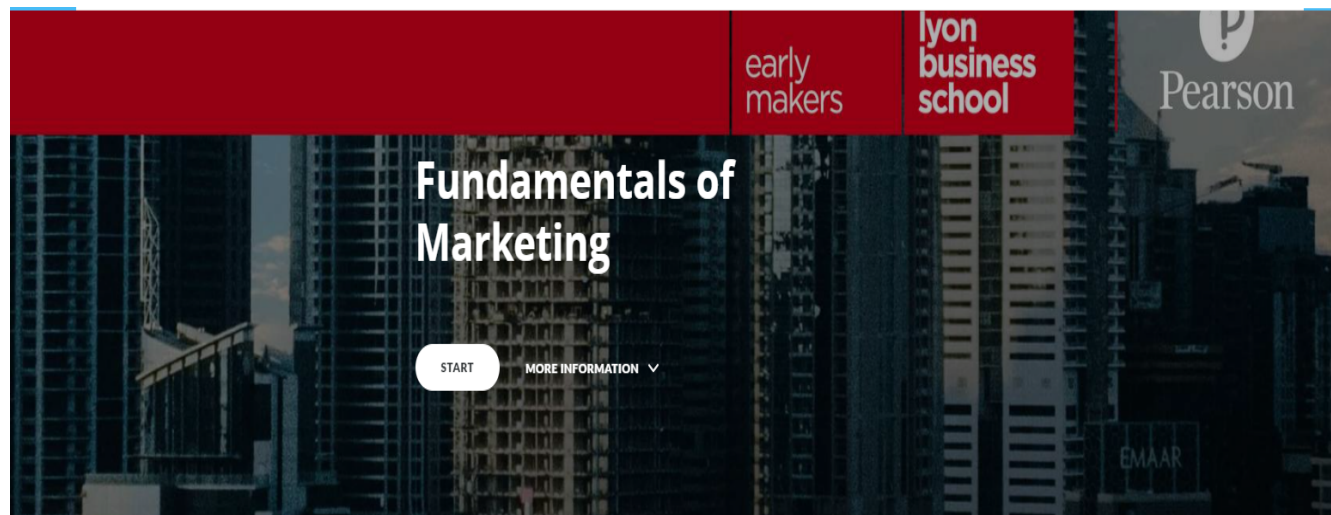
- Understand how an income statement is used.
- Identify the major categories of ratios that can be used for analysing financial statements.
- Calculate key ratios for assessing the financial performance and position of a business.
- Explain the significance of the ratios calculated.
- Discuss the limitations of ratios as a tool of financial analysis.

Estimated time for the course: 4 hours

Course Content has been built around key Pearson Authors including e.g.

Peter Atrill & Eddie McClanay:
Acct & Finance for Non-Specialists 11e - 9781292244013

Jonathon Berk & Peter DeMarzo :
Fundamentals of Corporate Finance 4e Global Ed. - 9781292215075



Course Learning Outcomes

The Fundamentals of Marketing course aims to assist those who need to master key areas of business, to help them understand the basic conditions of good marketing practice and market conditions. The learning outcomes for this course are listed below.

- Define key marketing strategies.
- Understand market segmentation practices.
- Recognise different marketing channels.
- Classify brand and product characteristics.
- Distinguish between marketing products and services.

Estimated time for the course: 4 hours

Course Content has been built around key Pearson Authors including e.g.

Philip Kotler:
Principles of Marketing 18e Global Ed - 9781292341132

Kotler/Armstrong:
Marketing: An Intro - 9781292294865

Jim Blythe:
Essentials of Marketing 7e - 9781292244105

Philip Kotler:
Marketing Management Europe Ed 4e - 9781292248448

Pearson eText Financial Accounting -- Instant Access

Edition 13

C. William Thomas



Pearson



Cover image
coming soon

Rights sold

9780136899617

Previous edition

Publication date 01-01-2021

Pearson

Pages 896

RRP \$39.96

Short description

Accounting is the language of business and understanding the role accounting plays in business is critical to students' success in this field. Financial Accounting, 13th edition gives readers a solid foundation in the fundamentals of accounting and basics of financial statements, and then builds upon that groundwork by offering more challenging concepts and problems. This scaffolded approach helps students to better understand and analyze financial information and see its significance within a real-world context.

Discipline/Subject

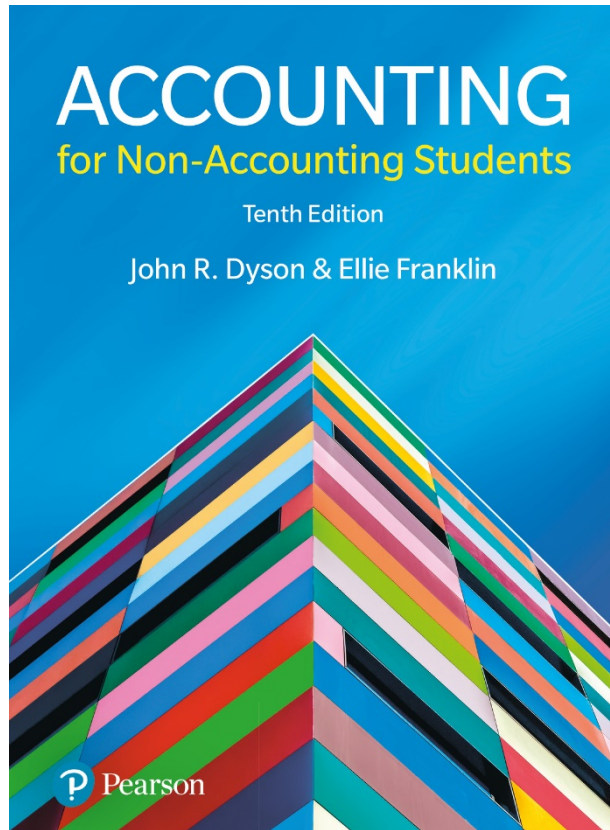
Accounting

Author bio

William (Bill) Thomas is Emeritus Professor of Accounting and a Master Teacher at Baylor University.

Accounting for Non-Accounting Students

Edition 10



Rights sold

9781292286938

Previous edition 9781292128979

Publication date 2020-02-26

Pearson

Pages 544

RRP £49.99

Short description

Provides real-life understanding of accounting by introducing the purpose and key ideas of financial and management accounting to students who have had little or no previous knowledge of the subject. This text is renowned for its clear and non-technical explanations of essential accounting techniques, in a language accessible to all. It engages with students to help them cross the bridge between classroom learning and real life, in order to improve their employment prospects when applying for jobs.

Discipline/Subject
Accountancy

Author bio

John R. Dyson was formerly Director of Studies of the Heriot-Watt University Management Programme, Edinburgh. Ellie Franklin currently teaches at the Middlesex University Business School, and has worked for Barclays and Deloitte.

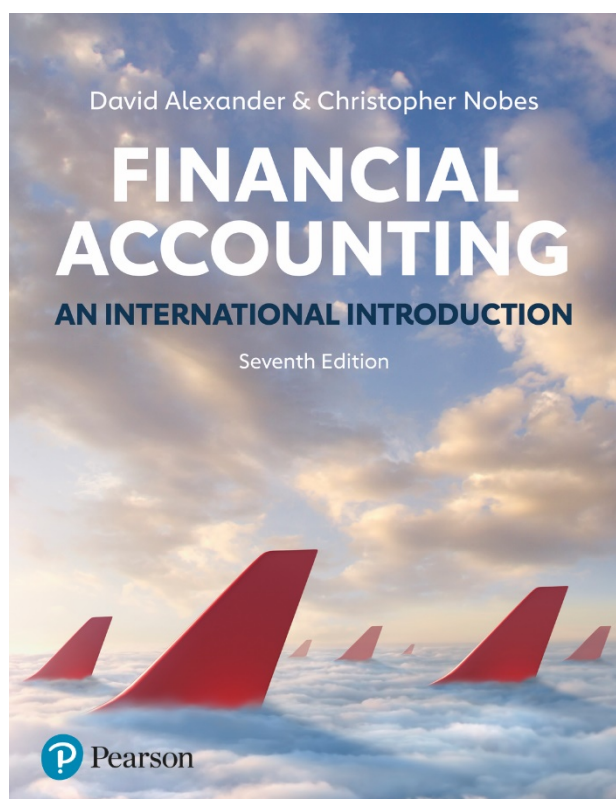
Financial Accounting

Edition 7

David Alexander



Pearson



Rights sold

9781292295831

Previous edition 9781292102993

Publication date 2020-01-30

Pearson Higher Education

Pages 480

RRP £49.99

Short description

For undergraduates and MBA students taking a first course in financial accounting. A clear approach to learning accounting, with an international focus. Financial Accounting: An International Introduction 7e, by Alexander and Nobes is an essential textbook for undergraduates and MBA students worldwide taking a first course in financial accounting. It is the ideal book for students who have little prior knowledge, or are new to this subject area. The seventh edition retains the clear writing style and unique international focus which led to the success of previous editions.

Discipline/Subject

Accountancy

Author bio

David Alexander is Emeritus Professor of Accounting at the University of Birmingham Business School and an International visiting professor. Christopher Nobes is Professor of Accounting at Royal Holloway, University of London and at the University of Sydney, Australia

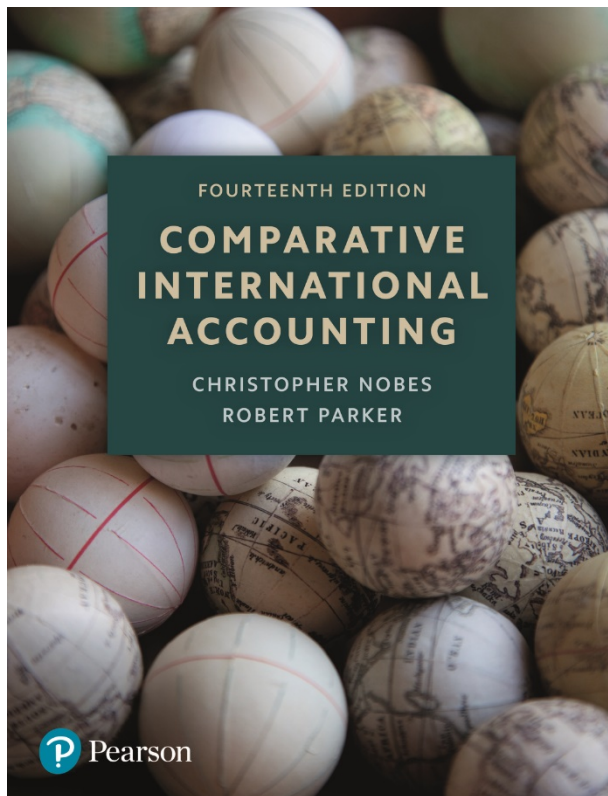
Comparative International Accounting

Edition 14

Christopher Nobes



Pearson



Rights sold Chinese Simplified,
English Adaptation (China)

9781292296463

Previous edition 9781292081908

Publication date 2020-03-26

Pearson

Pages 640

RRP £62.99

Short description

Comparative International Accounting 14e, by Nobes and Parker explores the conceptual and contextual foundations of International Financial Reporting Standards (IFRS), contrasting them with US generally accepted accounting principles (US GAAP). It also examines international differences in IFRS practices and the accounting differences that remain between countries such as China, France, Germany and Japan

Discipline/Subject
Accountancy

Author bio

Christopher Nobes is Professor of Accounting at Royal Holloway (University of London) and at the University of Sydney. He was a representative on the board of International Accounting Standards Committee from 1993 to 2001.

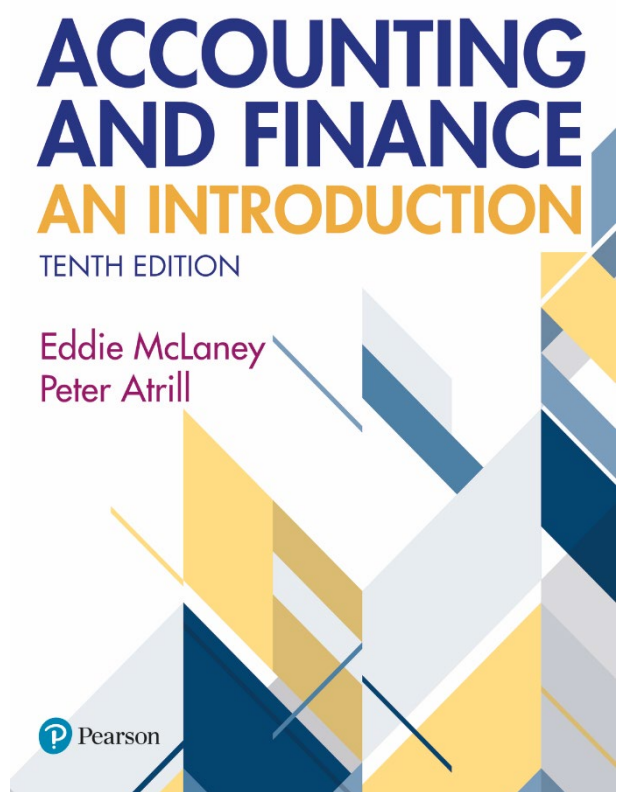
Accounting and Finance: An Introduction

Edition 10

Eddie McLaney



Pearson



Rights sold

9781292312262

Previous edition 9781292204482

Publication date 2020-01-27

Pearson

Pages 896

RRP £47.99

Short description

Gain a complete grounding in Accounting and Finance and develop skills to work with financial information. Accounting and Finance: An Introduction 10th Edition by Eddie McLaney and Peter Atrill contains all the information on Accounting and Finance that students need to start their career in business. With an emphasis on introducing topics in a step-by-step and accessible way, students will be taught how to understand and use financial information and reports, and will gain an appreciation of the key roles that both accounting and finance have to play in business decision-making.

Discipline/Subject

Accountancy

Author bio

Eddie McLaney is an academic author with several years of experience of teaching Accounting and Finance. Peter Atrill is a freelance academic and author who has worked with leading institutions in the UK, Europe and South-East Asia.

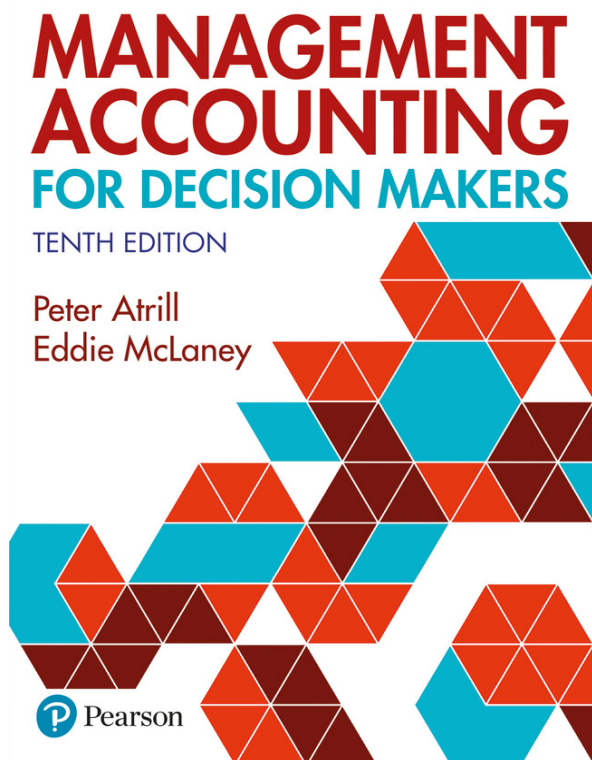
Management Accounting for Decision Makers

Edition 10

Peter Atrill



Pearson



Rights sold: English [China]

9781292349459

Previous edition 9781292204574

Publication date 2021-02-25

Pearson

Pages 632

RRP £51.99

Short description

For Management Accounting modules on undergraduate and MBA courses. Understand management accounting principles and techniques, and develop skills to make informed business decisions. Management Accounting for Decision Makers 10e by Peter Atrill and Eddie McLaney teaches students how to make the best choices in business and management roles, and introduces them to essential management accounting concepts and methods with a focus on their significance to real-life decision making

Discipline/Subject

Accountancy

Author bio

Peter Atrill is a freelance academic & author who has worked with leading institutions in the UK, Europe and South-East Asia. Eddie McLaney is an academic author with several years experience of teaching Accounting and Finance

Horngren's Financial & Managerial Accounting, The Financial Chapters [Global Edition]

Edition 7

Tracie Miller-Nobles



Pearson



Rights sold

9781292412320

Previous edition 9781292234403

Publication date 27-08-2021

Pearson

Pages

RRP £62.99

Short description

For courses in financial and managerial accounting. Expanding on proven success with Horngren's accounting Horngren's Financial and Managerial Accounting, The Financial Chapters presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational and emerging topics in the field of accounting and concentrates on improving student results.

Discipline/Subject

GE: Accountancy (Global Ed)

Author bio

Tracie L. Miller-Nobles, CPA, received her bachelor's and master's degrees in accounting from Texas University and is currently pursuing her PhD in adult learning also at Texas University.

Horngren's Financial & Managerial Accounting, The Managerial Chapters [Global Edition]

Edition 7

Tracie Miller-Nobles



Pearson



Rights sold

9781292412337

Previous edition 9781292246260

Publication date 27-08-2021

Pearson

Pages

RRP £62.99

Cover image
coming soon

Short description

Horngren's Financial and Managerial Accounting, The Managerial Chapters presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational topics and concentrates on improving student results-all tested in class by the authors themselves.

Discipline/Subject

GE: Accountancy (Global Ed)

Intermediate Accounting, Global Edition

Edition 2

Elizabeth A. Gordon



Pearson



Rights sold

9781292351698

Previous edition

Publication date 30-06-2022

Pearson

Pages 800

RRP £62.99

Cover image
coming soon

Short description

This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. Thinking like an accountant isn't just rote memorization of accounting rules. It's developing the judgment and decision-making skills needed to form accounting estimates and critically evaluate financial statements. With its focus on conceptual framework fundamentals and critical thinking, this title gives students the opportunity to develop problem-solving skills, apply their judgment and work with real company financials.

Discipline/Subject

MGE: Accountancy (Mech Ed)

Author bio

Elizabeth Gordon is a biologist, artist and author.

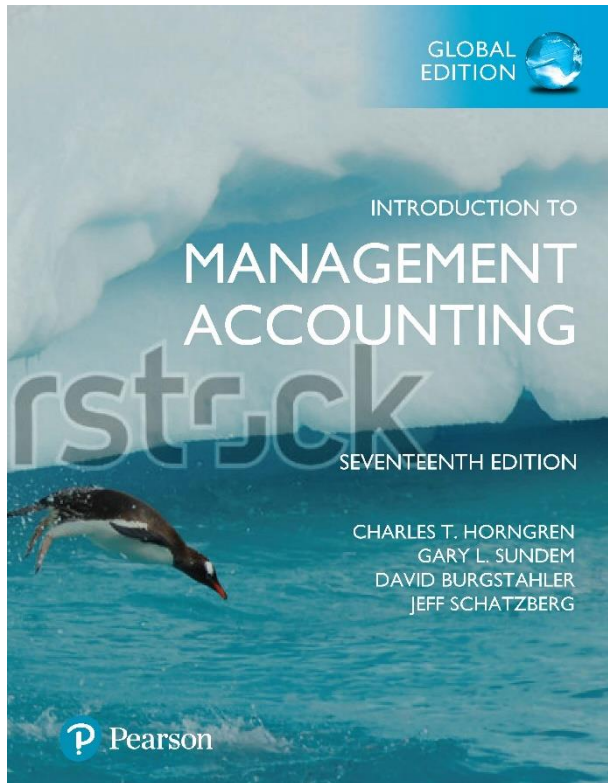
Introduction to Management Accounting [Global Edition]

Edition 17

Charles T. Horngren



Pearson



Rights sold

9781292412566

Previous edition 9780273790013

Publication date 28-01-2022

Pearson

Pages

RRP £62.99

Short description

In today's troubled economy it's important to show students how managerial decisions can affect business costs. Introduction to Management Accounting helps to enhance students' ability to make effective economic decisions by encouraging them to understand the inner-workings of the concepts rather than solely focusing on technique memorisation. Overall, this text describes both theory and common practices in a way that will help students produce information that's useful in day-to-day decision-making.

Discipline/Subject

GE: Accountancy (Global Ed)

Author bio

Edmund W. Littlefield Professor Emeritus of Accounting at Stanford University

Financial Accounting, [GLOBAL EDITION]

Edition 12

Walter T. Harrison



Pearson



Cover image
coming soon

Rights sold

9781292412900

Previous edition 9781292211145

Publication date 17-01-2022

Pearson

Pages

RRP £62.99

Short description

Financial Accounting: International Financial Reporting Standards (IFRS) continues to give readers a solid foundation in the fundamentals of accounting and the basics of financial statements under IFRS, and then builds upon that foundation to offer more advanced and challenging concepts and problems. This approach helps students to better understand the meaning and relevance of financial information and develop the skills needed to analyze financial information in both their courses and careers.

Discipline/Subject

GE: Accountancy (Global Ed)

Accounting and Finance for Non-Specialists 12e

Atrill & McLaney

CST 2022:
UK – p12
CE – pTBC

How will you generate sales with this product in 2022?

- Essential text, hugely popular with students
- Even more practice: 1500+ exercises, 545 algorithmic questions
- New articles/examples showing impact of Covid-19
- Updated content: ethics in accounting, corporate governance
- Perfect candidate for Custom!



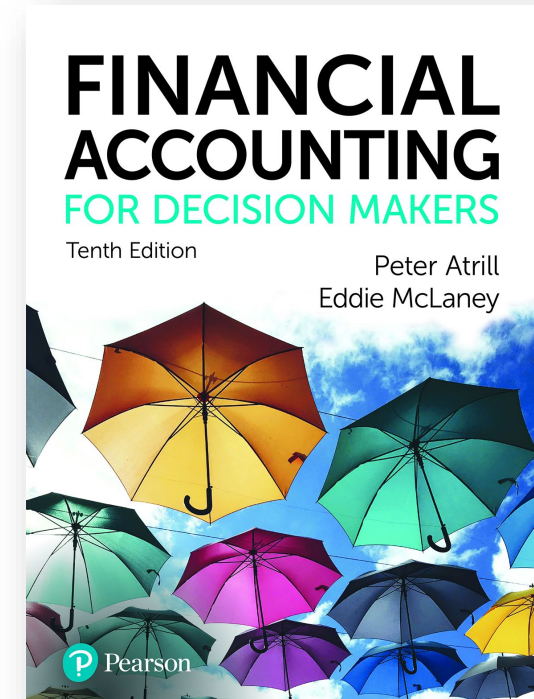
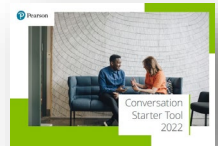
Financial Accounting for Decision Makers 10e

Atrill & McLaney

CST 2022:
UK – p17
CE – pTBC

How will you generate sales with this product in 2022?

- Easy to digest for non-accounting students
- Examples will help lecturers engage students and show applications. Includes impact of Covid pandemic
- Updated content: the latest thinking on what makes good auditing
- Better coverage of practice questions in MyLab
- Make links with applications with a narrative in MyLab that works alongside the book: Accounting in Action



ISBN: 9781292409184
Expected pub date: 01/03/2022
(Note: MyLab expected 2 May 2022)
Extent: 632pp
Previous ISBN: 9781292204482

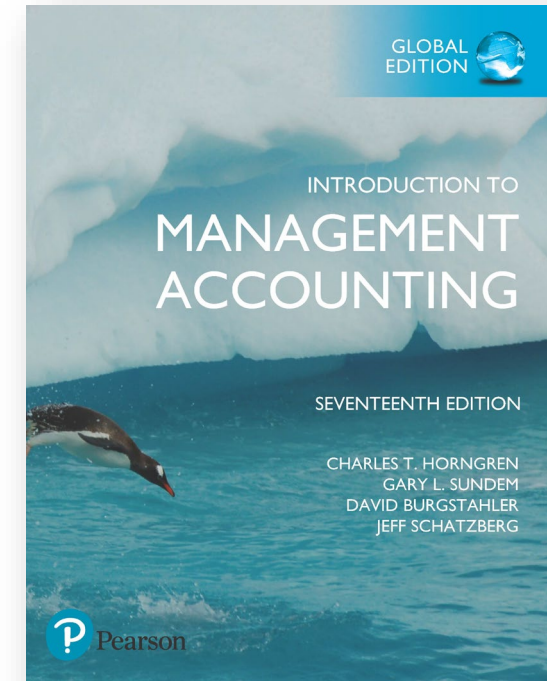
Introduction to Management Accounting 17e GE

Horngren et al

CST 2022:
UK – p21
CE – pTBC

How will you generate sales with this product in 2022?

- Major updates to content in some chapters
- New global examples (many from across the UK/Europe)
- More opportunity for practice
- Increased coverage of latest trends and topics. Data analytics, big data, ethics, and the COVID-19 pandemic.
- Updated Nike 10-K Form: appendix and problems



ISBN: 9781292412566
Expected pub date: 8/6/2022
Extent: 864 pp
Previous ISBN: 9780273790013

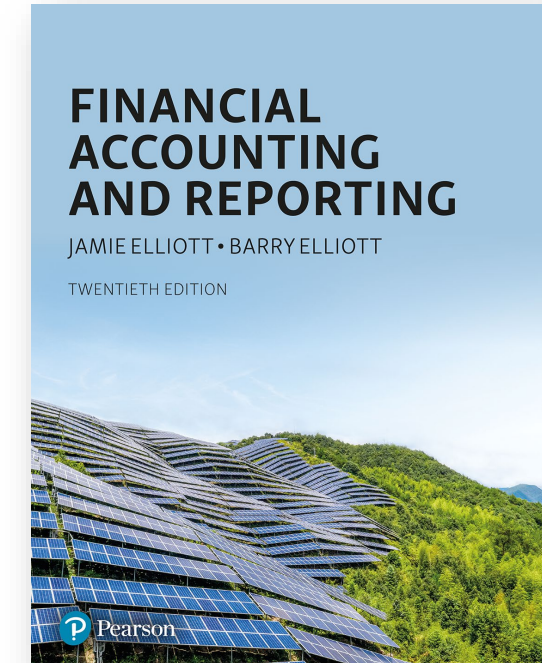
Financial Accounting & Reporting 20e

Elliott & Elliott

CST 2022:
UK – p16
CE – pTBC

How will you generate sales with this product in 2022?

- Ideal for Year 2 or 3 modules
- Includes accounting standards - IFRS, IAS and the Conceptual Framework for Financial Reporting
- Updated illustrations from real company reports
- New content on accountability, sustainability, ethical problems and the future of audit services
- Enhanced MyLab Accounting



ISBN: 9781292399805
Expected pub date: 01/03/2022
(Note: MyLab expected in April)
Extent: 832pp
Previous ISBN: 9781292255996

Introductory

Financial Accounting						Cost/Management Accounting			Combined Management/Financial			
												
New Edition			New Edition			New Edition		New Edition			New Edition	New Edition
Frank Wood's Business Accounting, 15e 2021	Financial Accounting for Decision Makers, 9e 2019	Financial Accounting: An Introduction, 8e 2019	Financial Accounting: IFRS, Global Edition, 12e 2022	Financial Accounting, An International Introduction, 7e 2020	Comparative International Accounting, 14e 2020	Management Accounting for Decision Makers, 10e 2021	Management and Cost Accounting, 7e 2019	Horngren's Cost Accounting: A Managerial Emphasis, Global Edition, 17e 2021	Accounting and Finance: An Introduction, 10e 2020	Financial and Management Accounting, 8e 2019	Horngren's Financial & Managerial Accounting, The Financial Chapters, 7e 2022	Horngren's Financial & Managerial Accounting, The Managerial Chapters, Global Edition, 7e 2022
Alan Sangster and Lewis Gordon 9781292365435	Peter Atrill, Eddie McLaney 9781292251257	Pauline Weetman 9781292244471	Harrison, Horngren, Thomas, Tietz, Suwardy TBA	David Alexander and Christopher Nobes 9781292295831	Nobes & Parker 9781292295831	Peter Atrill, Eddie McLaney 9781292349459	Alnoor Bhimani, Charles T. Horngren, Srikant M. Datar 9781292232669	Srikant M. Datar, Madhav V. Rajan 9781292363073	Eddie McLaney, Peter Atrill 9781292312262	Pauline Weetman 9781292244419	Tracie L. Miller-Nobles, Brenda L. Mattison, Ella Mae Matsumura TBA (prev. ed. ISBN 9781292234403)	Tracie L. Miller-Nobles, Brenda L. Mattison, Ella Mae Matsumura TBA (prev. ed. ISBN 9781292246260)






Non-specialists						
						
New Edition		New Edition				
Frank Wood's Business Accounting, 15e 2021	Accounting and Finance for Non-Specialists, 11e 2019	Management Accounting for Decision Makers, 10e 2021	Financial Accounting for Decision Makers, 9e 2019	Accounting for Non-Accounting Students, 10e 2020	Accounting Global Edition 2015	Accounting and Finance for Business 2013
Alan Sangster and Lewis Gordon 9781292365435	Peter Atrill, Eddie McLaney 9781292244013	Peter Atrill, Eddie McLaney 9781292349459	Peter Atrill, Eddie McLaney 9781292251257	John R Dyson and Ellie Franklin 9781292286938	Tracie Nobles 9781292056517	Geoff Black, Mahmoud Al-Kilani 9780273773948

Book-keeping	Foundation Maths
	
Frank Wood's Book-keeping and Accounts, 9e 2018	Foundation Maths, 7e 2020
Sheila Robinson, Frank Wood 9781292129143	Croft & Davison 9781292289687

Intermediate

Financial Statement Analysis	Intermediate Accounting		Taxation	Econometrics		Auditing
						
	New Edition					
Financial Accounting and Reporting, 19e 2019	Intermediate Accounting, Global Edition, 3e 2021	Frank Wood's Business Accounting Volume 2, 14e 2019	Melville's Taxation: Finance Act 2020, 26e 2020	Introduction to Econometrics, Global Edition, 4e 2020	A Practical Guide to Using Econometrics, Global Edition, 7e 2018	Auditing and Assurance Services, Global Edition, 17e 2020
Barry Elliott, Jamie Elliott 9781292255996	Gordon Elizabeth A. 9781292351698	Alan Sangster 9781292209173	Alan Melville 9781292360713	James H. Stock, Mark W. Watson 9781292264455	A. H. Studenmund 9781292154091	Randal J. Elder, Mark S. Beasley, Chris E. Hogan, Alvin A. Arens 9781292311982

The titles with symbols on the page can be packaged with our MyLab and Revel products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

-  MyLab Accounting
-  MyLab Math
-  MyLab Economics
-  Revel
-  Enhanced eBook

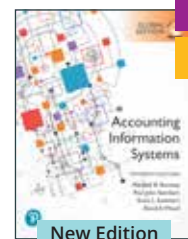
Advanced Options

Auditing



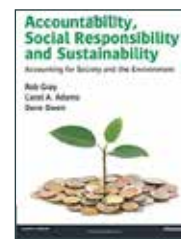
Auditing and Assurance Services,
Global Edition, 17e 2020
Randal J. Elder, Mark S. Beasley,
Chris E. Hogan, Alvin A. Arens
9781292311982

Accounting Information Systems



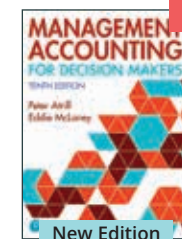
Accounting Information Systems,
Global Edition, 15e 2021
Marshall B. Romney, Paul John Steinbart
9781292353364

Ethics



Accountability, Social Responsibility
& Sustainability: Accounting for
Society & the Environment 2014
Rob Gray
9780273681380

Strategic Management Accounting



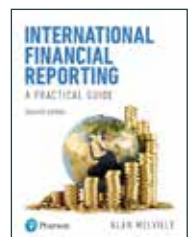
Management Accounting for
Decision Makers, 10e 2021
Peter Atrill, Eddie McLaney
9781292349459

Management Control



Management Control Systems, 4e
2018
Kenneth A. Merchant,
Wim A. Van der Stede
9781292110554

International Reporting



International Financial Reporting:
A Practical Guide, 7e 20149
Alan Melville
9781292293127

Taxation



Melville's Taxation:
Finance Act 2020, 26e 2020
Alan Melville
9781292360713

Forensic Accounting



Forensic Accounting,
Global Edition, 1e 2016
Robert Rufus, Laura Miller &
William Hahn
9781292059372

Advanced Accounting








Advanced Management
Accounting 2013
Tom Groot, Frank Selto
9780273730194



Advanced Accounting,
Global Edition 2018
Floyd Beams, Joseph Anthony
Bruce Bettinghaus, and
Kenneth Smith
9781292214597

The titles with symbols on the page can be packaged with our MyLab and Revel products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

-  MyLab Accounting
-  MyLab Math
-  MyLab Economics
-  Revel
-  Enhanced eBook

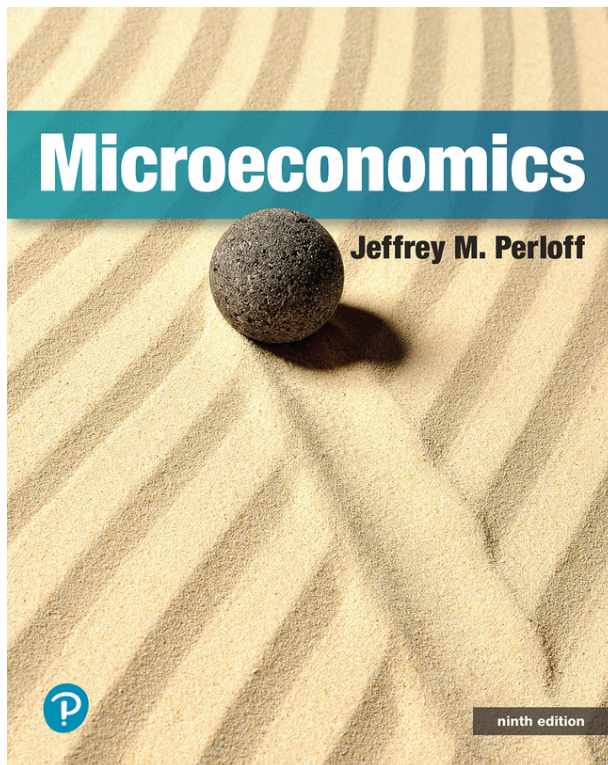
MyLab Economics with Pearson eText -- Instant Access -- for Microeconomics

Edition 9

Jeffrey M. Perloff



Pearson



Rights sold

9780137468287

Previous edition 9780134641799

Publication date 09-02-2022

Pearson

Pages

RRP \$104.99

Short description

For courses in intermediate microeconomics. Using microeconomics to analyze and resolve real-world policy and business problems. Microeconomics presents economic theory in the context of real, data-driven examples and then develops students' intuition through Solved Problems. The text places emphasis on modern theories that are useful in analyzing actual markets, while a step-by-step problem-based learning approach demonstrates how to use these theories to solve business problems and analyze policy. The 9e has been substantially updated with new or revised examples, applications and problems so students can see how real-world decisions being made in today's firms and policy debates.

Discipline/Subject

Economics

Author bio

Jeffrey M. Perloff is a professor in the Department of Agricultural and Resource Economics at the University of California at Berkeley.

MyLab Economics with Pearson eText -- Instant Access -- for Economics Updated Edition Edition 8 Glenn Hubbard



Pearson

Rights sold

GLENN
HUBBARD
ANTHONY PATRICK
O'BRIEN



9780137593262

Previous edition 9780135957622

Publication date 01-05-2022

Pearson

Pages

RRP \$124.99

Economics

EIGHTH EDITION
UPDATED EDITION



Short description

The relevance of economics, shown through real-world business examples Economics, Updated Edition makes economic principles relevant by demonstrating how real businesses use them to make decisions. For instructors, it eases the challenge of conveying how these principles directly impact students' lives. The digitally updated 8e includes fully revised content, figures, examples and features that incorporate the effects of the recent global pandemic on households, firms and economic policy. No matter their career path, whether it's opening an art studio, trading on Wall Street or bartending at the local pub, students will benefit from grasping the economic forces behind their work

Discipline/Subject

Economics

Author bio

Glenn Hubbard, policymaker, professor, and researcher. Hubbard is Dean emeritus and Russell L. Carson Professor of Finance and Economics in the Graduate School of Business at Columbia University and professor of economics in Columbia's Faculty of Arts and Sciences.

Pearson eText Macroeconomics

-- Instant Access

Edition 3

Daron Acemoglu



Pearson

What caused the recessions of 2007–2009 and 2020? What caused the German hyperinflation **Third Edition** of 1922–1923? Is college worth it? Is Facebook Free? How does location affect the rental cost of housing? **Macroeconomics** How much more gasoline would people buy if its price were lower? How much does government expenditure stimulate GDP? Are companies like Nike harming workers in Vietnam? What happens to employment and unemployment if local employers go out of business? Are tropical and semitropical areas condemned to poverty by their geographies? Why are you so much more prosperous than your great-great-grandparents were? How did unemployment and wages respond to the COVID-19 pandemic in the United States? In the United States, what is the total market value of annual economic production?

Acemoglu | Laibson | List

Rights sold

9780137386123

Previous edition 9780136912460

Publication date 20-10-2021

Pearson

Pages

RRP \$59.99

Short description

Macroeconomics uses real economic questions and data to help you learn about the world around you. The text explores the themes of optimization, equilibrium, and empiricism to not only illustrate the power of simple economic ideas, but also to explain and predict what's happening in today's society.

Discipline/Subject

Economics

Author bio

Daron Acemoglu is the Elizabeth and James Killian Professor of Economics in the Department of Economics at the Massachusetts Institute of Technology.

Pearson eText Microeconomics - - Instant Access

Edition 3

Daron Acemoglu



Pearson

Is Facebook free? Is college worth it? **Third Edition**
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Short description

Throughout Microeconomics 3e the authors use real economic questions and data to help students learn about the world around them. Taking a fresh approach, they use the themes of optimization, equilibrium and empiricism to not only illustrate the power of simple economic ideas, but also to explain and predict what's happening in today's society. Each chapter begins with an empirical question that is relevant to the life of a student, and is later answered using data in the Evidence-Based Economics feature.

Discipline/Subject
Economics

Author bio

Daron Acemoglu is the Elizabeth and James Killian Professor of Economics in the Department of Economics at the Massachusetts Institute of Technology.

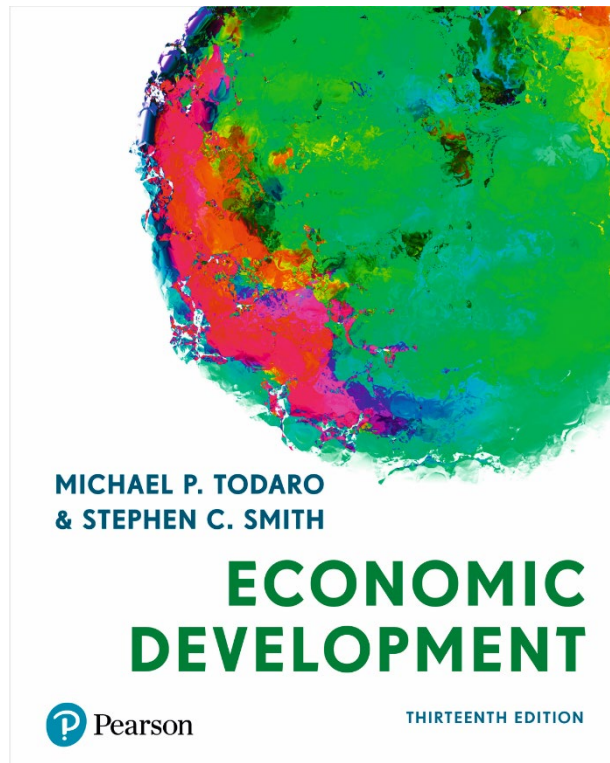
Economic Development

Edition 13

Michael P. Todaro



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Previous edition 9781292002972

Publication date 2020-04-24

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Pages 928

RRP £54.99

Short description

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Discipline/Subject

Economics

Author bio

Michael P. Todaro was Professor of Economics at New York University for eighteen years and Senior Associate at the Population Council for thirty years. Stephen C. Smith is Professor of Economics and International Affairs at George Washington University.

Essential Mathematics for Economic Analysis

Edition 6

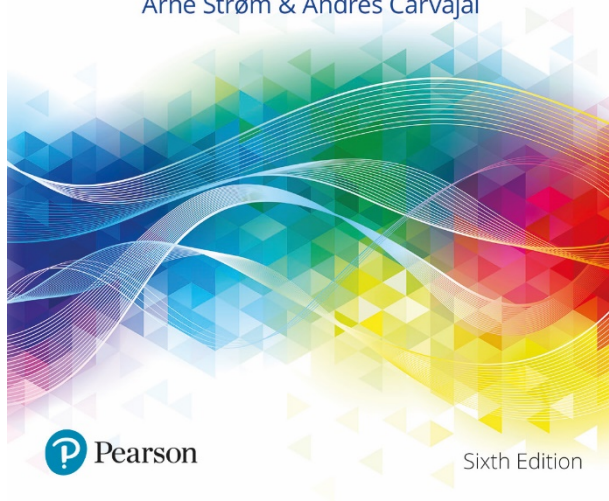
Knut Sydsaeter



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Knut Sydsæter, Peter Hammond,
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Publication date 2021-04-19

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Short description

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Discipline/Subject

Economics

Author bio

The late Knut Sydsaeter was Emeritus Professor of Mathematics in the Economics Department at the University of Oslo, where he had taught mathematics for economists for over 45 years. Peter Hammond is currently Professor of Economics at the University of Warwick.

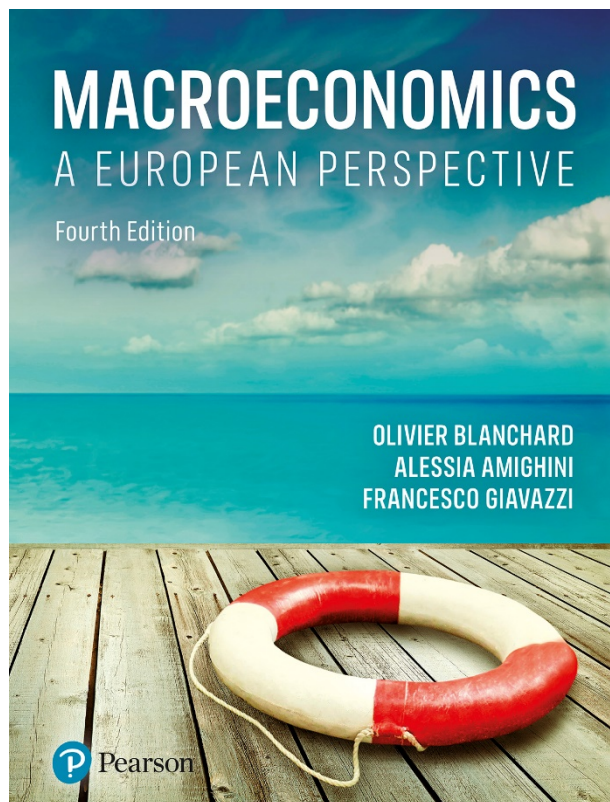
Macroeconomics

Edition 4

Olivier Blanchard



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Macroeconomics: A European Perspective, 4th edition, is based on the best-selling US text by Olivier Blanchard and presents an integrated, global view of macroeconomics, showing the connections between goods markets, financial markets, and labour markets worldwide. This is a book rooted in the real-world: from the major economic crisis of the late 2000s to the profound economic effects caused by the COVID-19 pandemic, from monetary policy in the US, to Brexit, the problems of the Euro area and growth in China.

Discipline/Subject

Author bio

Olivier Blanchard is one of Prentice Hall's most notable economics authors. After graduating with his Ph.D. in economics from MIT, he taught at Harvard and MIT as a Professor of Economics.

Microeconomics: Theory and Applications with Calculus, Global Edition

Edition 5

Jeffrey M. Perloff



Pearson



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Publication date 07-05-2021

Pearson

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RRP £61.99

Short description

This title is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. Microeconomics: Theory and Applications with Calculus 5e, Global Edition remains the premiere microeconomics text to marry formal theory with robust, thoroughly analyzed real-world problems. Intended as an intermediate microeconomics text, Perloff introduces economic theory through a combination of calculus, algebra, and graphs.

Discipline/Subject

MGE: Economics (Mech Ed)

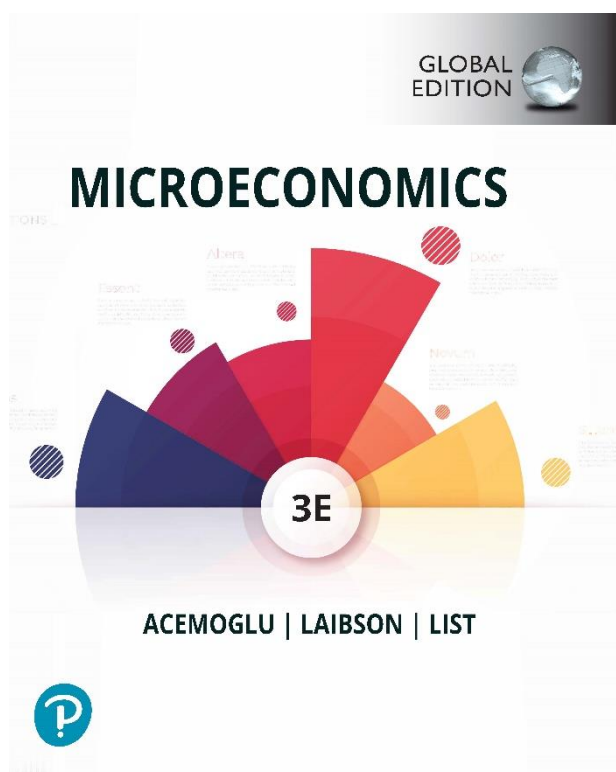
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Edition 3

Daron Acemoglu



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Publication date 25-06-2021

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Pages

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Discipline/Subject

MGE: Economics (Mech Ed)

Author bio

Daron Acemoglu is Charles P. Kindleberger Professor of Applied Economics at MIT and a Research Associate of the National Bureau of Economic Research

Economics, Global Edition

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Discipline/Subject

GE: Economics (Global Ed)

Author bio

Daron Acemoglu is the Elizabeth and James Killian Professor of Economics in the Department of Economics at the Massachusetts Institute of Technology. He has received a BA in economics from University of York, an MSc in mathematical economics and econometrics from the London School of Economics and a PhD in economics from the London School of Economics.

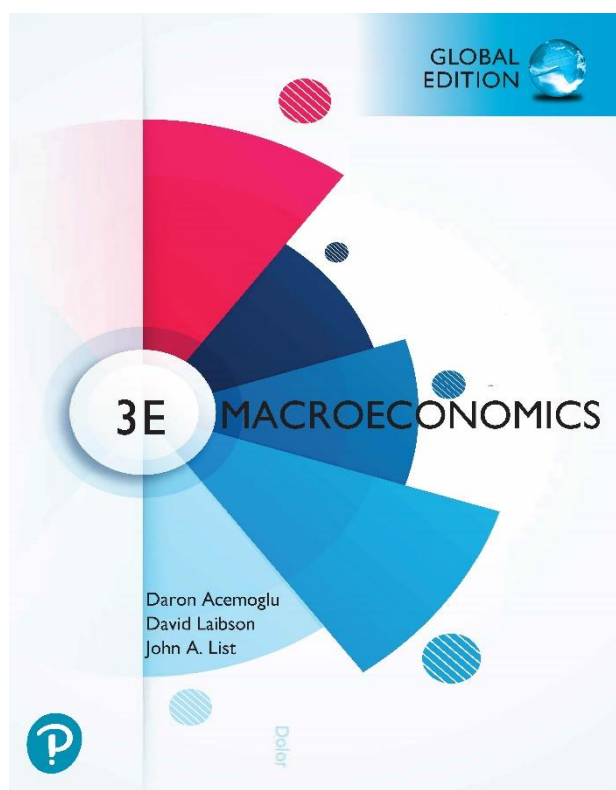
Macroeconomics, Global Edition

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Discipline/Subject

GE: Economics (Global Ed)

Author bio

Daron Acemoglu is the Elizabeth and James Killian Professor of Economics in the Department of Economics at the Massachusetts Institute of Technology. He has received a BA in economics from University of York, an MSc in mathematical economics and econometrics from the London School of Economics and a PhD in economics from the London School of Economics.

International Finance: Theory and Policy [GLOBAL EDITION]

Edition 12

Robert J Art



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Challenging students to use original scholarship to recognize and analyze patterns in world politics, this bestselling reader considers how to effectively understand politics under governments and beyond. Carefully edited selections cover the most essential topics and are put into conversation with each other to illustrate fundamental debates and differing points of view. Comprehensive and engaging, International Politics offers the best overview of the discipline as well as the forces shaping the world today.

Discipline/Subject

GE: Economics (Global Ed)

Author bio

Robert J. Art is Christian A. Herter Professor of International Relations at Brandeis University, Research Associate at Harvard University's Olin Institute of Strategic Studies, Senior Fellow in M.I.T.'s Security Studies Program, and Director of M.I.T.'s Seminar XXI Program.

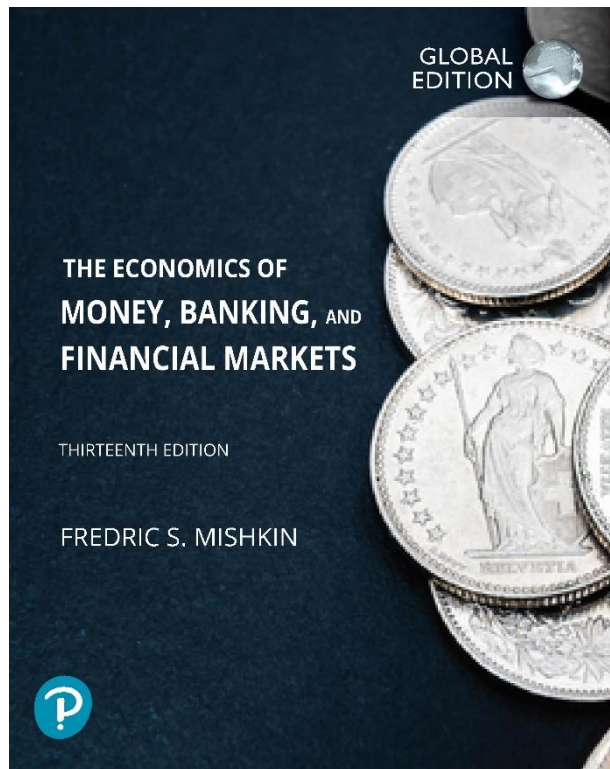
The Economics of Money, Banking and Financial Markets, Global Edition

Edition 13

Frederic Mishkin



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Short description

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Discipline/Subject

MGE: Economics (Mech Ed)

Author bio

Frederic S. Mishkin is the Alfred Lerner Professor of Banking and Financial Institutions at the Graduate School of Business, Columbia University.

International Trade: Theory and Policy [GLOBAL EDITION]

Edition 12

Paul R. Krugman



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Publication date 23-08-2021

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Short description

Challenging students to use original scholarship to recognize and analyze patterns in world politics, this bestselling reader considers how to effectively understand politics under governments and beyond. Carefully edited selections cover the most essential topics and are put into conversation with each other to illustrate fundamental debates and differing points of view. Comprehensive and engaging, International Politics offers the best overview of the discipline as well as the forces shaping the world today.

Discipline/Subject

GE: Economics (Global Ed)

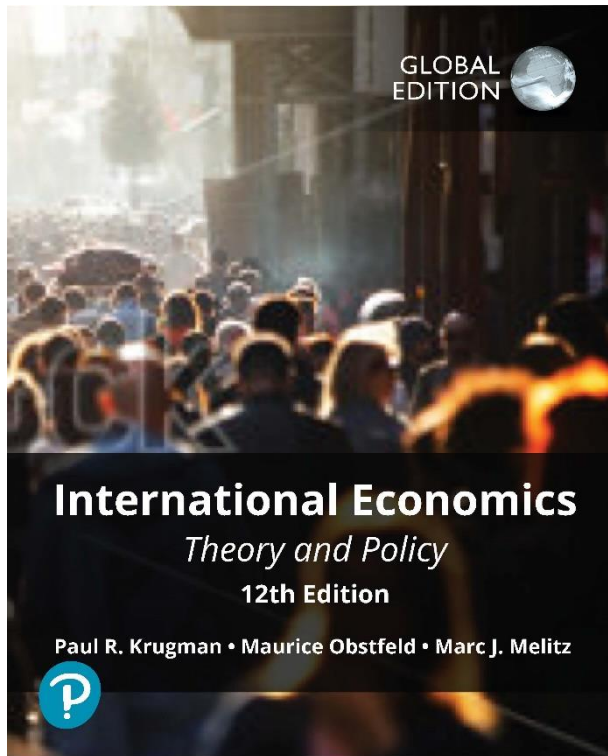
International Economics: Theory and Policy, Global Edition

Edition 12

Paul R. Krugman



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Publication date 08-09-2021

Pearson

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RRP £58.99

Short description

A balanced approach to theory and policy applications. International Economics: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of the two main topic areas of the discipline. For both international trade and international finance, an intuitive introduction to theory is followed by detailed coverage of policy applications. With this new 12e, the author team continues to set the standard for International Economics courses.

Discipline/Subject

GE: Economics (Global Ed)

Author bio

Paul Krugman is a recipient of the 2008 Nobel Memorial Prize in Economic Sciences, taught at Princeton University for 14 years.

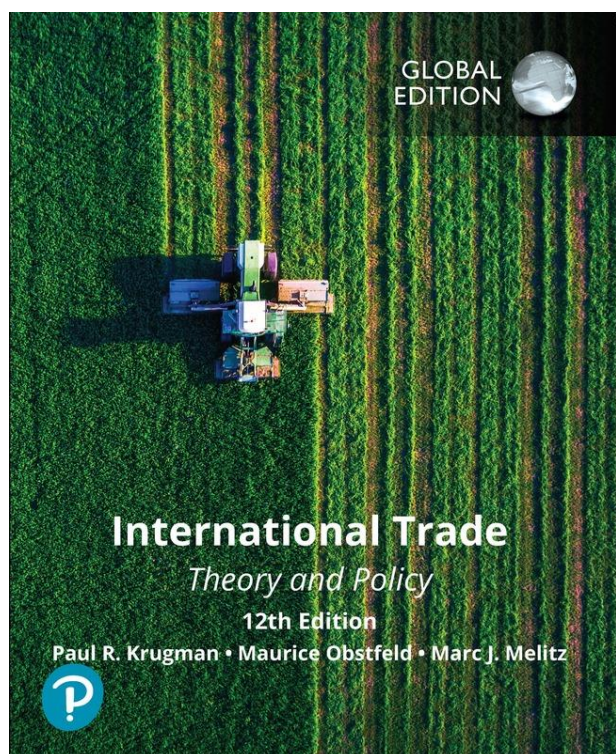
International Trade: Theory and Policy, Global Edition

Edition 12

Paul R. Krugman



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Previous edition 9781292216355

Publication date 02-03-2022

Pearson

Pages 368

RRP \$57.99

Short description

The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. For courses in international economics, finance & trade. A balanced, global approach to economic theory and policy applications. International Economics: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of theory and policy around the world. Divided into two halves, the first devoted to trade and the second to monetary questions, the text provides an intuitive introduction to theory and events as well as detailed coverage of the actual policies put into place as a response. In the 12e important economic developments are highlighted, with many lessons drawn from the recent COVID-19 pandemic experience.

Discipline/Subject

GE: Economics (Global Ed)

Author bio

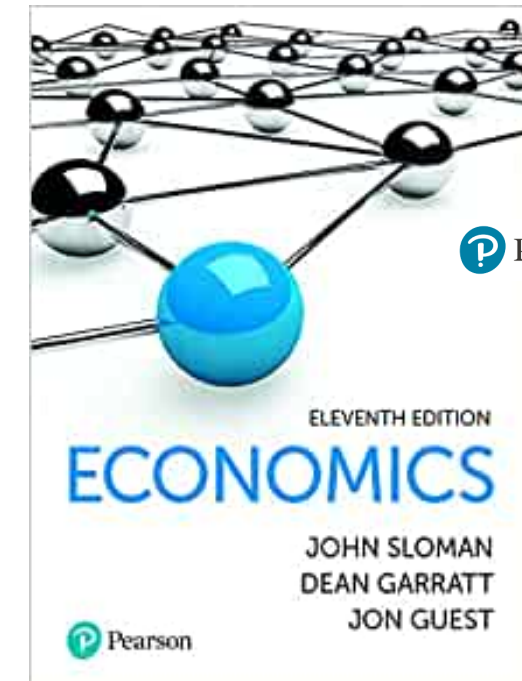
Paul Krugman, recipient of the 2008 Nobel Memorial Prize in Economic Sciences, taught at Princeton University for 14 years. In 2015, he joined the faculty of the Graduate Center of the City University of New York, associated with the Luxembourg Income Study, which tracks and analyzes income inequality around the world. He received his BA from Yale and his PhD from MIT.

Economics 11e, Sloman, Garratt & Guest

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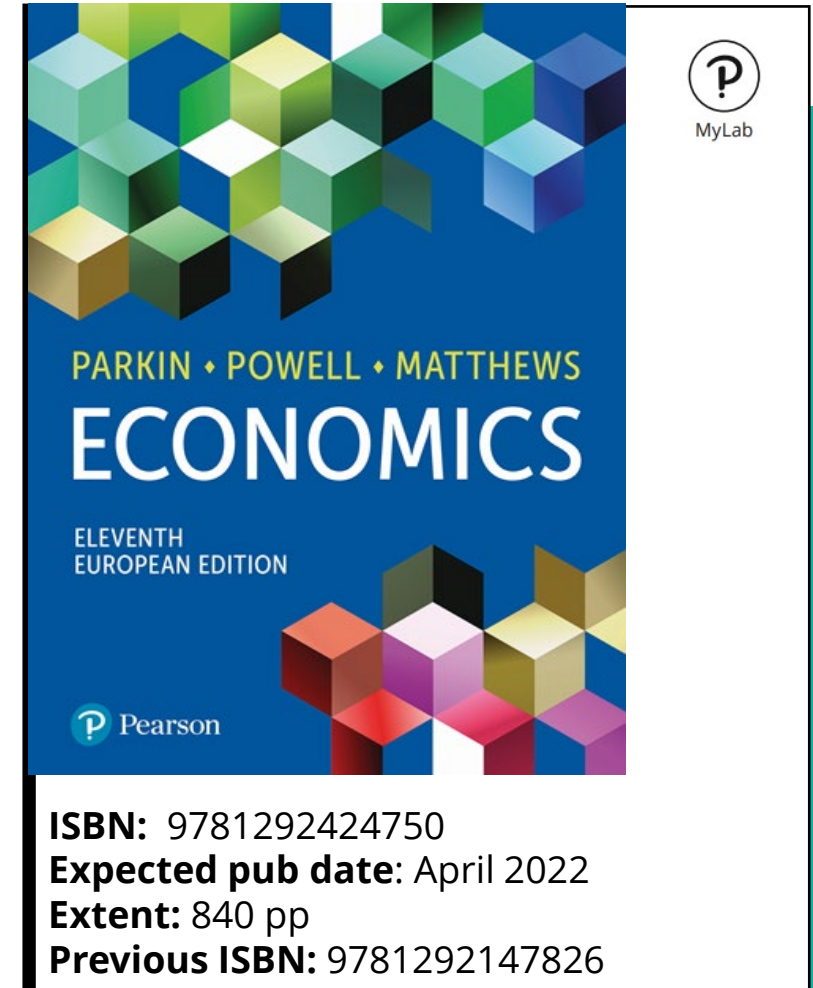
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Previous ISBN: 9781292187853

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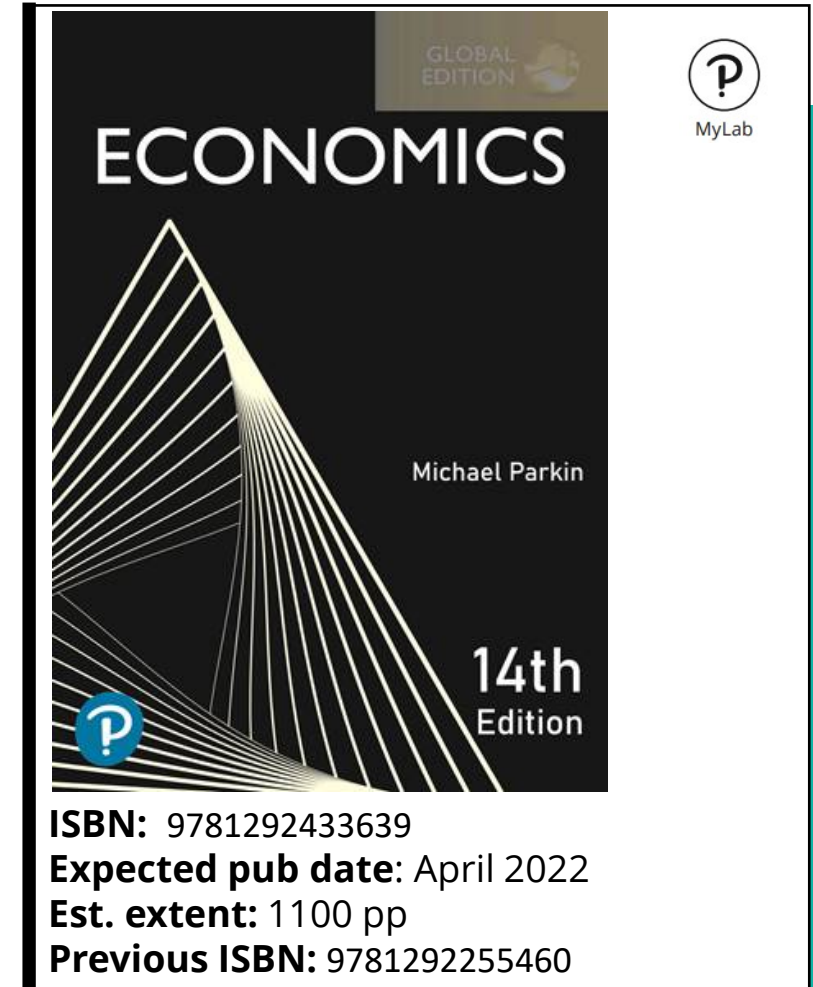


Economics (Global Edition), 14e by Michael Parkin

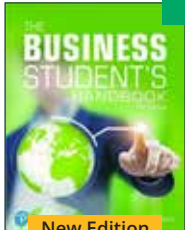
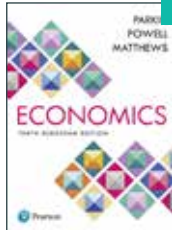
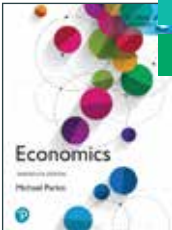



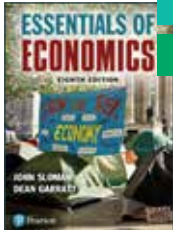



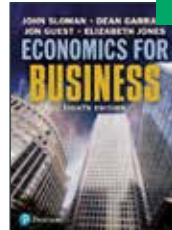
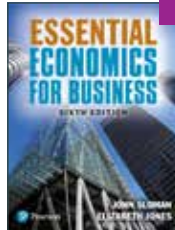
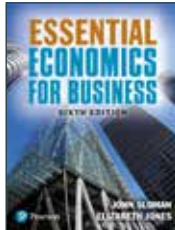










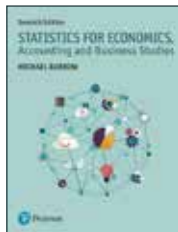
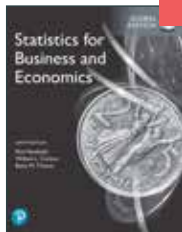

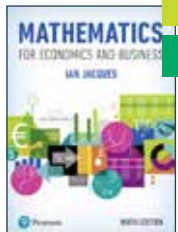
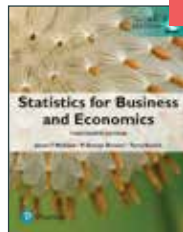
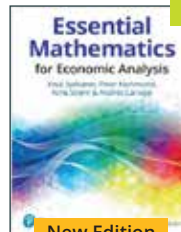
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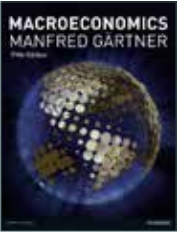
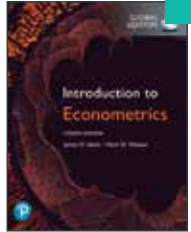

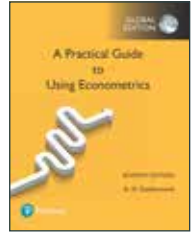
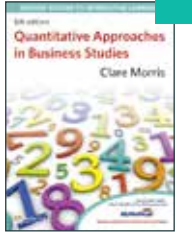
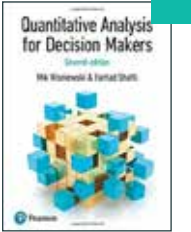
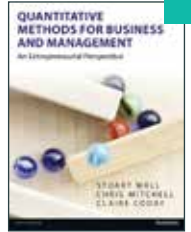
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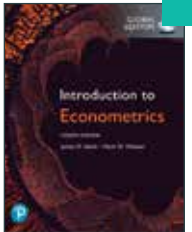
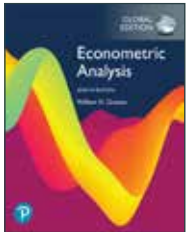
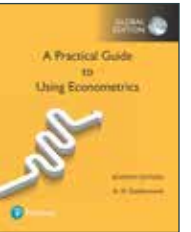


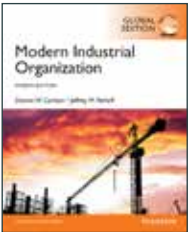
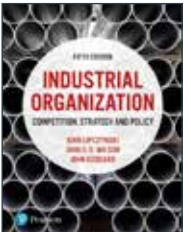




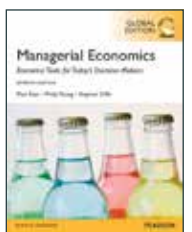


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Year 2

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New Edition			New Edition	New Edition	New Edition							
Microeconomics: Theory and Applications with Calculus, Global Edition, 5e 2022 Jeffrey M. Perloff 9781292154459	Microeconomics, Global Edition, 9e 2018 Robert Pindyck, Daniel Rubinfeld 9781292213316	Microeconomics, Global Edition, 8e 2018 Jeffrey M. Perloff 9781292215624	Macroeconomics: A European Perspective, 4e, 5e 2021 Olivier Blanchard, Alessia Amighini, Francesco Giavazzi 9781292085678	Macroeconomics, Global Edition, 8e 2021 Olivier Blanchard 9781292351476	Macroeconomics, Global Edition, 10e 2021 Andrew B. Abel, Ben S. Bernanke, Dean Croushore 9781292318615	Macroeconomics, 5e 2016 Manfred Gartner 9781292115207	Introduction to Econometrics, Global Edition, 4e 2020 James H. Stock, Mark W. Watson 9781292264455	Econometric Analysis, Global Edition, 8e 2020 William H. Greene 9781292231136	A Practical Guide to Using Econometrics, Global Edition, 7e, 2018 A. H. Studenmund 9781292154091	Quantitative Approaches in Business Studies, 8e 2012 Clare Morris 9780273738633	Quantitative Analysis for Decision Makers, 7e 2020 Mik Wisniewski 9781292276618	Quantitative Methods for Business and Management: An Entrepreneurial Perspective 2014 Stuart Wall, Chris Mitchell, Claire Coday 9780273770558

Year 3

Advanced Macro		Advanced Micro		International Trade/Finance		Econometrics			Development Economics		Industrial Economics	
												
				New Edition								
Advanced Modern Macroeconomics: Analysis and Application 2011 Max Gillman 9780273726524	Advanced Microeconomic Theory, 3e 2011 Geoffrey A. Jehle, Philip J. Reny 9780273731917	Advanced Microeconomic Theory, 3e 2011 Geoffrey A. Jehle, Philip J. Reny 9780273731917	Advanced Microeconomic Theory, 3e 2011 Geoffrey A. Jehle, Philip J. Reny 9780273731917	International Economics: Theory and Policy, Global Edition, 12e 2022 Paul R. Krugman, Maurice Obstfeld, Marc Melitz TBA	International Economics: Theory and Policy, Global Edition, 12e 2022 Paul R. Krugman, Maurice Obstfeld, Marc Melitz TBA	Introduction to Econometrics, Global Edition, 4e 2020 James H. Stock, Mark W. Watson 9781292264455	Econometric Analysis, Global Edition, 8e 2020 William H. Greene 9781292231136	A Practical Guide to Using Econometrics, Global Edition, 7e, 2018 A. H. Studenmund 9781292154091	Economic Development, 13e 2020 Michael Todaro, Stephen Smith 9781292291154	Economic Development, 13e 2020 Michael Todaro, Stephen Smith 9781292291154	Modern Industrial Organization, Global Edition, 4e 2016 Dennis W. Carlton, Jeffrey M. Perloff 9781292087856	Industrial Organization: Competition, Strategy and Policy, 5e 2017 John Lipczynski, John Goddard, John O.S. Wilson 9781292121710
Monetary Economics		Enviromental Economics		Managerial Economics								
												
New Edition												
Economics of Money, Banking and Financial Markets, Global Edition, 13e 2022 Frederic S. Mishkin TBA	Economics of Money, Banking and Financial Markets, Global Edition, 13e 2022 Frederic S. Mishkin TBA	Natural Resource and Environmental Economics, 4e 2011 Roger Perman, Yue Ma, Michael Common, University of Strathclyde, David Maddison, James McGilvray 9780321417534	Natural Resource and Environmental Economics, 4e 2011 Roger Perman, Yue Ma, Michael Common, University of Strathclyde, David Maddison, James McGilvray 9780321417534	Managerial Economics, Global Edition, 7e 2014 Keat, Young 9780273791935	Managerial Economics and Strategy, Global Edition, 2e 2019 Perloff, Brander 9781292159140	The Economics of Managerial Decisions, Global Edition, 1e 2020 Roger Blair, Mark Rush 9781292310947						

The titles with symbols on the page can be packaged with our MyLab and Revel products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

-  MyLab Statistics
-  MyLab Math
-  MyLab Economics
-  Revel
-  Enhanced eBook

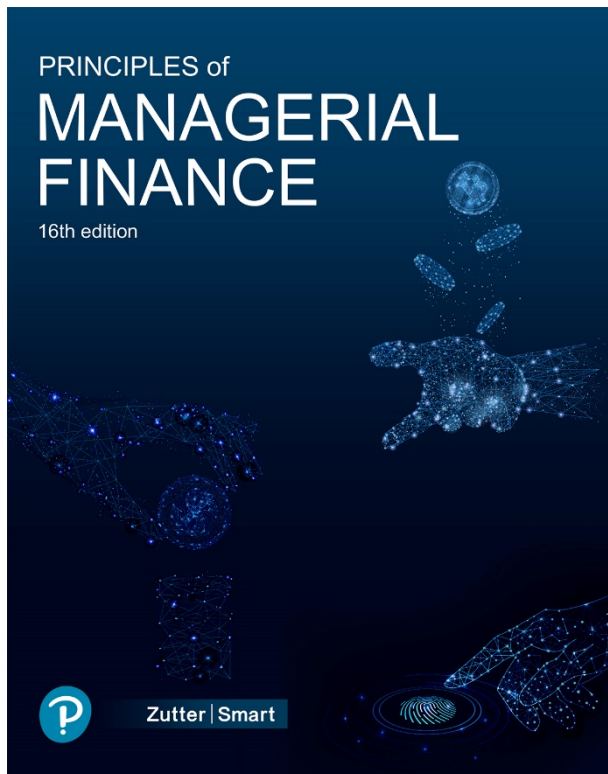
Pearson eText Principles of Managerial Finance -- Instant Access

Edition 16

Chad J. Zutter



Pearson



Rights sold

9780136945758

Previous edition

Publication date 14-09.2021

Pearson

Pages

RRP \$39.96

Short description

Using financial concepts to solve real-world problems with a proven learning framework The Teaching and Learning System -- a hallmark feature of Principles of Managerial Finance - weaves pedagogy into concepts and practice giving students a roadmap to follow through the text and supplementary tools. The 16th Edition concentrates on the material students need to know in order to make effective financial decisions in an increasingly competitive business environment. With a generous amount of examples, this text is an easily accessible resource for in- and out-of-class learning.

Discipline/Subject

Finance

Author bio

Chad J. Zutter is a finance professor and the James Allen Faculty Fellow at the Katz Graduate School of Business at the University of Pittsburgh.

Multinational Business Finance

[RENTAL EDITION]

Edition 16

David K. Eiteman



Pearson



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9780137496013

Previous edition 9780134796550

Publication date 28-01-2022

Pearson

Pages

RRP \$74.99

Short description

Authoritative, comprehensive coverage of contemporary international finance. Renowned for its authoritative, comprehensive coverage of contemporary international finance, Multinational Business Finance trains the leaders of tomorrow's multinational enterprises to recognize and capitalize on the unique characteristics of global markets. Because the job of a manager is to make financial decisions that increase a firm's value, the authors have embedded real-world mini-cases throughout to apply chapter concepts to the types of situations managers of multinational firms face.

Discipline/Subject

Finance

Author bio

David K. Eiteman is Professor Emeritus of Finance at the John E. Anderson Graduate School of Management at UCLA

Options, Futures, and Other Derivatives [Global Edition]

Edition 11

John C. Hull



Pearson



Rights sold

9781292410654

Previous edition 9781292212890

Publication date 17-06-2021

Pearson

Pages 863

RRP £52.99

Cover image
coming soon

Short description

This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. Options, Futures, and Other Derivatives gives readers a modern look at the derivatives market. By incorporating the industry's hottest topics, such as the securitization and credit crisis the author helps bridge the gap between theory and practice.

Discipline/Subject

MGE: Finance (Mech Ed)

Author bio

John Hull is the Maple Financial Professor of Derivatives and Risk Management at the Joseph L. Rotman School of Management, University of Toronto

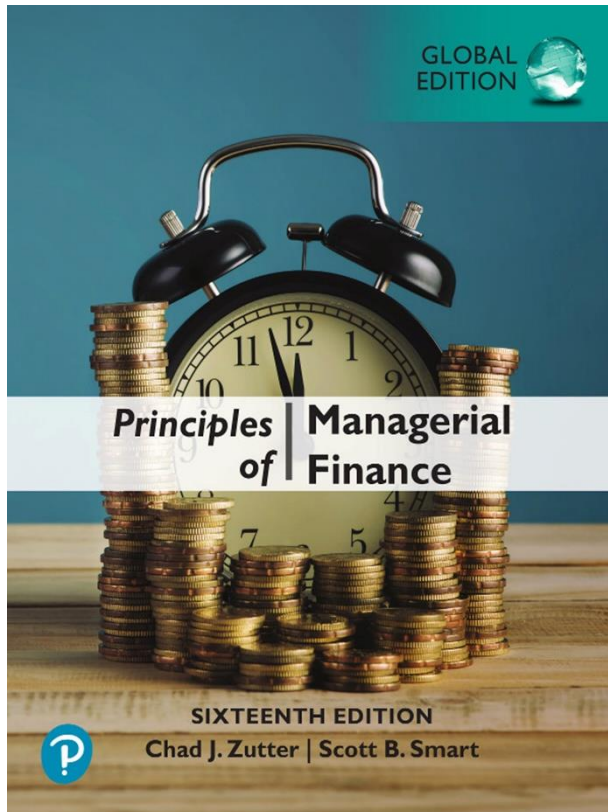
Principles of Managerial Finance [Global Edition]

Edition 16

Chad J. Zutter



Pearson



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9781292400648

Previous edition 9781292261515

Publication date 07-01-2021

Pearson

Pages 1008

RRP £60.99

Short description

This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. For introductory courses in managerial finance. Using financial concepts to solve real-world problems with a proven teaching and learning framework The Teaching and Learning System is a hallmark feature of Principles of Managerial Finance weaves pedagogy into concepts and practice giving students a roadmap to follow through the text and supplementary tools.

Discipline/Subject

MGE: Finance (Mech Ed)

Author bio

Chad J. Zutter is a finance professor and the James Allen Faculty Fellow at the Katz Graduate School of Business at the University of Pittsburgh.

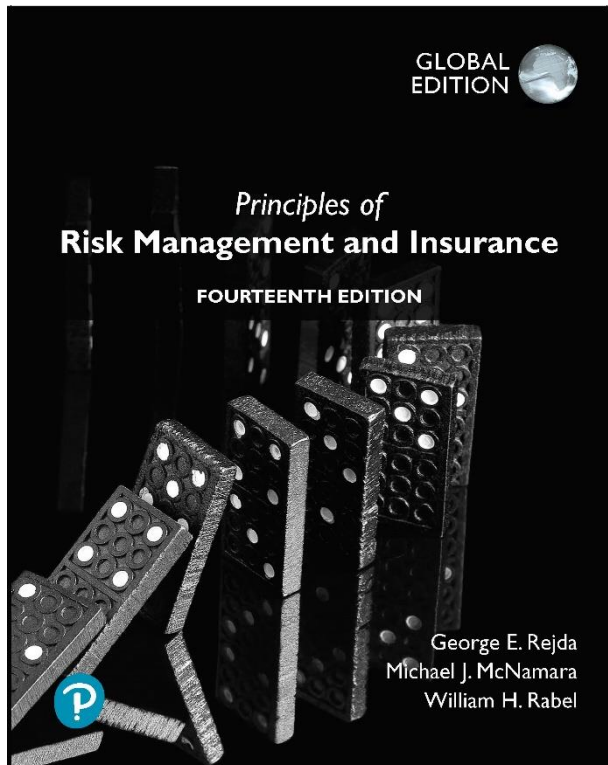
Principles of Risk Management and Insurance, Global Edition

Edition 14

George E. Rejda



Pearson



Rights sold

9781292349749

Previous edition 9781292151038

Publication date 19-05-2021

Pearson

Pages 736

RRP £54.99

Short description

This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. For undergraduate courses in risk management Y insurance. Principles of Risk Management and Insurance provides an in-depth examination of major risk themes. Using rich and up-to-date content on the basic concepts of risk and insurance and introductory and advanced topics in traditional and enterprise risk management, the text is relevant to a wide number of disciplines in the business realm. Fully updated and revised

Discipline/Subject

MGE: Finance (Mech Ed)

Author bio

George E. Rejda Ph.D., CLU is Emeritus Professor of Finance at the University of Nebraska - Lincoln

Student Solutions Manual for Options, Futures, and Other Derivatives [Global Edition]

Edition 11

John C. Hull



Pearson



Cover image
coming soon

Rights sold

9781292410661

Previous edition 9781292249179

Publication date 20-08-2021

Pearson

Pages

RRP £29.99

Short description

The questions have been designed to help readers study on their own and test their understanding of the material. They range from quick checks on whether a key point is understood to much more challenging applications of analytical techniques. Some prove or extend results presented in the book. To maximize the benefits from this book readers are urged to sketch out their own solutions to the questions before consulting mine.

Discipline/Subject

MGE: Finance (Mech Ed)

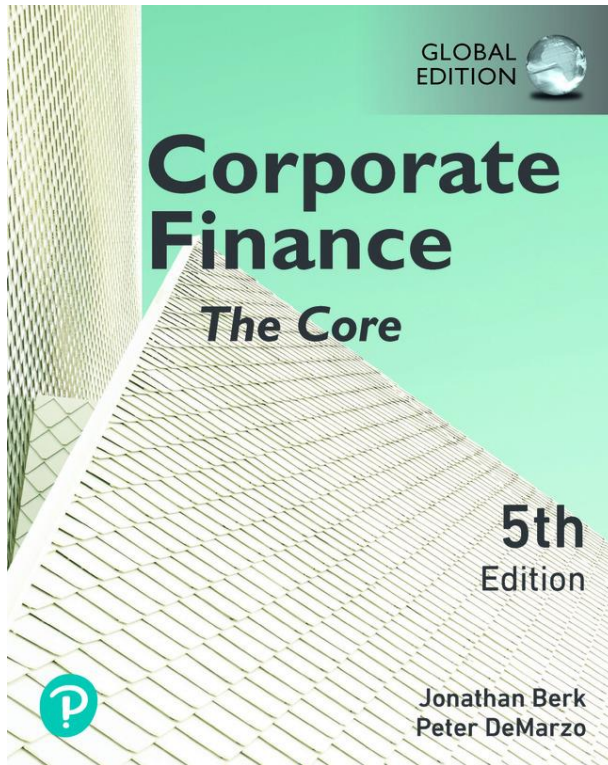
Corporate Finance: The Core, Global Edition

Edition 5

Jonathan Berk



Pearson



Rights sold 9781292431611

9781292431611

Previous edition 9781292158334

Publication date 08-02-2022

Pearson

Pages 816

RRP \$61.99

Short description

The Pearson Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. For MBA/graduate students taking a course in corporate finance. An emphasis on modern theory blended with practice elevates students financial decision making. Using the valuation framework based on the Law of One Price, the authors have set the new canon for corporate finance textbooks. The 5e blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager.

Discipline/Subject

GE: Finance (Global Ed)

Author bio

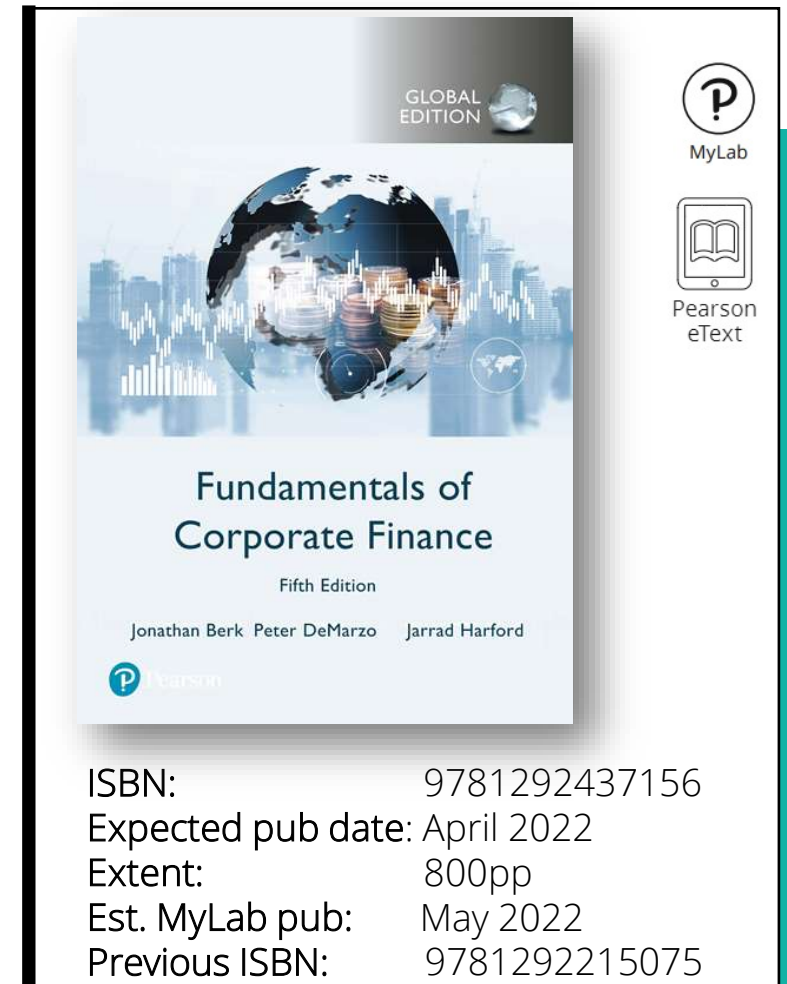
Jonathan Berk is the AP Giannini Professor of Finance at the Graduate School of Business, Stanford University and is a Research Associate at the National Bureau of Economic Research.

Fundamentals of Corporate Finance 5e GE, Berk

CST 2022:
UK – p30
CE – pTBC

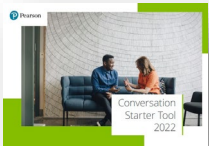
How will you generate sales with this product in 2022?

- Problem-solving methodology through real-life financial management practices
- Updated with new data, examples, and exercises
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- Pearson eText with videos and self-assessment



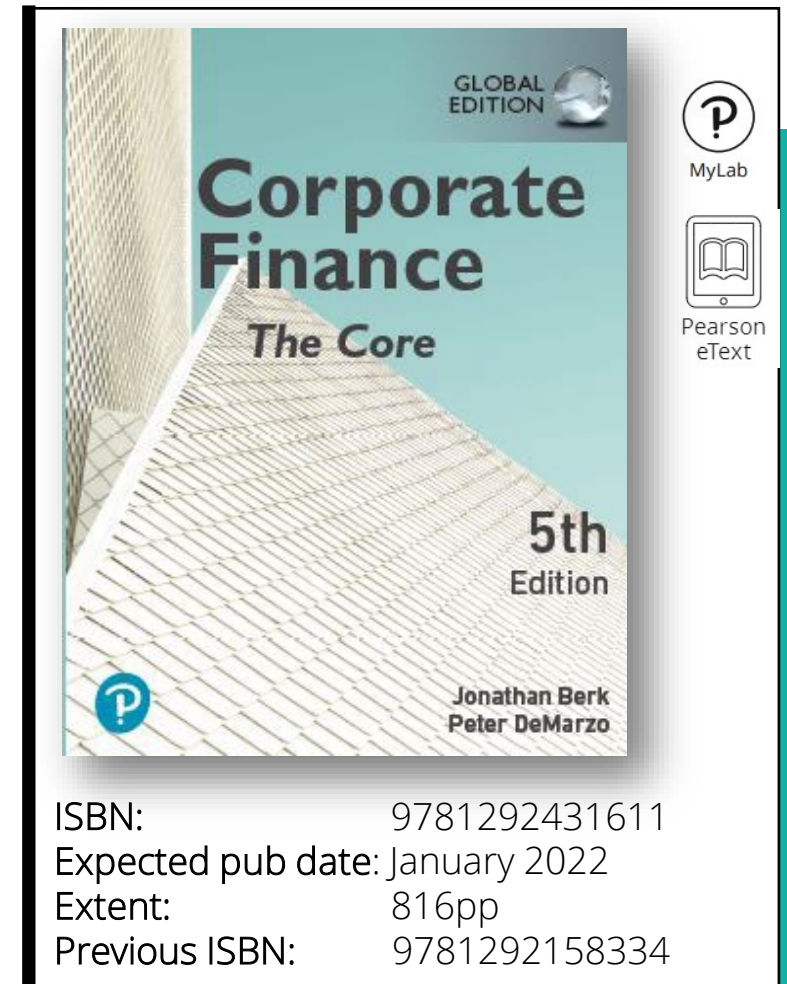
Corporate Finance: The Core 5e GE, Berk

CST 2022:
UK – p29
CE – pTBC



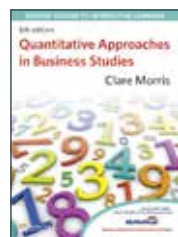
How will you generate sales with this product in 2022?

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- Rich in examples, data, and interviews
- MyLab Finance with Dynamic Study Modules, auto-graded Excel projects, and algorithmic questions
- Course with prebuilt assignments in Prepare-Apply-Assess
- Pearson eText with videos and self-assessment

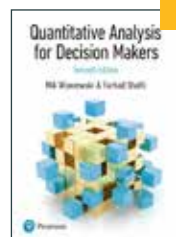


Year 1

Quantitative Methods



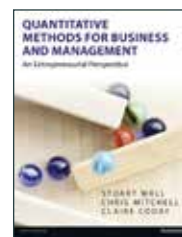
Quantitative Approaches in Business Studies, 8e 2012
Clare Morris
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Quantitative Analysis for Decision Makers, 7e 2020
Mik Wisniewski
9781292276618



Quantitative Analysis for Management, Global Edition, 13e 2018
Render, Stair, Hanna, Hale
9781292217659



Quantitative Methods for Business and Management: An Entrepreneurial Perspective 2014
Stuart Wall, Chris Mitchell, Claire Coday
9780273770558

Corporate Finance – 2-Semester / 1-Semester



Corporate Financial Management, 6e 2019
Glen Arnold, Deborah Lewis
9781292140445



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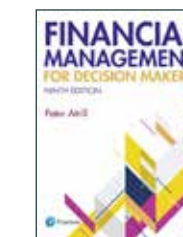
Corporate Finance: Principles and Practice, 8e 2019
Denzil Watson, Antony Head
9781292160160



Corporate Finance, Global Edition, 5e 2020
Jonathan Berk, Peter DeMarzo
9781292304151



Fundamentals of Corporate Finance, Global Edition, 4e 2020
Jonathan Berk, Peter DeMarzo
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Financial Management for Decision Makers, 9e 2020
Peter Atrill
9781292311432



Business Finance, 11e 2017
Eddie McLaney
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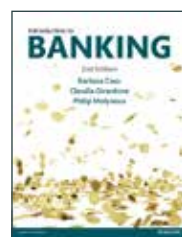
Principles of Managerial Finance, 16e 2022
Chad J. Zutter, Scott Smart
9781292400648

Foundations



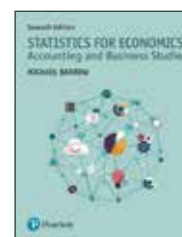
Foundations of Finance, 10e 2020
Arthur J. Keown, John D. Martin, J. William Petty
9781292318738

Intro to Banking



Introduction to Banking, 2e 2015
Barbara Casu, Claudia Girardone, Philip Molyneux
9780273718130

Business Statistics



Statistics for Economics, Accounting and Business Studies, 7e 2017
Michael Barrow
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Year 2

Investments

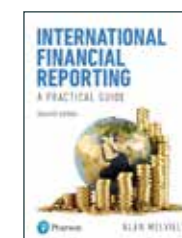


Fundamentals of Investing, 14 2020
Michael Barrow
9781292316970



Corporate Finance and Investment: Decisions and Strategies, 9e 2018
Richard Pike, Bill Neale, Philip Linsley, Saeed Akbar
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International Finance



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Alan Melville
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9780273786047

Management



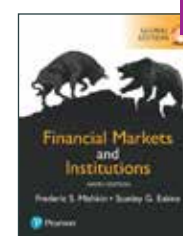
Financial Management: Principles and Applications, 13th Global Edition 2021
Sheridan Titman, Arthur J. Keown, John D. Martin
9781292349824

Financial Theory



International Finance: Theory and Policy, Global Edition, 12e 2022
Krugman, Obstfeld, Melitz
TBA

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9781292215006

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John Hull
9781292212890

Multinational Finance








Fundamentals of Multinational Finance, 6e 2021
Michael H. Moffett, Arthur I. Stonehill, David K. Eiteman
9781292215211



Multinational Business Finance, 15e 2021
David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett
9781292270081

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-  MyLab Math
-  MyLab Economics
-  Horizon
-  Enhanced eBook

Pearson eText Business Essentials -- Instant Access

Edition 13

Ronald J. Ebert



Pearson

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9780136863014

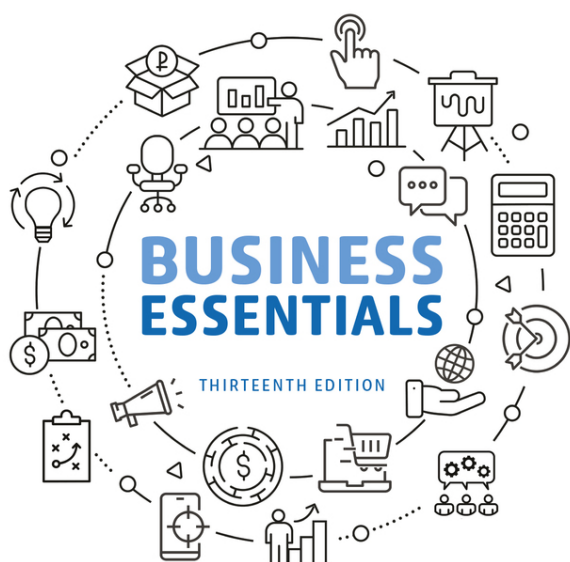
Previous edition 9780136878995

Publication date 02-06-2021

Pearson

Pages

RRP \$39.96



Ronald J. Ebert | Ricky W. Griffin

Short description

The recent events in domestic & global economies are presenting unprecedented challenges, excitement and disappointments for businesses and a need for change in introduction to business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications on companies today. The 13e includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts they're learning about, and making this text the most current and relevant one available on the market.

Discipline/Subject

Business

Author bio

Ronald J. Ebert is Emeritus Professor at the University of Missouri-Columbia.

MyLab Operations Management with Pearson eText--Instant Access--for Operations Management: Sustainability and Supply Chain Management

Edition 14

Jay Heizer



Pearson



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9780137476312

Previous edition 9780135225899

Publication date 31-03-2022

Pearson

Pages

RRP \$104.99

Short description

Operations Management: Sustainability and Supply Chain Management focuses on the key strategic decisions of operations managers. The text also provides behind-the-scenes insights into how operations work within an organization. In this 14e, a wealth of examples, solved problems, homework assignments, cases and other learning resources help students better understand concepts important to today's operations management professionals. The text is organized around 10 key OM Strategy Decisions and the techniques for making these decisions. Global Company Profiles open each chapter and describe how well-known firms achieve a competitive advantage using the OM techniques later discussed in the chapter.

Discipline/Subject

Operations Management

Author bio

Jay Heizer The Jesse H. Jones Professor Emeritus of Business Administration, Texas Lutheran University, Seguin, Texas. He received his BBA and MBA from the University of North Texas and his PhD in Management and Statistics from Arizona State University.

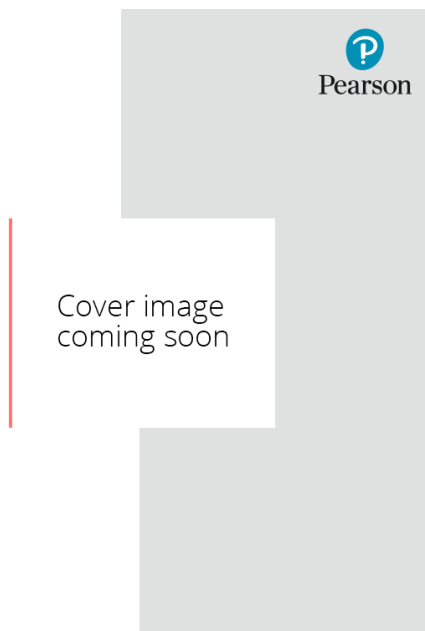
Revel for Principles of Management -- Instant Access

Edition 1

Kelly Mollica



Pearson



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9780134417103

Previous edition

Publication date 01-01-2022

Pearson

Pages

RRP \$85.00

Short description

For principles of management courses. A concise look at vital management concepts and their application in the real world Management: An Interactive Approach helps students develop the critical-thinking skills needed to make them tomorrow's successful managers and business leaders. This 1e examines foundational management concepts, weaving topics throughout each chapter and integrating global, inclusive, and ethical perspectives into real-world examples. Using the Revel® platform and an abundance of integrated videos, case studies, and assessment questions, the text helps equip students for the 21st century workplace.

Discipline/Subject

Management(Imports)

Author bio

Kelly Mollica is an Instructor of Management in the Fogelman College of Business and Economics at the University of Memphis. Dr. Mollica has a PhD in Business Administration from the Smeal College of Business at the Pennsylvania State University.

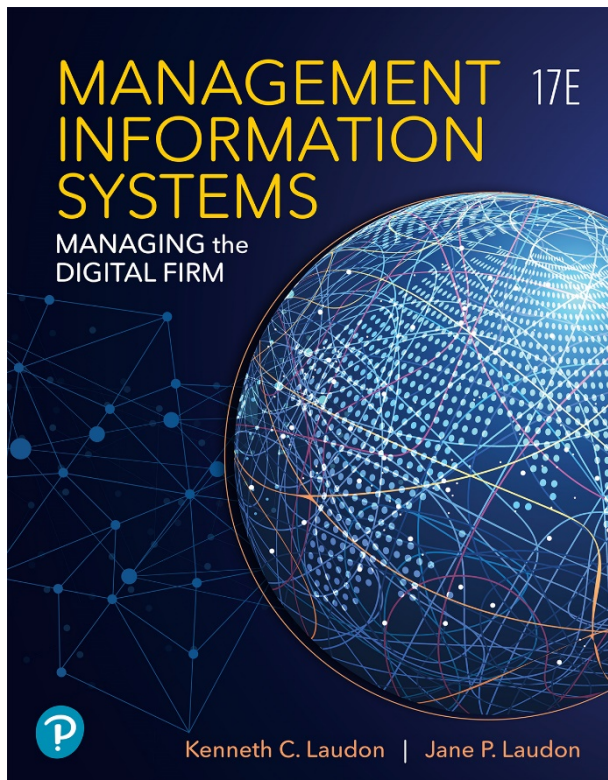
Pearson eText for Management Information Systems: Managing the Digital Firm -- Instant Access

Edition 17

Kenneth C. Laudon



Pearson



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9780136971542

Previous edition 9780135790939

Publication date 05-05-2021

Pearson

Pages 648

RRP \$39.96

Short description

Laudon's essential case-based text for the study of IS in business today. Management Information Systems: Managing the Digital Firm provides the most comprehensive overview of information systems, while drawing connections between MIS and business performance. You will develop sought-after skills, and be adept at leading IS-related management discussions and using IT to meet bottom-line results. Each chapter of the 17th edition has been thoroughly updated to cover the latest industry and technology changes.

Discipline/Subject

Management Information Systems

Author bio

Kenneth C. Laudon was a professor of information systems at New York University School of Business. He held a BA in economics from Stanford and a PhD from Columbia University.

Pearson eText for Information Systems Today: Managing the Digital World -- Instant Access

Edition 9

Joseph S Valacich



Pearson



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Rights sold

9780136524656

Previous edition

Publication date 10-05-2021

Pearson

Pages

RRP \$39.96

Short description

Information Systems Today: Managing in the Digital World opens each chapter with a case study so students can quickly understand how and why information systems are essential in today's evolving business landscape. With selected cases that highlight real-world companies, technologies, and issues that illuminate the chapter topics. Aligning major concepts with the latest trends, the 9th edition expands its exploration of the ways digital density and the API economy, mobile and cloud computing, social media, artificial intelligence, and the Internet of Things affect information systems.

Discipline/Subject

Management Information Systems

Author bio

Joseph (Joe) Valacich is the Eller Professor of MIS within the Eller College of Management at the University of Arizona, and a co-founder, Chairman, and Chief Science Officer (CSO) of Neuro-ID, Inc.

Pearson eText for Processes, Systems, and Information: An Introduction to MIS -- Instant Access

Edition 4

Earl H. McKinney Jr.



Pearson



Rights sold

9780136926078

Previous edition

Publication date 15-07-2021

Pearson

Pages

RRP \$39.96

Short description

Transform your MIS course with Processes, Systems, and Information: An Introduction to MIS - a hands-on, process approach to business. The authors show students how businesses use information systems & technology to create competitive strategies, support business processes & accomplish their goals. Complete with examples of business situations, this book helps students understand what business systems actually are and why they're so important. In the 4e you'll find a reflection of the current technological landscape, coverage of technologies new to the business scene, and a strong emphasis on security.

Discipline/Subject

Management Information Systems

Author bio

Earl McKinney Jr. passion for teaching the introduction to MIS course for 20 years has continued during his tenure at Bowling Green State University.

MyLab Operations Management with Pearson eText -- Combo Access Card -- for Operations Management: Sustainability and Supply Chain Management

Edition 14

Jay Heizer



Pearson



Rights sold

9780137649464

Previous edition 9780135662120

Publication date 03-01-2022

Pearson

Pages

RRP \$114.99

Short description

A broad introduction to operations, reinforced with extensive practice problems. Operations Management: Sustainability and Supply Chain Management presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market.

Discipline/Subject

Operations Management

Author bio

Jay Heizer is Professor Emeritus, the Jesse H. Jones Chair of Business Administration, Texas Lutheran University, Seguin, Texas.

Pearson eText for Using MIS -- Instant Access

Edition 12

David M. Kroenke



Pearson



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9780136921509

Previous edition 9780135791547

Publication date 22-05-2021

Pearson

Pages

RRP \$39.96

Short description

Engaging and comprehensive, Using MIS helps students understand all the ways information systems are transforming the businesses of today and tomorrow. Its query-based format and creative learning aids challenge students to consider how they can anticipate and participate in that transformation. The 12e reflects key technological advancements and their impact on business strategy, including new sections on low-code systems, intelligent automation, autonomous vehicles, drones, mobile operating systems, 5G, multi-cloud strategies, cryptojacking, and more.

Discipline/Subject

Management Information Systems

Author bio

David Kroenke has many years of teaching experience at Colorado State University, Seattle University, and the University of Washington.

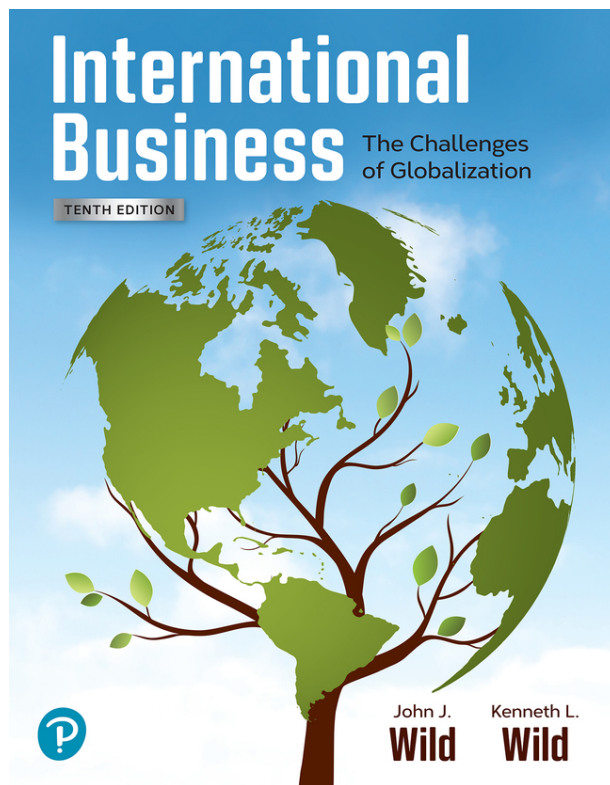
Revel International Business: The Challenges of Globalization -- Instant Access

Edition 10

John J. Wild



Pearson



Rights sold

9780137474745

Previous edition 9780134731995

Publication date 01-01-2023

Pearson

Pages

RRP \$89.99

Short description

For international business courses. Develop cultural understanding in international business Revel® International Business: The Challenges of Globalization is a brief, yet comprehensive intro to the difficulties of global entrepreneurship. It examines the cultural barriers that can arise in international business (IB) and the theory and terminology essential to conducting successful business abroad. With coverage of major IB topics, engaging features and real-world examples, the authors present a fresh take on the subject. The 10e has been thoroughly updated with ongoing changes in IB to ensure that it remains current and relevant to those pursuing a career as a global entrepreneur.

Discipline/Subject

International Business

Author bio

John J. Wild is a distinguished Professor of Business at the University of Wisconsin at Madison. He received his BBA, MS, and PhD degrees from the University of Wisconsin at Madison. international conferences.

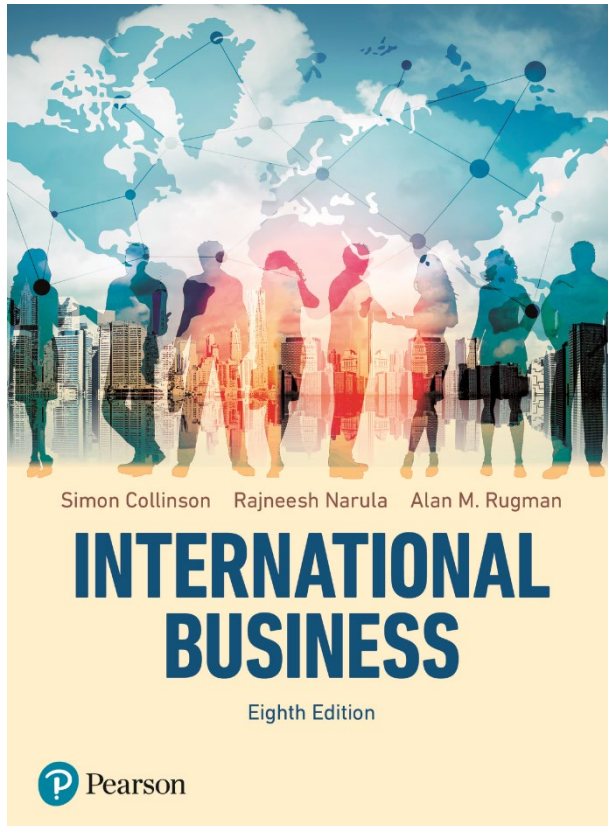
International Business

Edition 8

Simon Collinson



Pearson



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9781292274157

Previous edition 9781292064390

Publication date 2020-02-05

Pearson Higher Education

Pages 728

RRP £53.99

Short description

For undergraduate and postgraduate students taking modules in international business, international strategy and global business practice. Explore and understand international business through practical, theory and analytical frameworks. International Business, 8e, by Collinson, Narula and Rugman presents students with data and evidence to map trends, make predictions and take on the role of decision makers in business and governments to enable them to lead organisations with real insight in a complex, global environment.

Discipline/Subject

Strategy & Int Bus

Author bio

Simon Collinson is Deputy Pro-Vice Chancellor, Director of the City-Region Economic Development Institute (City-REDI) and Professor of International Business and Innovation at the University of Birmingham, UK.

Business and Management Consulting

Edition 6

Louise Wickham



Pearson



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9781292259499

Previous edition 9781292127606

Publication date 2020-02-21

Pearson

Pages 336

RRP £49.99

Short description

For undergraduate and postgraduate students in management consulting and MBA courses with a consulting module. Gain consulting insights into business decision making in today's environment. Business and Management Consulting 6e, by Wickham and Wilcock, was first published as Management Consulting over 20 years ago to guide students through the consultancy process. This new, renamed edition reflects the way in which the consulting world has changed over the past two decades.

Discipline/Subject

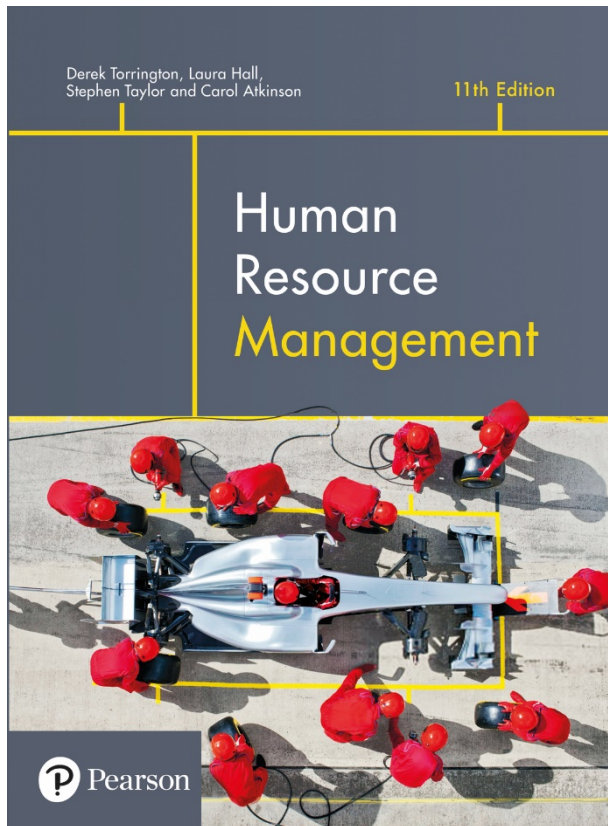
Strategy & Int Bus

Author bio

Louise Wickham is the Director of Wickham Consulting Services Ltd and a practising consultant specialising in strategy and marketing.

Human Resource Management

Edition 11



Rights sold

9781292261645

Previous edition 9781292129099

Publication date 2020-02-13

Pearson

Pages 752

RRP £55.99

Short description

For undergraduate business and management courses, as well as CIPD-accredited courses. Develop skills to put theory into practice, using academic research and current issues. Human Resource Management 11e, by Torrington, Hall, Taylor & Atkinson is praised for its comprehensive scope of topics and coverage of important HRM issues. It is a great introduction to human resources for students pursuing undergraduate business and management courses, as well as those on CIPD accredited courses.

Discipline/Subject

Management OB and HRM

Author bio

Derek Torrington is Emeritus Professor of Management at the University of Manchester

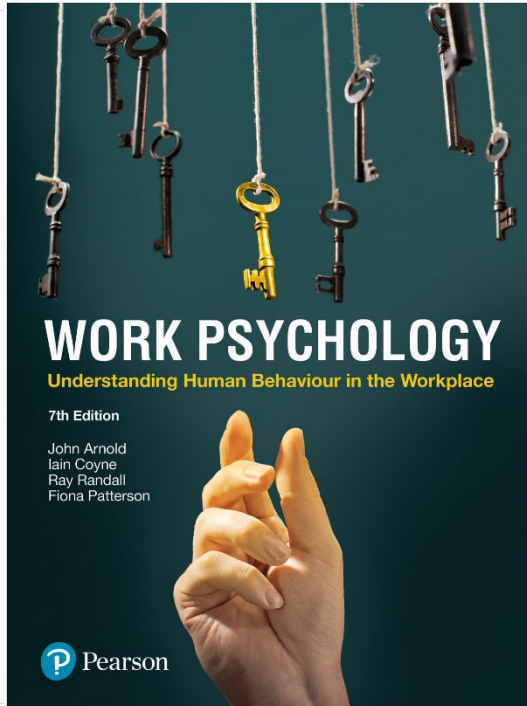
Work Psychology

Edition 7

John Arnold



Pearson



Rights sold

9781292269436

Previous edition 9781292063409

Publication date 2020-02-20

Pearson

Pages 656

RRP £55.99

Short description

Work Psychology: Understanding Human Behaviour in the Workplace 7e, by Arnold, Coyne, Randall and Patterson is an accessible and fascinating examination of human behaviour in today's workplace, written by authors who are all experts in their fields. Substantially updated with new chapters from new authors, and new material that reflects current research and debate in the area, the text retains its popular blend of theory, research and engaging examples.

Discipline/Subject

Management OB and HRM

Author bio

John Arnold is Professor of Organisational Behaviour in the School of Business and Economics at Loughborough University.

Innovation Management and New Product Development

Edition 7

Paul Trott



Pearson



Rights sold Chinese Traditional ,
Chinese Simplified

9781292251523

Previous edition

9781292133423 Publication
date 2020-12-21 Pearson

Pages 568

RRP £47.99

Short description

Explore key concepts of managing innovation and engage with latest developments in the field Innovation Management and New Product Development 7e, by Trott is an established textbook on innovation management, management of technology, new product development and entrepreneurship. It provides an evidence-based approach to managing innovation in a wide range of contexts, including manufacturing, services, small to large organisations and the private and public sectors.

Discipline/Subject

Management OB and HRM

Author bio

Paul Trott is Professor of Innovation Management at the Business School, University of Portsmouth, and Professor of Innovation Management Entrepreneurship at Delft University of Technology, Netherlands

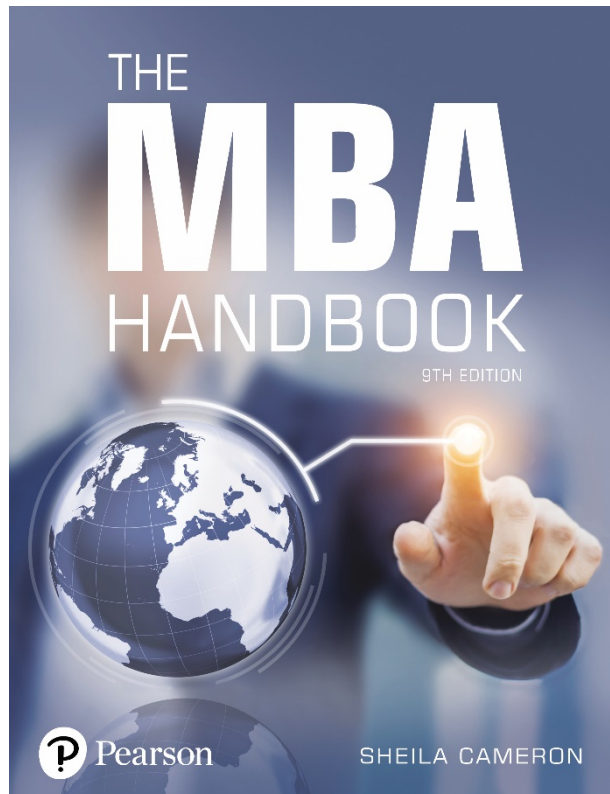
The MBA Handbook

Edition 9

Sheila Cameron



Pearson



Rights sold

9781292304298

Previous edition 9781292088686

Publication date 2020-12-07

Pearson

Pages 592

RRP £47.99

Short description

Put ideas into practice using theoretical concepts and real-life examples. This clearly structured handbook addresses the specific challenges of management study and the transferable skills required to meet these. With real-life case studies, business examples, new activities and exercises in every chapter, this successful text is designed to prepare and support students early in their studies, at key points during the programme, and well into their subsequent career.

Discipline/Subject

Author bio

Sheila Cameron has worked for the Open University Business School since its inception. She has been involved in its MBA programme since its earliest design stages in a variety of roles, including a period as MBA Director.

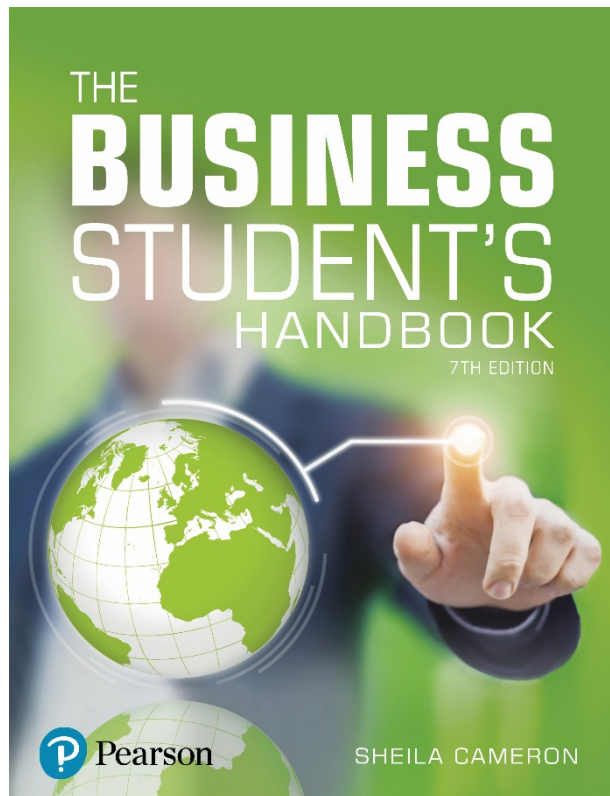
The Business Student's Handbook

Edition 7

Sheila Cameron



Pearson



Rights sold

9781292304595

Previous edition 9781292088648

Publication date 2021-01-15

Pearson

Pages 544

RRP £29.99

Short description

Develop essential learning and employability skills to excel at business studies. The Business Student's Handbook 7e, by Cameron brings together personal skills, study skills and employability skills to help students succeed in their academic and professional lives. Designed to support both online and face-to-face study, the book discusses transferable skills such as self-management, teamwork, planning and critical thinking to help students become highly desirable graduates.

Discipline/Subject

Academic and Professional Skills

Author bio

Sheila Cameron worked as a director of the Open University Business School. She was involved in the development of the school's pioneering MBA programme, and tutored undergraduate business-related courses for more than 20 years.

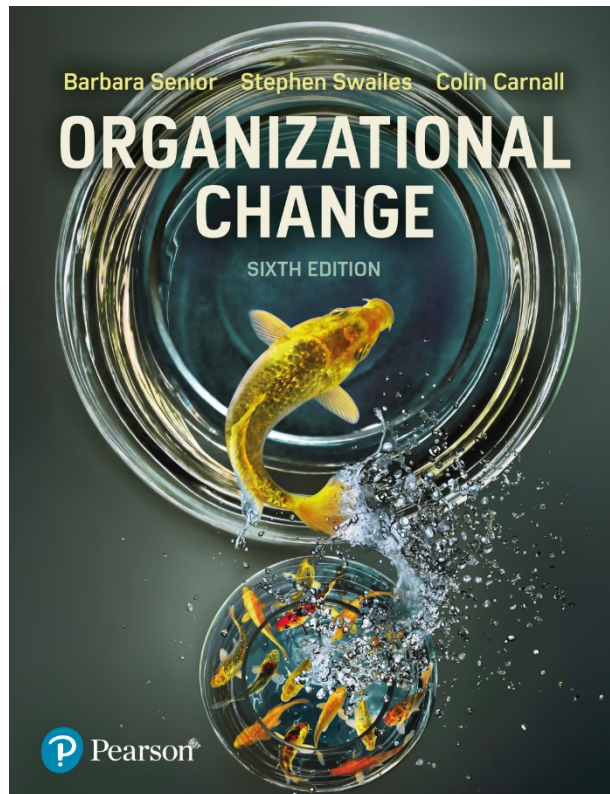
Organizational Change

Edition 6

Barbara Senior



Pearson



Rights sold English [India]

9781292243436

Previous edition 9781292063836

Publication date 2020-03-18

Pearson

Pages 456

RRP £52.99

Short description

For MBA and final year undergraduate students, as well as those studying specialist courses in Organizational Development and Change. Explore and resolve complex organisational change issues by applying theories into practice. Organizational Change 6e by Senior, Swailes and Carnall reflects a rapidly evolving world and explores how change has changed.

Discipline/Subject

Management OB and HRM

Author bio

Barbara Senior is a Chartered Occupational Psychologist who has published a number of books, articles and conference papers based on her research and activities.

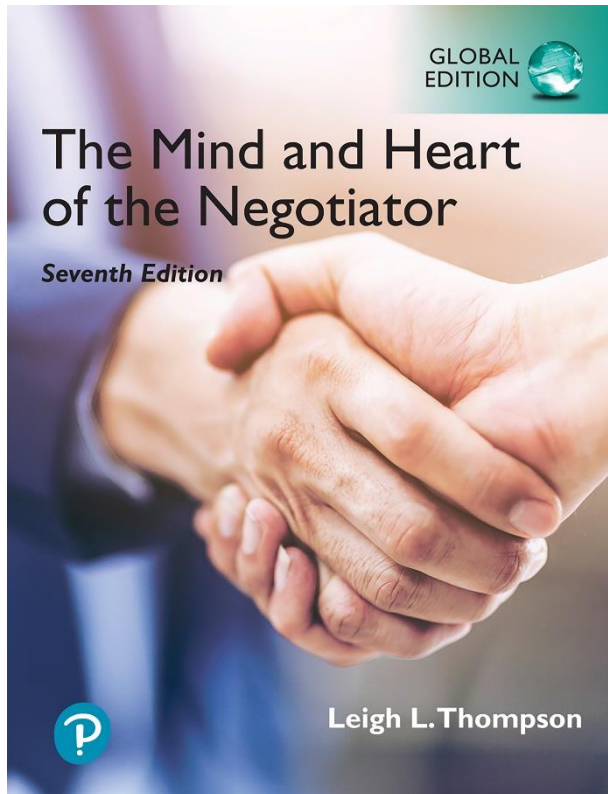
The Mind and Heart of the Negotiator [Global Edition]

Edition 7

Leigh L. Thompson



Pearson



Rights sold

9781292399461

Previous edition 9781292073330

Publication date 16-03-2021

Pearson

Pages 368

RRP £52.99

Short description

This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. For undergraduate and graduate-level business courses that cover the skills of negotiation. Delve into the mind and heart of the negotiator to enhance your negotiation skills. The Mind and Heart of the Negotiator is dedicated to individuals who want to improve their ability to negotiate whether in multimillion-dollar business deals or personal interactions.

Discipline/Subject

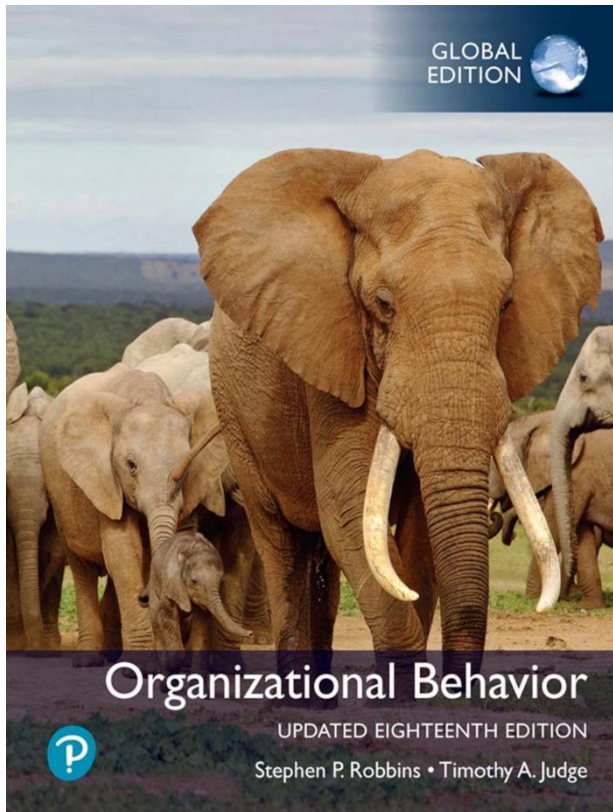
MGE: Mgmt, OB, HRM (Mech Ed)

Author bio

Leigh L. Thompson joined the Kellogg School of Management in 1995. She is the J. Jay Gerber Distinguished Professor of Dispute Resolution and Organizations.

Organizational Behavior, Updated 18e, Global Edition

Edition 18
Stephen P. Robbins



Rights sold

9781292403069

Previous edition 9781292259239

Publication date 17-06-2021

Pearson

Pages 784

RRP £61.99

Short description

This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. Long considered the standard for all organizational behavior textbooks Organizational Behavior provides the research you want, in the language your students understand. This text continues its tradition of making current, relevant research come alive for readers. The 17th Edition has been thoroughly updated to reflect the most recent research and business events within the field of organizational behavior worldwide

Discipline/Subject

MGE: Mgmt, OB, HRM (Mech Ed)

Author bio

Stephen P. Robbins is Professor Emeritus of Management at San Diego State University and the world's best-selling textbook author in the areas of both management and organizational behavior.

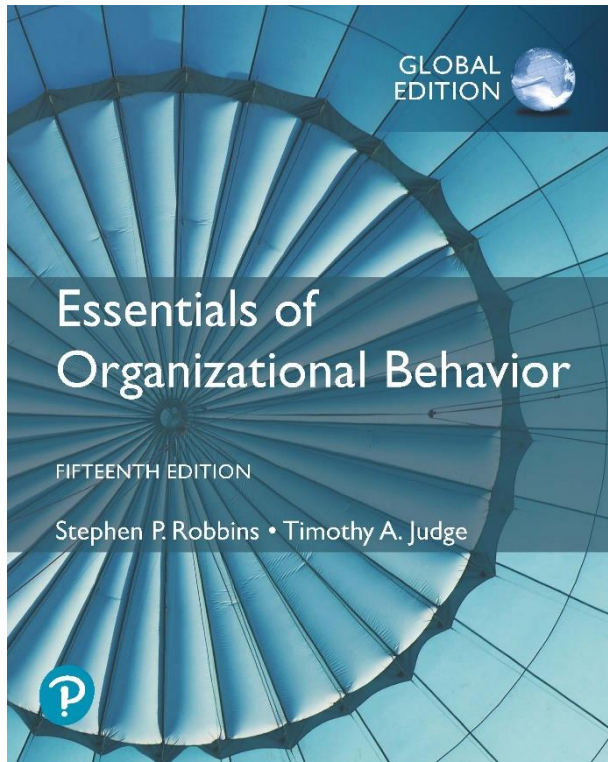
Essentials of Organizational Behavior, Global Edition

Edition 15

Stephen P. Robbins



Pearson



Rights sold

9781292406664

Previous edition 9781292221410

Publication date 28-06-2021

Pearson

Pages 440

RRP £51.99

Short description

This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. A streamlined presentation of key organizational behavior concepts. Currently in use at more than 500 colleges and universities worldwide. Essentials of Organizational Behavior 15e teaches students how to communicate and interact within organizations. The text uses real-world scenarios and offers comprehensive coverage of key organizational behavior concepts making each lesson engaging, relevant, and easy to absorb.

Discipline/Subject

MGE: Mgmt, OB, HRM (Mech Ed)

Author bio

Stephen P. Robbins worked for the Shell Oil Company and Reynolds Metals Company and has taught at various Universities. He is currently professor emeritus in management at San Diego State.

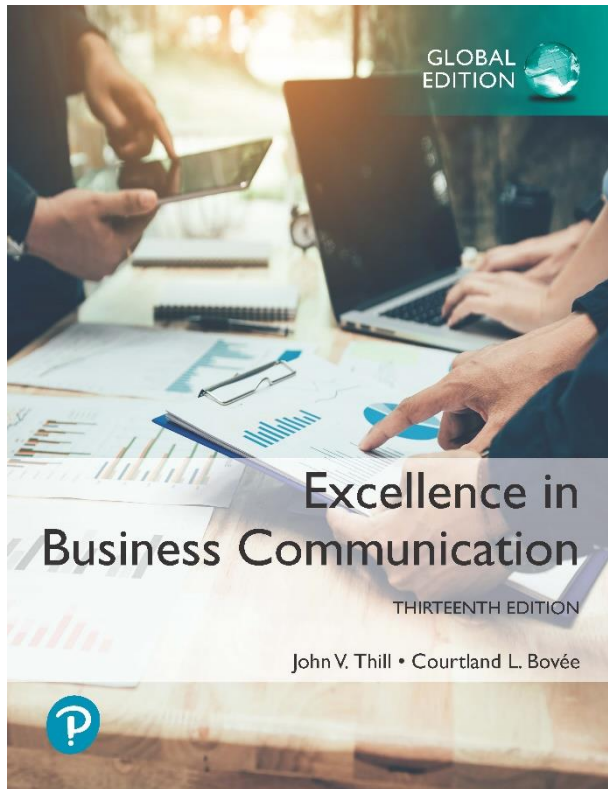
Excellence In Business Communication, Global Edition

Edition 13

John Thill



Pearson



Rights sold

9781292404806

Previous edition 9781292156651

Publication date 06-04-2021

Pearson

Pages 672

RRP £52.99

Short description

This is a Pearson Global Edition. The Editorial team at Pearson worked closely with educators around the world to include content which is especially relevant to students outside the US. Following in the wake of the digital revolution and the advent of social media, business communication has been hit by yet another revolutionary change: the rise of intelligent communication technology. In this 13e Excellence in Business Communication, the most significant and recent technology-related changes affecting the business world are thoroughly discussed.

Discipline/Subject

MGE: Mgmt, OB, HRM (Mech Ed)

Author bio

John V. Thill has been a leading textbook author for more than two decades, introducing millions of students to the fields of business and business communication.

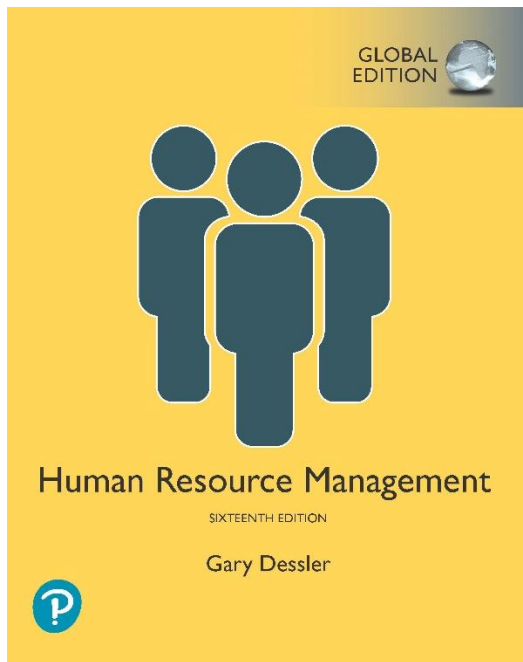
Enhanced ebook for Human Resource Management [Global Edition]

Edition 16

Gary Dessler



Pearson



Rights sold

9781292402659

Previous edition

Publication date 25-06-2021

Pearson

Pages

RRP £45.99

Short description

This is a Pearson Global Edition. The Editorial team at Pearson worked closely with educators around the world to include content which is especially relevant to students outside the US. For courses in management. Human Resource Management provides students with an introduction to the daily tools and skills they'll need to function as successful managers - in both human resources and business in general. With a practical approach, the text explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms.

Discipline/Subject

MGE: Mgmt, OB, HRM (Mech Ed)

Author bio

Gary Dessler is a Professor of Business at Florida International Univ. College of Business Administration in Miami, Florida, BSc of Science degree from New York Univ., a MSc degree from Rensselaer Polytechnic Institute & a Ph.D. in Business Administration

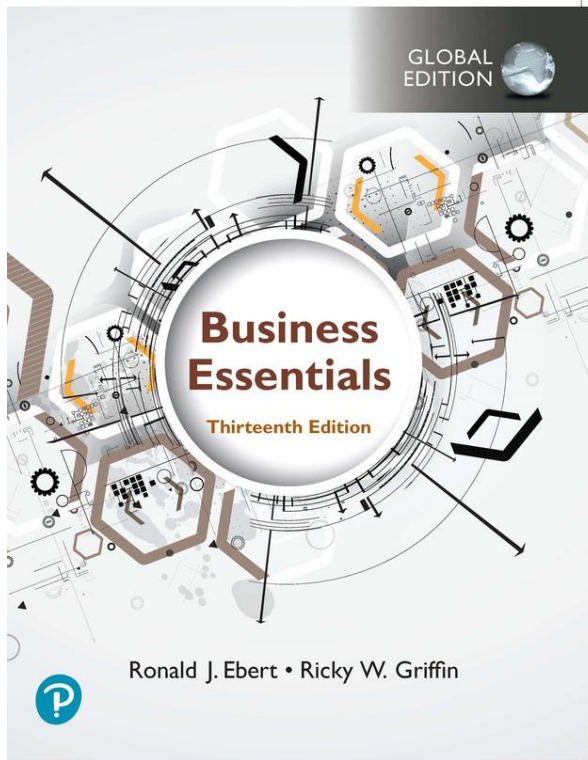
Business Essentials, Global Edition

Edition 13

Ronald J. Ebert



Pearson



Rights sold

9781292426938

Previous edition 9781292268996

Publication date 07-03-2022

Pearson

Pages 704

RRP \$52.99

Short description

The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. For introductory business courses. The recent events in domestic and global economies are presenting unprecedented challenges, excitement and disappointments for businesses, including a need for change in introduction to business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications on companies today. The 13e includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts they're learning about and making this text the most current and relevant one available on the market.

Discipline/Subject

GE: Mgmt, OB, HRM (Global Ed)

Author bio

Ronald J. Ebert is Emeritus Professor at the University of Missouri - Columbia. Professor Ebert's work has been based on more than thirty years of teaching experience at such schools as Sinclair College, University of Washington, University of Missouri, University of Sibiu(Romania) & Consortium International University (Italy).

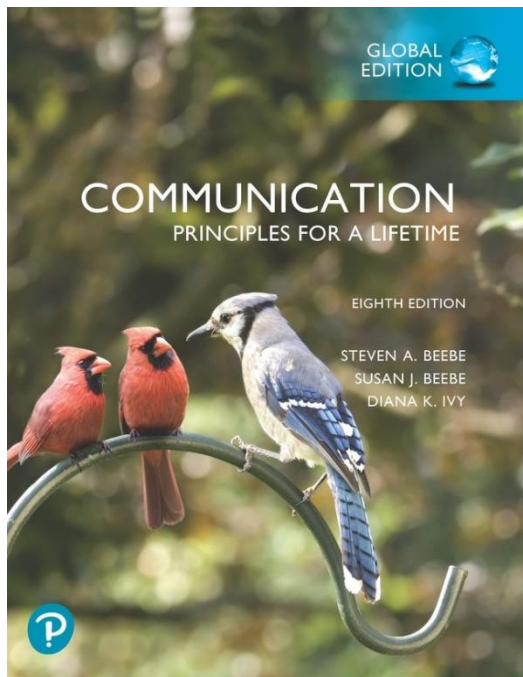
Revel for Communication: Principles for a Lifetime, Global Edition

Edition 8

Steven A. Beebe



Pearson



Rights sold

9781292352077

Previous edition

Publication date 30-03-2022

Pearson

Pages

RRP \$37.50

Short description

The Pearson Editorial team has worked closely with educators around the world to include content which is especially relevant to students outside the US. A five-principles approach that helps students build practical communication skills. Revel® Communication: Principles for a Lifetime was designed to address the biggest challenge when teaching Introduction to Communication: how to present the variety of fundamental theories and skills without overwhelming learners. By organizing the text around five key principles of communication, the authors help students to see the interplay among communication concepts, skills, and contexts. The 8e offers new Critical/Cultural Perspectives features that examine contemporary issues in communication and refreshed chapter-ending study guides that better reinforce the authors' five-principles approach.

Discipline/Subject

MGE: SSLH Other (Mech Ed)

Author bio

Steven A. Beebe is Regents' and University Distinguished Professor emeritus at Texas State University. He served as Chair of the Department of Communication Studies at Texas State for 28 years and concurrently as Associate Dean for 25 years.



Revel for Organisational Behaviour 1e, Southall

How will you generate sales with this product in 2022?

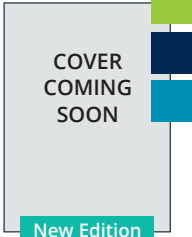

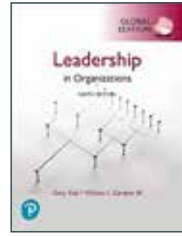

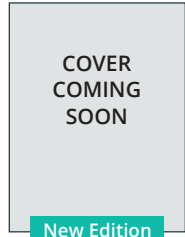
- Digital first Revel written for Revel, style and tone directly competes with King & Lawley text and complements Mullins/Buchanan texts (for UGs in post-92s).
- Modern and media rich content designed for OB modules with key coverage of topics and interactives for class prep & participation.
- Embedded MCQs, writing assessments and data analysis keep students on track, highlight areas where struggle and low activity.
- Concept checks, surveys and mini-sims let students test understanding in safe environment.
- Case studies enrich content, most are video cases with active learning journal writing tasks, plus 'as real' cases at EOC to apply theory to practice.



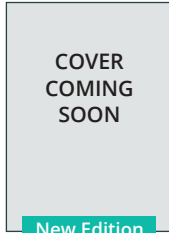
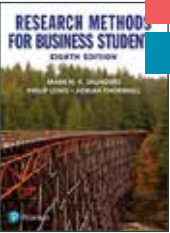
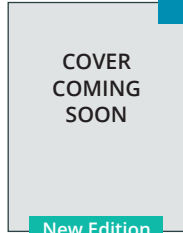
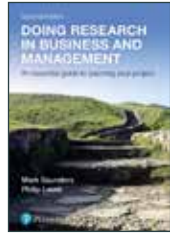
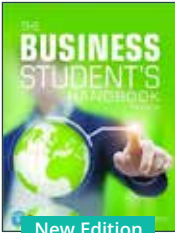
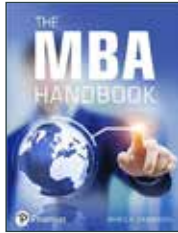
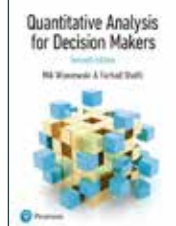
[OB Sales tool](#)
[Kingston pilot \(OB\)](#)
[Organisational Behaviour content plan](#)

ISBN:	9781292309521
Pub date:	19/11/2021
Extent:	10 Chapters
Previous ISBN:	n/a

Introductory

Marketing Management			Principles of Management			Leadership	Consulting	International Management
								
New Edition								New Edition
Marketing Management, Global Edition, 16e 2021 Philip Kotler, Kevin Lane Keller 9781292404813	Marketing Management, 4e 2020 Phil T. Kotler, Kevin Lane Keller, Malcolm Goodman, Mairead Brady, Torben Hansen 9781292248448	Innovation Management and New Product Development, 6e 2017 Paul Trott 9781292133423	Management, Global Edition, 15e 2020 Stephen P. Robbins, Mary A. Coulter 9781292340883	Fundamentals of Management, 11e 2020 Stephen P. Robbins, Mary A. Coulter, David A. De Cenzo 9781292307329	Management: Using practice and theory to develop skill, 8e 2020 David Boddy 9781292271811	Leadership in Organizations, Global Edition, 9e 2020 Gary Yukl, William Gardner III 9781292314402	Business and Management Consulting: Delivering an Effective Project, 6e 2020 Louise Wickham, Jeremy Wilcock 9781292259499	International Management: Managing Across Borders and Cultures, Text and Cases, 10e 2022 Helen Deresky TBD

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	New Edition								New Edition	New Edition
Operations Management, 9e 2019 Nigel Slack, Alistair Brandon-Jones 9781292253961	Service Operations Management: Improving Service Delivery, 5e 2021 Robert Johnston, Michael Shulver, Nigel Slack, Graham Clark 9781292064468	Operations Management: Sustainability and Supply Chain Management, Global Edition, 13e 2020 Jay Heizer, Barry Render, Chuck Munson 9781292295039	Options, Futures, and Other Derivatives, Global Edition 9e 2018 John C. Hull 9781292212890	Essentials of Operations Management, 2e 2018 Nigel Slack, Alistair Brandon-Jones 9781292238845	Principles of Operations Management: Sustainability and Supply Chain Management, Global Edition, 10e 2017 Jay Heizer, Barry Render, Chuck Munson 9781292153018	Supply Chain Management: Strategy, Planning, and Operation, Global Edition, 7e 2019 Sunil Chopra 9781292257891	Procurement and Supply Chain Management, 10e 2020 Kenneth Lyons, Brian Farrington 9781292317915	Operations Management, 2e 2020 Peter Jones, Peter Robinson 9780198724353	Operations and Process Management, 6e 2022 Nigel Slack, Alistair Brandon-Jones 9781292350066	Operations Management: Processes and Supply Chains 13e 2022 Larry P. Ritzman, Lee J. Krajewski, and Manoj K. Malhotra TBD


Research Methods				Management Skills		Quantitative Methods for Business
						
New Edition		New Edition		New Edition		
Exploring Research, Global Edition, 10e 2022 Neil J. Salkind 9781292364315	Research Methods for Business Students, 8e 2019 Mark Saunders, Philip Lewis, Adrian Thornhill 9781292208787	Research Methods for Business Students, 9e 2022 Mark Saunders, Philip Lewis, Adrian Thornhill 9781292402727	Doing Research in Business and Management, 2e 2018 Mark N.K. Saunders, Philip Lewis, Mark N. K. Saunders 9781292133522	The Business Student's Handbook: Skills for Study and Employment, 7e 2022 Sheila Cameron 9781292304595	The MBA Handbook: Academic and Professional Skills for Mastering Management, 9e 2021 Sheila Cameron 9781292304298	Quantitative Analysis for Decision Makers, 7e 2020 Mik Wisniewski 9781292276618

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- Enhanced eBook
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- MyLab Management
- MyLab Intro to Business
- Revel
- MyLab Entrepreneurship


Introductory

Human Resources




New Edition


Human Resource Management, 11e 2021
Derek Torrington, Laura Hall, Stephen Taylor, Carol Atkinson
9781292261645



Human Resource Management: A Contemporary Approach, 8e 2018
Julie Beardwell
9781292119564



Fundamentals of Human Resource Management, 5e 2020
Gary Dessler
9781292261904



Human Resource Management, 16e 2020
Gary Dessler
9781292309125

Introduction to Business



Business in Action, Global Edition, 9e 2020
Courtland Bovee, John Thill
9781292330969

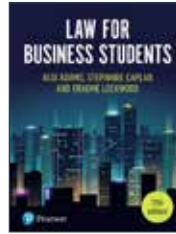


Business Essentials, 12e 2020
Ronald J. Ebert, Ricky W. Griffin
9781292268996



The Business Environment: A Global Perspective, 8e 2019
Ian Worthington, Chris Britton, Ed Thompson
9781292174358

Business Law



Law for Business Students, 11e 2020
Alix Adams, Stephanie Caplan, Graeme Lockwood
9781292272245



Business Law, 9e 2019
Ewan MacIntyre
9781292219950

Organisational Behaviour



Organizational Behaviour: Buchanan and Huczynski, 10e 2020
David A Buchanan, Andrzej A Huczynski
9781292251578



Organisational Behaviour in the Workplace, 12e 2020
Laurie Mullins
9781292245485



Organizational Behaviour, 2e 2018
Stephen Robbins
9781292016559



Organisational Behaviour: Individuals, Groups and Organisation, 5e 2019
Ian Brooks
99781292200682



Updated Edition

Organizational Behavior, Global Edition, Updated 18th Edition, 2021
Stephen P. Robbins, Timothy Judge
9781292403069



New Edition

Essentials of Organizational Behavior, Global Edition, 15e 2021
Stephen P. Robbins, Timothy Judge
9781292406664



e 2020
John Arnold, Iain Coyne, Ray Randall, Fiona Patterson
9781292269436



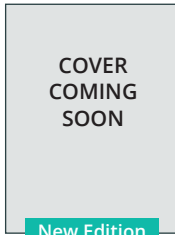
New Edition

Organizational Change, 6e 2021
Barbara Senior, Stephen Swailes, Colin Carnall
9781292243436



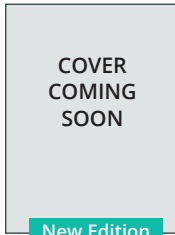
Managing Change, 7e 2018
Bernard Burnes
9781292156040

Risk Management



New Edition

Principles of Risk Management and Insurance, Global Edition, 14 e 2022
Rejda George E.
9781292349749



New Edition

Mastering Risk Management, 9e 2021
Tony Blunden and John Thirlwell
9781292331317

Strategic Management




Exploring Strategy, Text and Cases, 12e 2020
Richard Whittington, Patrick Regnér, Duncan Angwin, Gerry Johnson, Kevan Scholes
9781292282459




New Edition

Fundamentals of Strategy, 5e 2021
Gerry Johnson, Kevan Scholes, Richard Whittington, Patrick Regnér, Duncan Angwin
9781292351377



Strategic Management and Competitive Advantage: Concepts and Cases, Global Edition, 6e 2019
Jay B. Barney and William S. Hesterly
9781292258041



Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Global Edition, 15e 2018
Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman and Charles E. Bamford
9781292215488

International Business



International Business: The New Realities, 5e 2020
S. Tamer Cavusgil, Gary Knight, John R. Riesenberger
9781292303246



International Business: The Challenges of Globalization, 9e 2020
John J. Wild, Kenneth L. Wild
9781292262253



New Edition

International Business, 17e 2021
John Daniels, Lee Radebaugh, Daniel Sullivan
9781292403274

Entrepreneurship



Entrepreneurship: Successfully Launching New Ventures, Global Edition, Updated 6th Edition, 2022
Bruce R. Barringer, R. Duane Ireland
9781292402826



Essentials of Entrepreneurship and Small Business Management, 9e 2019
Norman M. Scarborough, Jeffrey R. Cornwall
9781292266022

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-  Horizon
-  eText
-  MyLab Marketing
-  MyOM Lab
-  MyLab Management
-  MyLab Intro to Business
-  Revel
-  MyLab Entrepreneurship

Marketing: An Introduction

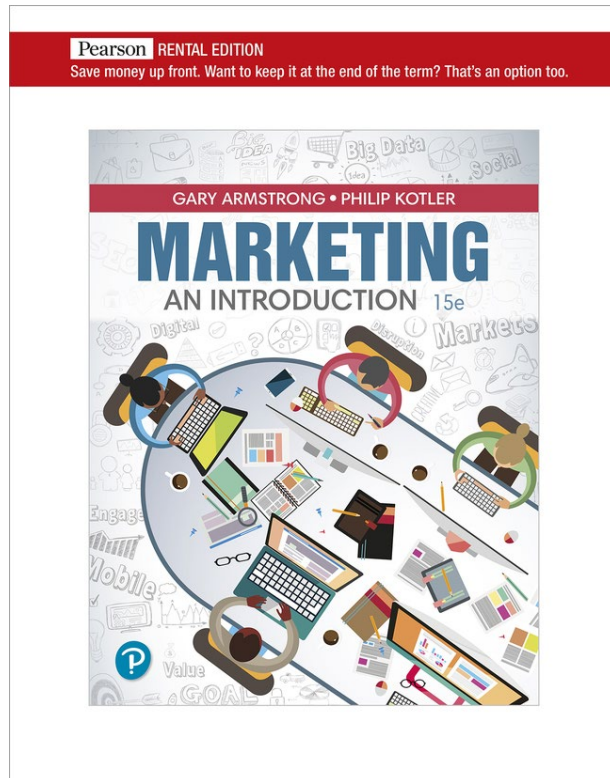
[RENTAL EDITION]

Edition 15

Gary Armstrong



Pearson



Rights sold English (Adaptation)

9780137476459

Previous edition 9780135192122

Publication date 03-01-2022

Pearson

Pages

RRP \$74.99

Short description

Marketing: An Introduction shows students how creating and capturing customer value drives effective marketing strategies.

The **15th Edition** reflects the major trends and shifting forces that impact marketing in this digital age of customer value, engagement and relationships. This in turn leaves students with a richer understanding of basic marketing concepts, strategies and practices. Through updated chapter-opening vignettes, Marketing at Work highlights, company cases and end-of-chapter exercises, students get ample practice applying marketing concepts to real-world company scenarios.

Discipline/Subject

Marketing

Author bio

Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill

Marketing Management [RENTAL EDITION]

Edition 16

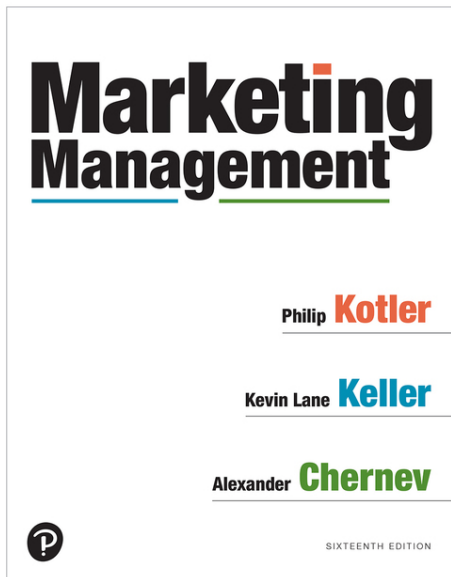
Philip Kotler



Pearson

Pearson RENTAL EDITION

Save money up front. Want to keep it at the end of the term? That's an option too.



Rights sold: German, Italian, Chinese Simplified, English [India], French, Japanese, Russian, Hindi, Chinese Traditional, Polish

9780135887158

Previous edition

Publication date 19-06-2021

Pearson

Pages 608

RRP \$74.99

Short description

The world of marketing is changing every day and in order for students to have a competitive edge, they need a text that reflects the best and most recent marketing theory and practices. Marketing Management collectively uses a managerial orientation, an analytical approach, a multidisciplinary perspective, universal applications and balanced coverage to distinguish it from all other marketing management texts out there. Unsurpassed in its breadth, depth, and relevance, the 16e features a streamlined organization of the content, updated material and new examples that reflect the very latest market developments. After reading this landmark text, students will be armed with the knowledge and tools to succeed in the new market environment around them.

Discipline/Subject

Marketing(Imports)

Author bio

Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University (emeritus). A master's degree at the University of Chicago and his PhD at MIT, both in economics.

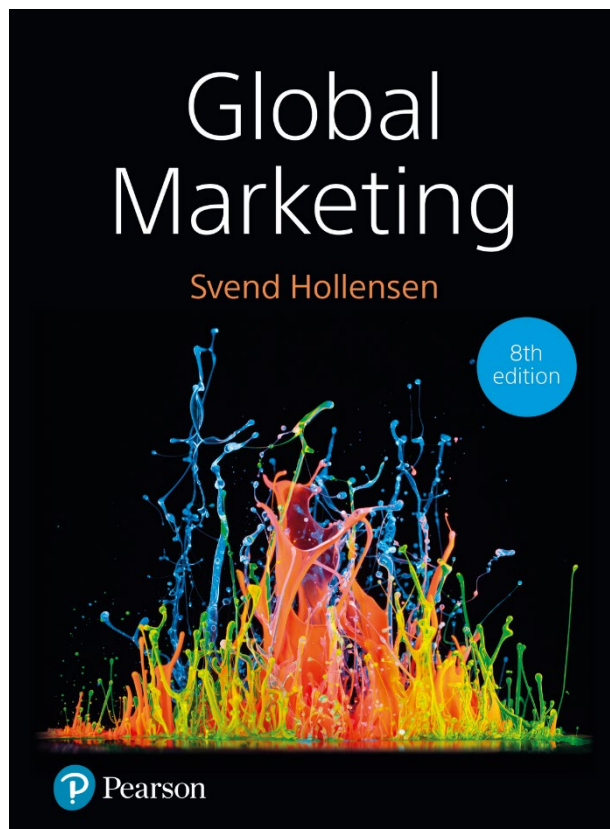
Global Marketing

Edition 1

Svend Hollensen



Pearson



Rights sold English Reprint
(India), Chinese Simplified,
English Reprint (China)

9781292251806

Previous edition 9781292100111

Publication date 2020-01-13

Pearson Higher Education

Pages 808

RRP £53.99

Short description

Global Marketing 8e, by Hollensen continues to be the most up-to-date and comprehensive text of its kind, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. For nearly twenty years this title has been the definitive, truly international guide to marketing. During that time, borders have become ever more transient and this book more central to the work of marketers all around the world.

Discipline/Subject

Marketing

Author bio

Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark

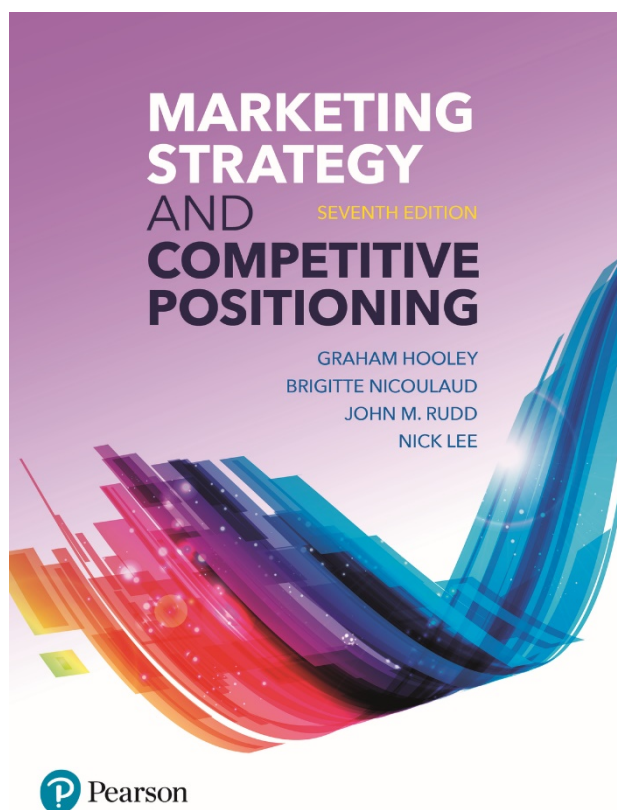
Marketing Strategy and Competitive Positioning

Edition 7

Graham Hooley



Pearson



Rights sold

9781292276540

Previous edition 9781292017310

Publication date 2020-01-13

Pearson

Pages 616

RRP £49.99

Short description

Marketing Strategy and Competitive Positioning 7e, by Hooley, Nicoulaud, Rudd and Lee provides a deep understanding of the process of developing and implementing a rigorous marketing strategy. This book focuses on competitive positioning and includes in-depth discussions of the processes used within marketing to achieve competitive advantage in a business environment - by creating and sustaining superior performance in the marketplace.

Discipline/Subject

Marketing

Author bio

Graham Hooley is Emeritus Professor of Marketing at Aston University. He is a past President of the European Marketing Academy, Fellow of the Chartered Institute of Marketing, British Academy of Management, EMAC and the Higher Education Academy.

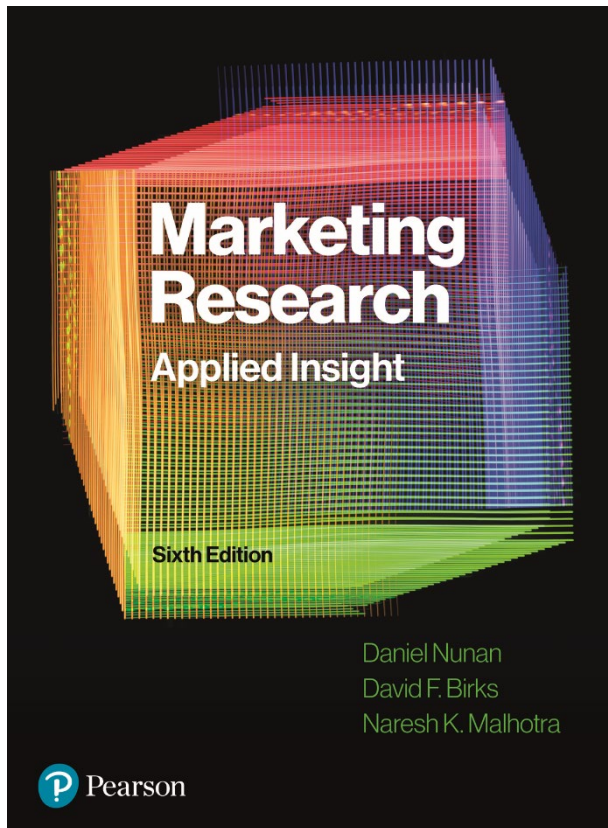
Marketing Research

Edition 6

Dan Nunan



Pearson



Rights sold

9781292308722

Previous edition 9781292103129

Publication date 2020-03-09

Pearson Higher Education

Pages 976

RRP £57.99

Short description

For undergraduate, postgraduate and MBA students, this highly successful textbook is an essential guide to Marketing Research. Understand theory and application of marketing research in a European context. Marketing Research: Applied Insight 6e, by Nunan, Birks and Malhotra is the leading marketing research text focused on the key challenges facing marketing research in a European context.

Discipline/Subject

Marketing

Author bio

Dr Daniel Nunan is Reader & Head of Department at the University of Portsmouth. Professor David F. Birks is Emeritus Professor of Marketing at the University of Winchester.

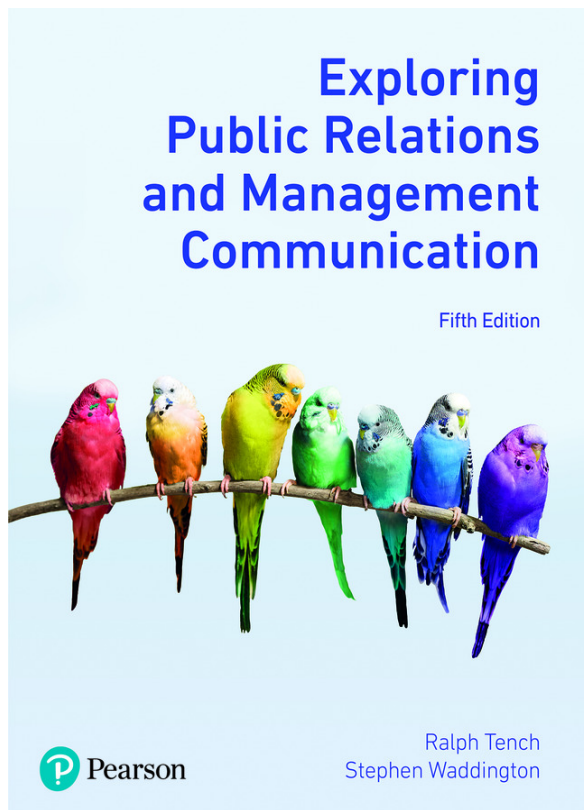
Exploring Public Relations and Management Communication

Edition 5

Ralph Tench



Pearson



Rights sold

9781292321745

Previous edition 9781292112183

Publication date 2020-12-07

Pearson Education

Pages 672

RRP £47.99

Short description

Develop a clear understanding of the concepts and best practices in public relations. Exploring Public Relations and Management Communication 5e by Tench and Waddington is the definitive text on public relations. Blending theory with real-life applications, this book offers a critical analysis with updated case studies, exercises and discussion questions that provide students with a holistic subject understanding. A comprehensive coverage of the COVID-19 pandemic helps students understand the implications of this global crisis on public relations and strategic communication.

Discipline/Subject

Marketing

Author bio

Ralph Tench is Professor of Communication Education and Director of Research at Leeds Business School, Leeds Beckett University.

Marketing Communications

Edition 7

Patrick De Pelsmacker



Pearson



Rights sold Dutch

9781292327891

Previous edition 9781292135762

Publication date 2021-01-28

Pearson

Pages 584

RRP £49.99

Short description

This book provides in-depth coverage of consumer behaviour and branding foundations of marketing communications, and all elements of the communications mix, including advertising, public relations, sponsorship, brand activation, direct marketing and exhibitions. Building on the success of the last edition, the 7th edition uses examples, case studies and research results from various countries, industries and markets to make the concepts more practice orientated and help your students grasp essential facts.

Discipline/Subject

Marketing

Author bio

Patrick De Pelsmacker is Professor of Marketing at the University of Antwerp and part-time Professor of Marketing at Ghent University. He has co-authored textbooks on marketing communications and marketing research techniques.

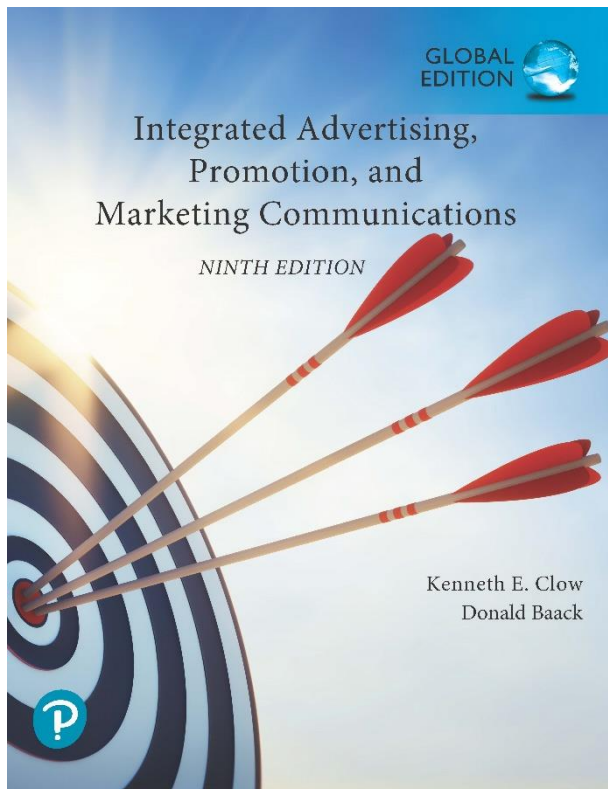
Integrated Advertising, Promotion, and Marketing Communications, Global Edition

Edition 9

Kenneth E Clow



Pearson



Rights sold

9781292411217

Previous edition 9781292222691

Publication date 08-04-2021

Pearson

Pages 472

RRP £57.99

Short description

This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. Integrated Advertising, Promotion and Marketing Communications 9e speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of weaving together all marketing activities into one clear message and voice, and helps students understand how communications are produced and transmitted.

Discipline/Subject

GE: Marketing (Global Ed)

Author bio

Kenneth E. Clow held the rank of Emeritus Professor at the University of Louisiana at Monroe.

Marketing Management, Global Edition

Edition 16

Philip Kotler



Pearson



Cover image
coming soon

Rights sold

9781292404813

Previous edition 9781292092621

Publication date 23-11-2021

Pearson

Pages

RRP £59.99

Short description

The world of marketing is changing everyday--and in order for students to have a competitive advantage, they need a textbook that reflects the best of today's marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.

Discipline/Subject

MGE: Marketing (Mech Ed)

Author bio

Philip Kotler is the S.C. Johnson Distinguished Professor of Marketing at the J.L. Kellogg Graduate School of Management, Northwestern University.

Digital Marketing 8e, Chaffey

CST 2022:
UK – p190
CE – pTBC

How will you generate sales with this product in 2022?

- Acclaimed structure retained to provide clear sequence required to plan successfully in digital marketing and start ups.
- Increased diversity within case studies (more startups and not-for-profit).
- Focus on digital data, analytics and insight to learn about customers and increase relevance and response.
- Simplified chapter introductions and new videos.
- Updated examples of deploying organic and paid social media.



The Practice of Market Research 5e, McGivern

How will you generate sales with this product in 2022?

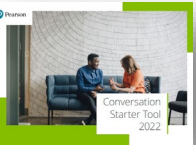
- Coverage of research design, sampling, use of secondary data, qualitative data analysis, quantitative data collection.
- New chapter on data mining and data analytics in a market research context.
- Market insights from companies such as BBC, Formula One, Glaxo Smith Kline, IBM, PayPal, Unilever and Volvo.
- Real-world social research examples on Covid-19 pandemic, anti-social behaviour, HIV, cancer support and more.
- Insight into day-to-day tasks of a researcher with guidance.



ISBN:	9781292331362
Pub date:	16/11/2021
Extent:	672pp
Previous ISBN:	9780273773115

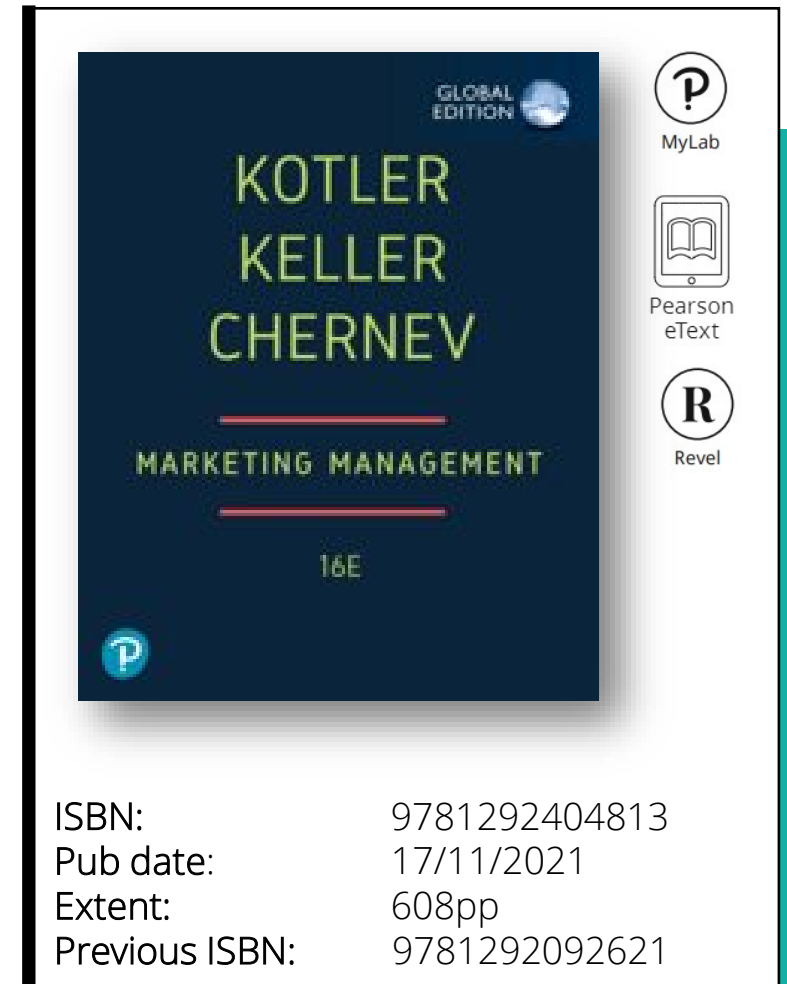
Marketing Management 16e, Kotler, Keller, Chernev

CST 2022:
UK – p197
CE – pTBC



How will you generate sales with this product in 2022?

- Builds on classic examples, core concepts, and logical structure that made the 1e a landmark text.
- Redesigned to reflect how MM is now taught.
- Pedagogy emphasizes real-world, relevant marketing examples and engages students through practical application of concepts.
- Gives students a strategic perspective to broaden understanding.
- Fundamental strengths: *managerial orientation, analytical approach, multidisciplinary perspective, universal applications, comprehensive coverage.*



Marketing 15e, Armstrong

How will you generate sales with this product in 2022?

- Provides a wealth of chapter-opening, within-chapter, and end-of-chapter learning features that help students to learn, link, and apply major concepts.
- Fresh coverage of both traditional marketing areas and fast-changing topics such as digital, mobile, and social media marketing.
- Digital marketing chapter (Chapter 14) is retitled, heavily restructured, and revised.
- New coverage of how companies are dealing with recent major disruptions in the marketing environment due to COVID-19.
- Global marketing and sustainable marketing chapters (Chapters 15 and 16) have both been significantly restructured and revised.

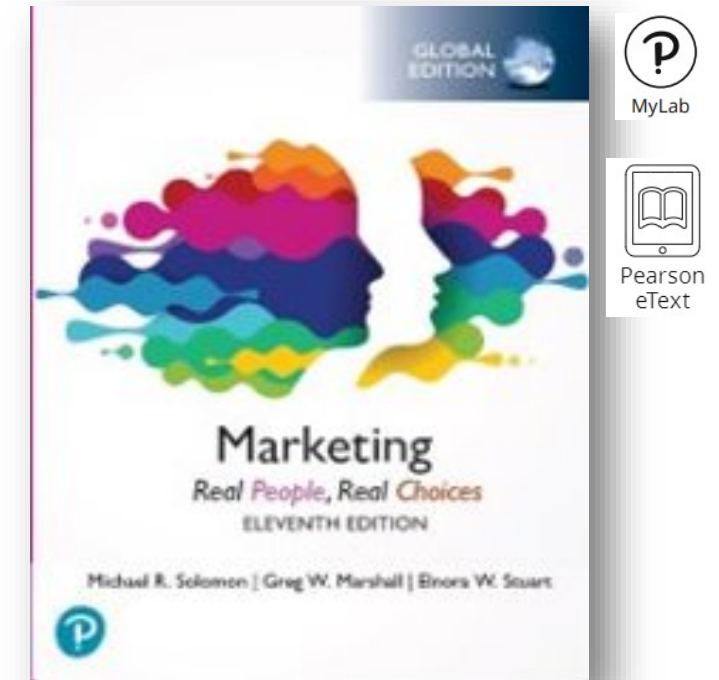


Marketing 11e, Solomon

CST 2022:
UK – p184
CE – pTBC

How will you generate sales with this product in 2022?

- Conversational, jargon-free, and not overly academic style of writing that students enjoy reading.
- Expanded discussion of the most important social media platforms for marketers, including Instagram, YouTube, TikTok, Snapchat, and Twitch.
- Coverage of how the COVID-19 pandemic has affected both online and offline retailers, growth in re-commerce, pricing strategies, etc.
- New and updated Real People vignettes and Marketing in Action cases.



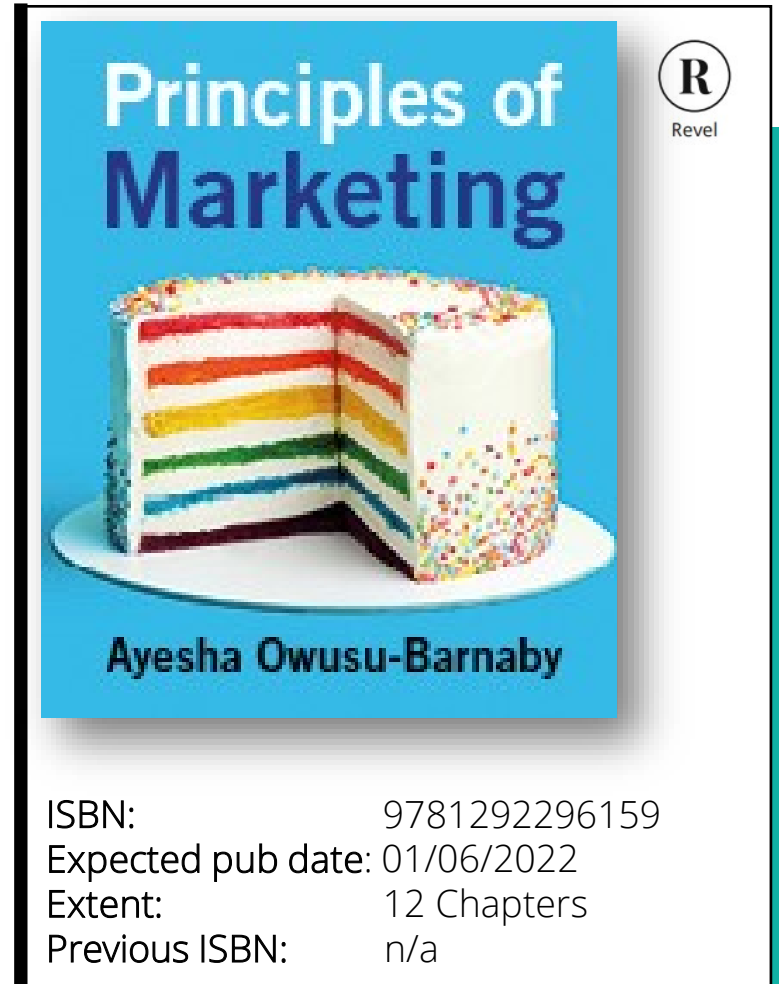
ISBN: 9781292434384
Expected pub date: 26/04/2022
Extent: 656pp
Previous ISBN: 9781292221083

Revel for Principles of Marketing 1e, Owusu-Barnaby



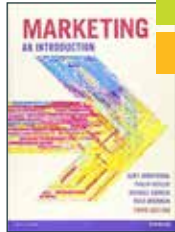
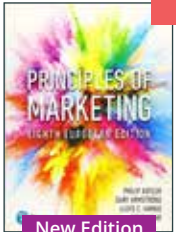
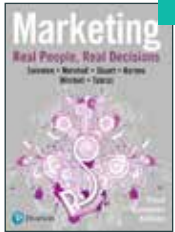


CST 2022:
UK – p186
CE – pTBC

How will you generate sales with this product in 2022?

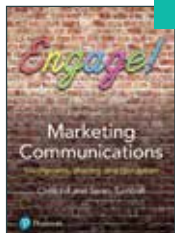




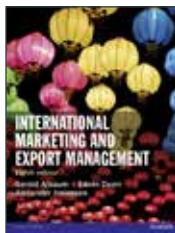
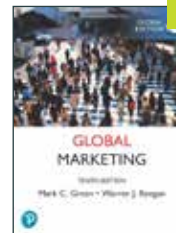
- Digital first Revel – written and designed for Revel.
- Aimed at students studying undergraduate Principles of Marketing modules over one or two semesters.
- Real world examples and practical application of skills, including "Think Like A Marketer" exercises at the end of every chapter.
- Author voice DE&I/issue focused.
- Packed with digital content to engage and reinforce both digital and traditional marketing concepts.



Year 1





Introduction to Marketing – 1 Semester			Introduction to Marketing – 2 Semester			
						
Essentials of Marketing, 7e 2019 Jim Blythe, Jane Martin 9781292244105	Essentials of Marketing, 3e 2013 Frances Brassington, Stephen Pettitt 9780273727644	Marketing: An Introduction, Global Edition, 14e 2020 Gary Armstrong, Philip Kotler, Marc Oliver Opresnik 9781292294865	Principles of Marketing, 8e 2020 Philip Kotler, Gary T. Armstrong, Philip Harris, Hongwei He 9781292269566	Marketing: Real People, Real Decisions, 3e 2019 Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart, Bradley Barnes, Vincent-Wayne Mitchell, Wendy Tabrizi 9781292227191	Marketing: Real People, Real Choices, Global Edition, 9e 2019 Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart 9781292221083	Principles of Marketing, Global Edition, 18e 2020 Philip Kotler, Gary Armstrong 9781292341132

Year 2–4 Core









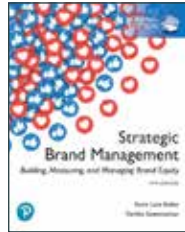
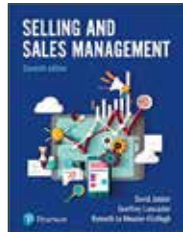
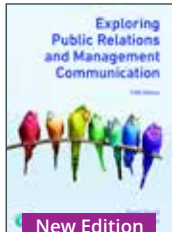
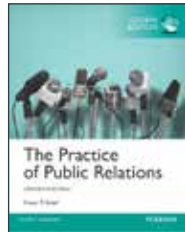




Digital Marketing	Marketing Communications				Global Marketing		
							
Digital Marketing, 7e 2019 Dave Chaffey, Fiona Ellis-Chadwick 9781292241579	Marketing Communications: Touchpoints, sharing and disruption, 8e 2019 Chris Fill, Sarah Turnbull 9781292234977	Marketing Communications, A European Perspective, 7e 2022 Patrick De Pelsmacker, Maggie Geuens, Joeri Van Den Bergh 9781292327891	Advertising & IMC: Principles and Practice, Global Edition, 11e 2019 Sandra Moriarty, Nancy Mitchell, William D. Wells and Charles Wood 9781292262062	Integrated Advertising, Promotion and Marketing Communications, Global Edition, 9e 2022 Kenneth E. Clow, Donald E Baack 9781292222691	Global Marketing, 8e 2020 Svend Hollensen 9781292251806	International Marketing and Export Management, 8e 2016 Gerald Albaum, Alexander Josiassen, Edwin Duerr 9781292016924	Global Marketing, Global Edition, 10e 2020 Mark C. Green, Warren J. Keegan 9781292304021

Consumer Behaviour			
			
Consumer Behaviour: A European Perspective, 7e 2019 Michael R. Solomon, Margaret K. Hogg, Gary Bamossy, Soren Askegaard 9781292245423	Consumer Behaviour: A European Outlook, 2e 2012 Leon G. Schiffman, Leslie Kanuk, Havard Hansen 9780273736950	Consumer Behavior: Buying, Having, and Being, Global Edition, 13e 2020 Michael R. Solomon 9781292318103	Consumer Behaviour, Global Edition, 12e 2019 Leon G. Schiffman, Joseph L. Wisenblit 9781292269245

The titles with symbols on the page can be packaged with our MyLab and Horizon products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

-  MyLab Marketing
-  Enhanced eBooks
-  Horizon
-  Revel





Year 2–4 Optional

Product Development	Marketing Management			Marketing Research				Brand Management
								
Trott-Trott: Innovation Mgmt, 7e 2021 Paul Trott 9781292251523	Marketing Management: A relationship approach, 4e 2019 Svend Hollensen 9780273778851	Marketing Management, 4e 2019 Philip Kotler, Kevin Lane Keller 9781292248448	Marketing Management, Global Edition, 15e 2016 Philip Kotler, Kevin Lane Keller 9781292092621	Marketing Research: Applied Insight, 6e 2020 Dan Nunan, David F. Birks, Naresh K. Malhotra 9781292308722	Marketing Research: An Applied Orientation, Global Edition, 7e 2019 Naresh K. Malhotra 9781292265636	Essentials of Marketing Research, Global Edition 2015 Naresh K. Malhotra 9781292060163	Marketing Research, Global Edition, 9e 2020 Alvin C. Burns and Ann F. Veeck 9781292318042	Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition, 5e 2020 Kevin Lane Keller, Vanitha Swaminathan 9781292314969
Sales Management	Public Relations		Tourism Marketing	Direct Marketing	Marketing Strategy	Service Marketing		
								
Selling and Sales Management, 11e 2019 David Jobber, Geoffrey Lancaster, Kenneth Le Meunier-Fitzhugh 9781292205021	Exploring Public Relations and Management Communication, 5e 2021 Ralph Tench, Stephen Waddington 9781292321745	The Practice of Public Relations, Global Edition, 13e 2017 Fraser P. Seitel 9781292160054	Marketing for Hospitality and Tourism, Global Edition, 8e 2022 Philip Kotler, John T. Bowen, James Makens, Seyhmus Baloglu 9781292363516	Principles of Direct, Database and Digital Marketing, 5e 2014 Alan Tapp, Ian Whitten, Matthew Housden 9780273756507	Marketing Strategy and Competitive Positioning, 7e 2020 Graham Hooley, Brigitte Nicoulaud, Nigel Piercy, John Rudd, Nick Lee 9781292276540	Essentials of Services Marketing, 3e 2018 Jochen Wirtz, Christopher H. Lovelock 9781292089959		

Cross-over Courses

Strategic Management				Research Methods	
					
Exploring Strategy, Text and Cases, 12e 2020 Richard Whittington, Patrick Regnér, Duncan Angwin, Gerry Johnson, Kevan Scholes 9781292282459	Fundamentals of Strategy, 5e 2021 Gerry Johnson, Kevan Scholes, Richard Whittington, Patrick Regnér, Duncan Angwin 9781292351377	Strategic Management and Competitive Advantage: Concepts and Cases, Global Edition, 6e 2019 Jay B. Barney and William S. Hesterly 9781292258041	Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Global Edition, 15e 2018 Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman and Charles E. Bamford 9781292215488	Doing Research in Business and Management, 2e 2018 Mark N. K. Saunders, Philip Lewis 9781292133522	Research Methods for Business Students, 8e 2019 Mark N. K. Saunders, Adrian Thornhill, Philip Lewis 9781292208787

The titles with symbols on the page can be packaged with our MyLab and Horizon products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

-  MyLab Marketing
-  Enhanced eBooks
-  Horizon
-  Revel

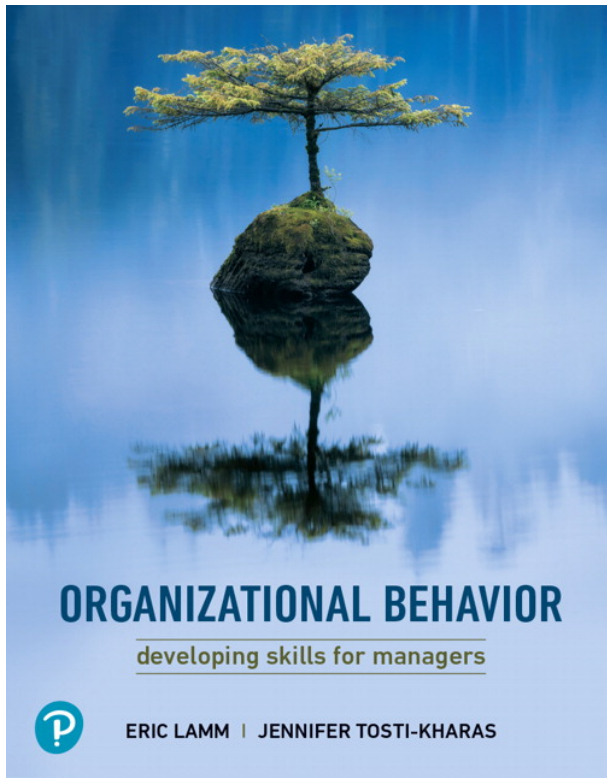
Revel for Organizational Behavior: Developing Skills for Managers -- Instant Access

Edition 1

Eric Lamm



Pearson



Rights sold

9780134726090

Previous edition

Publication date 24-11-2020

Pearson

Pages

RRP \$89.99

Short description

Solid organizational behavior knowledge students can translate into career-relevant skills. Grounded in research, Revel™ Organizational Behavior: Developing Skills for Managers 1e teaches students how to succeed in today's ever-changing business environment. The text uses a theme of change management in its coverage of classic and contemporary organizational behavior concepts and then links them with associated skills. Revel is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, Revel replaces the textbook and gives students everything they need for the course.

Discipline/Subject

Organizational Behaviour

Author bio

Eric Lamm is a Professor of Management in the College of Business at San Francisco State University.

Pearson eText Daniels International Business -- Instant Access

Edition 17

John D. Daniels



Pearson



Rights sold

9780137392322

Previous edition 9780136878841

Publication date 02-06-2021

Pearson

Pages 694

RRP \$39.96

Short description

Balancing authoritative theory and meaningful practice, International Business: Environments and Operations engages students on the subject of conducting business in international markets. The authors' descriptions and ideas of international business are enhanced with contemporary examples, scenarios, and cases that help students effectively apply what they've learned. Now in its 17th Edition it remains one of the best-selling and most authoritative international business texts available.

Discipline/Subject

International Business

Author bio

John D. Daniels is the Samuel N. Friedland Chair of Executive Management emeritus at the University of Miami

Revel for Organizational Behavior -- Access Card

Edition 19

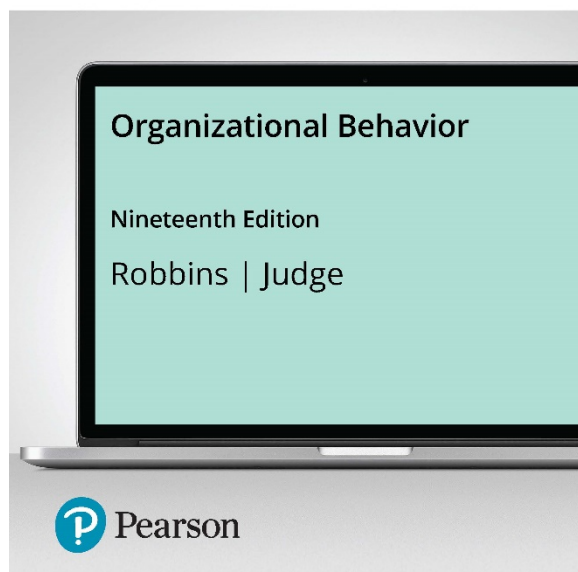
Stephen P. Robbins



Pearson

Revel

Student Access Code Card
Required for Access to Course Materials



Rights sold

9780137474677

Previous edition 9780134731438

Publication date 03.01.2022

Pearson

Pages

RRP \$99.99

Short description

For undergraduate and graduate courses in organizational behavior.

[The world's most successful organizational behavior text](#)

Revel® Organizational Behavior provides the information you want, in the language your students understand.

Reflecting the most recent research and events within the field of OB, the **19th Edition** continues its hallmark focus on clear writing, cutting-edge content, and intuitive pedagogy. There's a reason why Robbins and Judge's OB textbooks have educated millions of students and have been translated into 20 languages - because of a commitment to provide engaging, cutting-edge material that helps students understand and connect with this important field of study.

Discipline/Subject

Organizational Behaviour

Stephen P. Robbins is Professor Emeritus of Management at San Diego State University
Timothy A. Judge is the Joseph A. Alutto Chair in Leadership Effectiveness, and Executive Director of the Fisher Leadership Initiative, Fisher College of Business, The Ohio State University
Author bio

Consumer Behavior: Buying, Having, Being

Edition 14

Michael R. Solomon



Pearson



Cover image
coming soon

Rights sold 9780137869398

9780137869398

Previous edition 9780135225691

Publication date 01-01-2023

Pearson

Pages

RRP \$59.99

Short description

A #1 best-selling text for consumer behavior courses, Solomon's Consumer Behavior: Buying, Having & Being covers what happens before, during and after the point of purchase. It investigates how having (or not having) certain products affects our lives; specifically, how these items influence how we feel about ourselves and each other, especially in the canon of social media and the digital age. In the 13e, up-to-date content reflects major marketing trends and changes that impact the study of consumer behavior. Since we are all consumers, many of the topics have both professional and personal relevance to students.

Discipline/Subject

Marketing(Imports)

Author bio

Michael R. Solomon, PhD, is Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia.

Operations and Process Management

Edition 6

Nigel Slack



Pearson

Nigel Slack and Alistair Brandon-Jones

Operations and Process Management

Principles and Practice for Strategic Impact

Sixth Edition



Rights sold

9781292350066

Previous edition 9781292176130

Publication date 2021-04-09

Pearson

Pages 600

RRP £61.99

Short description

This innovative text approaches the subject from a managerial perspective and provides clear and concise coverage of the nature, principles, and practice of operations and process management. The content is around diagnostic questions which relate the theory back to the key questions faced by managers in the workplace. Each chapter provides a range of examples, frameworks and techniques designed to help your students better analyse existing operations and understand ways to deal with operational and process challenges.

Discipline/Subject

Author bio

Nigel Slack is an Emeritus Professor of Operations Management and Strategy at Warwick University, an Honorary Professor at Bath University and an Associate Fellow of Said Business School, Oxford University.

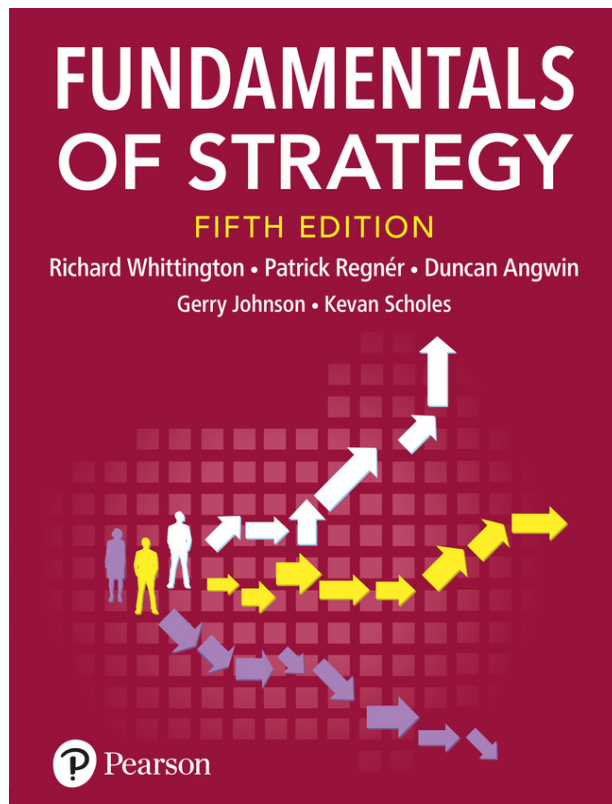
Fundamentals of Strategy

Edition 5

Richard Whittington



Pearson



Rights sold

9781292351377

Previous edition 9781292209067

Publication date 2020-11-18

Pearson

Pages 232

RRP £44.99

Short description

Understand and apply the essential concepts and techniques of strategy.

Fundamentals of Strategy 5e, by Whittington, Regner, Angwin, Johnson & Scholes is a concise and easy-to-follow overview of the fundamental issues and techniques of strategy from the author team of the market-leading Exploring Strategy. This book has been updated to include coverage of the Covid-19 crisis, and provides insights and examples from a broad range of international organisations. This book will particularly suit students on short strategy courses and courses focused on strategy analysis

Discipline/Subject

Strategy & Int Bus

Author bio

Richard Whittington is Professor of Strategic Management at the Said Business School, University of Oxford.

International Business [Global Edition]

Edition 17

John D. Daniels



Pearson



Cover image
coming soon

Rights sold

9781292403274

Previous edition 9781292214733

Publication date 07-07-2021

Pearson

Pages 696

RRP £54.99

Short description

This title is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States business. International Business engages students on the subject of conducting business in international markets. The authors' descriptions and ideas of international business are enhanced with contemporary examples, scenarios and cases that help students effectively apply what they've learned. It remains one of the best-selling and most authoritative international business texts available

Discipline/Subject

MGE: Strategy & IB (Mech Ed)

Author bio

John D. Daniels, the Samuel N. Friedland Chair of Executive Management emeritus at the University of Miami, received his BBA, MBA, and PhD respectively at the University of Miami, University of the Americas, and the University of Michigan.

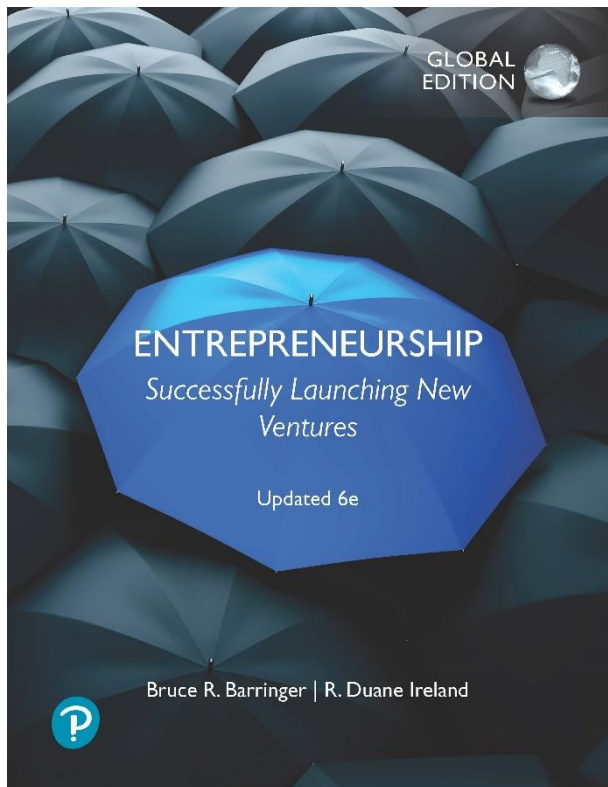
Entrepreneurship: Successfully Launching New Ventures, Updated 6e, Global Edition

Edition 6

Bruce R. Barringer



Pearson



Rights sold

9781292402826

Previous edition 9781292255330

Publication date 10-05-2021

Pearson

Pages 624

RRP £61.99

Short description

This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. DIGITAL UPDATE available for Spring 2021 classes. Learn about the entrepreneurial process through real-world examples. Entrepreneurship: Successfully Launching New Ventures explores the allure of entrepreneurship, teaching students how to successfully launch and grow their own business. Using real business profiles of young entrepreneurs the text engages students through relevant examples they can easily relate to.

Discipline/Subject

MGE: Strategy & IB (Mech Ed)

Author bio

Bruce R. Barringer is a Professor and Department Head for the School of Entrepreneurship at Oklahoma State University. He received his PhD from the University of Missouri and his MBA from Iowa State University.

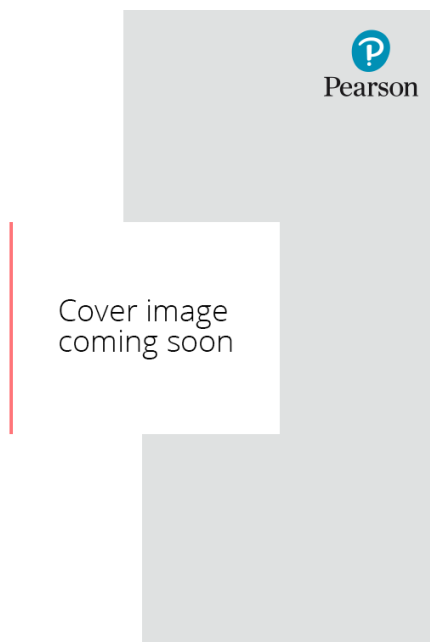
International Management: Managing Across Borders and Cultures, Text and Cases [Global Edition]

Edition 10

Helen Deresky



Pearson



Rights sold

9781292430362

Previous edition 9781292153537

Publication date 28-06-2022

Pearson

Pages

RRP \$52.99

Short description

The Pearson Editorial team has worked closely with educators around the world to include content which is especially relevant to students outside the US. Companies that operate overseas conduct business across a multitude of different cultures, languages, traditions & a range of economic, political and technological landscapes. With this in mind the 10e explores challenges managers may face along with how they can adapt their leadership and business strategies and operations to thrive in these evolving global environments. By examining effective strategic, interpersonal and organizational skills, the text prepares readers for the complicated yet fascinating discipline of international and global management.

Discipline/Subject

GE: Strategy & IB (Global Ed)

Author bio

Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition

Edition 17

Fred R. David



Pearson



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9781292441405

Previous edition 9781292148496

Publication date 15-06-2022

Pearson

Pages

RRP \$53.99

Short description

Discipline/Subject

GE: Strategy & IB (Global Ed)

Author bio

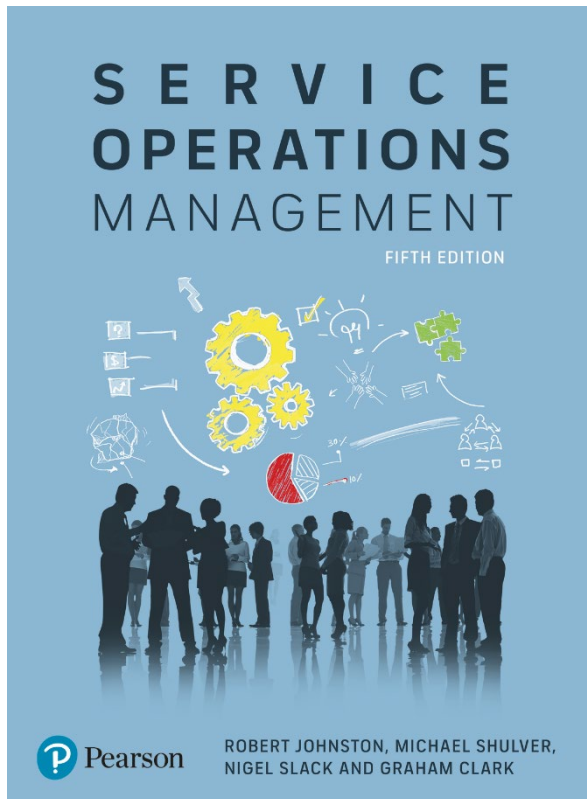
Service Operations Management

Edition 5

Robert Johnston



Pearson



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9781292064468

Previous edition 9780273740483

Publication date 2020-11-02

Pearson

Pages 640

RRP £52.99

Short description

Analyse and address organisational challenges using real world examples. Service Operations Management 5e, by Robert Johnston et al. is a market-leading text on service operations management and provides a clear understanding of how service performance can be improved in organisations. This textbook applies underlying theories to the real world challenges faced by service operations managers on a daily basis, by providing a diverse range of examples and illustrations

Discipline/Subject

Decision Sciences

Author bio

Robert Johnston was Professor of Operations Management at Warwick Business School

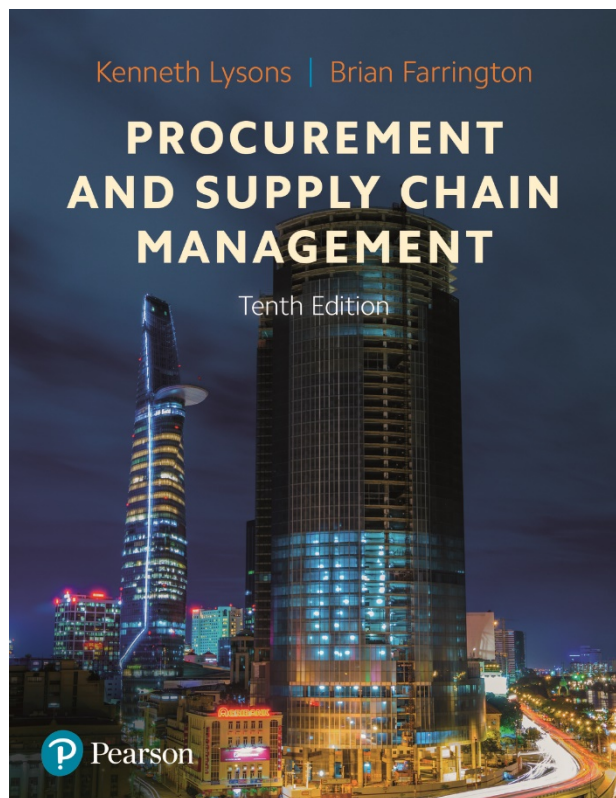
Procurement and Supply Chain Management

Edition 10

Kenneth Lysons



Pearson



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9781292317915

Previous edition 9781292086118

Publication date 2020-02-26

Pearson

Pages 744

RRP £59.99

Short description

Procurement and Supply Chain Management 10e, by Farrington is a comprehensive and accessible textbook on procurement and supply chain management. It is the ideal textbook for those aspiring to be leaders in the profession, and for those who are engaged in professional studies for the Chartered Institute of Procurement and Supply examinations (at both the foundation and professional stages). Using extensive real-life examples the subject matter has been brought to life throughout the book, and provides a truly international focus on procurement and supply chain.

Discipline/Subject

Decision Sciences

Author bio

Dr Brian Farrington is the Managing Director of his specialist company, Brian Farrington Limited.

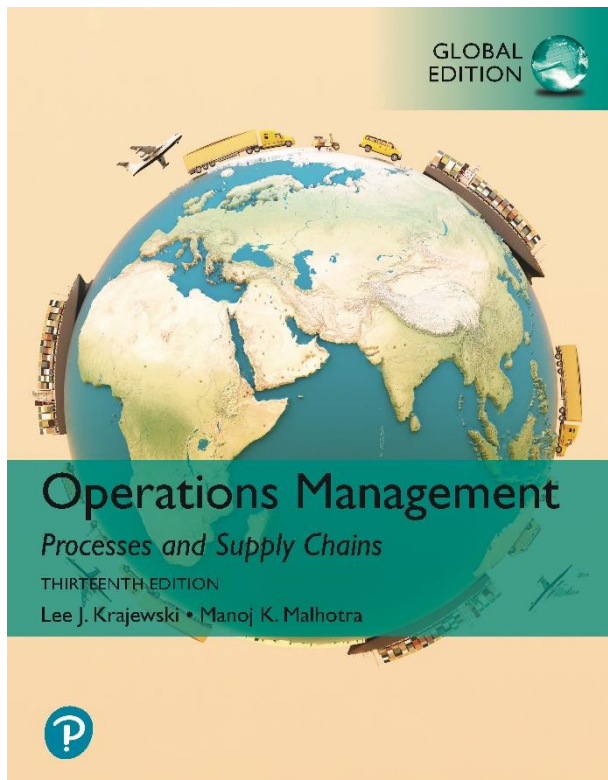
Operations Management: Processes and Supply Chains, [GLOBAL EDITION]

Edition 13

Lee J. Krajewski



Pearson



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9781292409863

Previous edition 9781292259932

Publication date 16-06-2021

Pearson

Pages 688

RRP £58.99

Short description

This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. For undergraduate and graduate course in operations management. A practical, easy-to-read text with a managerial approach to operations management. Operations Management: Processes and Supply Chains provides students with a comprehensive framework for addressing operational process and supply chain issues and uses a systemized approach while focusing on issues of current interest.

Discipline/Subject

MGE: Decision Science (Mech Ed)

Author bio

Lee J. Krajewski is Professor Emeritus at The Ohio State University and Professor Emeritus at the University of Notre Dame.

Statistics for Business and Economics, Global Edition

Edition 10

Paul Newbold



Pearson



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9781292436845

Previous edition 9781292315034

Publication date 08-06-2022

Pearson

Pages

RRP \$45.99

Short description

The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. For courses in business statistics. Statistics for Business and Economics enables students to conduct serious analysis of applied problems rather than running simple canned applications. This text is also at a mathematically higher level than most business statistics texts and provides students with the knowledge they need to become stronger analysts for future managerial positions. The 8e of this book has been revised and updated to provide students with improved problem contexts for learning how statistical methods can improve their analysis and understanding of business and economics.

Discipline/Subject

GE: Decision Science (Global Ed)

Author bio

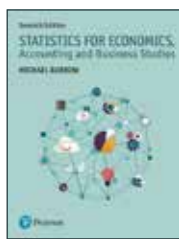
Year 1

Operations Management



Essentials of Operations Management, 2e 2018
Nigel Slack,
Alistair Brandon-Jones
9781292238845

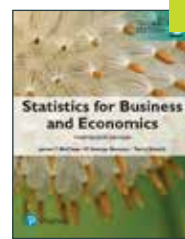
Business Statistics



Statistics for Economics, Accounting and Business Studies, 7e 2017
Michael Barrow
9781292118703



Business Statistics: A First Course, Global Edition, 8e 2020
David M. Levine, Kathryn A. Szabat,
David F. Stephan
9781292320366



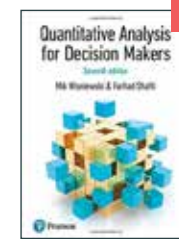
Statistics for Business and Economics, Global Edition, 13e 2018
James T. McClave, P. George Benson,
Terry T. Sincich
9781292227085



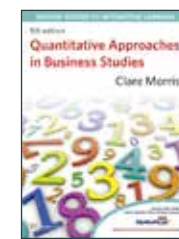
Statistics for Managers Using Microsoft Excel, Global Edition, 9e 2021
David M. Levine, Kathryn A. Szabat,
David F. Stephan
9781292338248



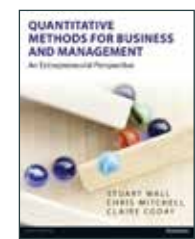
Business Statistics, Global Edition, 4e 2021
Noreen D. Sharpe,
Richard D. De Veaux, and
Paul F. Velleman
9781292269313



Quantitative Analysis for Decision Makers, 7e 2020
Mik Wisniewski &
Farhad Shafti
9781292276618



Quantitative Approaches in Business Studies, 8e 2012
Clare Morris
9780273738633



Quantitative Methods for Business and Management: An Entrepreneurial Perspective 2014
Stuart Wall, Chris Mitchell,
Claire Coday
9780273770558

Year 2

Operations Management



Operations Management, 9e 2019
Nigel Slack,
Alistair Brandon-Jones
9781292253961



Operations Management: Processes and Supply Chains, Global Edition, 13e 2022
Lee J. Krajewski, Naresh K. Malhotra,
Larry P. Ritzman
TBA (prev. ed.
ISBN 9781292259932)



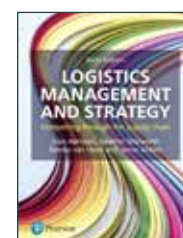
Operations Management: Sustainability and Supply Chain Management, Global Edition, 13e 2020
Jay Heizer, Barry Render,
Chuck Munson
9781292295039

Project Management



Project Management: Achieving Competitive Advantage, Global Edition, 5e 2019
Jeffrey Pinto
9781292269146

Supply Chain and Logistics Management



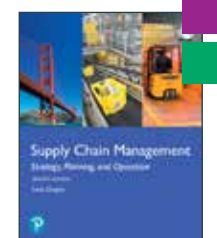
Logistics Management and Strategy: Competing through the Supply Chain, 6e 2019
Alan Harrison, Heather Skipworth,
Remko Van Hoek,
James Aitken
9781292183688



Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design 2015
Paul A. Myerson
9780133993349

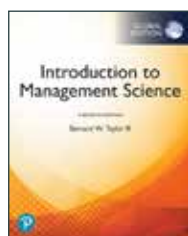


Logistics Management 2012
David Grant
9780273731351



Supply Chain Management: Strategy, Planning, and Operation, Global Edition, 7e 2019
Sunil Chopra
9781292257891

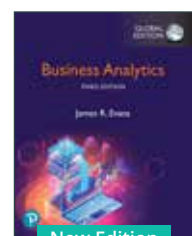
Management Science



Introduction to Management Science, Global Edition, 13e 2019
Bernard W. Taylor, III
9781292263045








Quantitative Analysis for Management, Global Edition, 13e 2018
Barry Render, Ralph M. Stair, Michael E. Hanna,
Trevor S. Hale
9781292217659


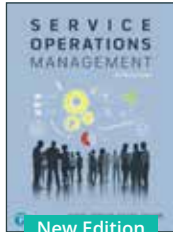




Business Analytics, Global Edition, 13e 2021
James R. Evans
9781292339061

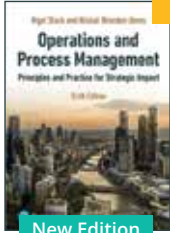
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-  MyLab Math
-  MyLab OM
-  MyLab Statistics
-  Horizon
-  Enhanced eBook






Year 3

Operations Strategy	Service		Quality Management
			
Operations Strategy, 6e 2020 Nigel Slack and Michael Lewis 9781292317847	Service Operations Management: Improving Service Delivery, 5e 2021 Robert Johnston, Michael Shulver, Nigel Slack, Graham Clark 9781292064468	Service Management: An integrated approach, 3e 2013 Bart Van Looy, Paul Gemmel, Roland Van Dierdonck 9780273732037	Managing Quality: Integrating the Supply Chain, Global Edition, 6e 2017 S. Thomas Foster 9781292154213

MBA

Operations Management

Operations and Process Management: Principles and Practice for Strategic Impact, 6e 2021 Nigel Slack, Alistair Brandon-Jones 9781292350066

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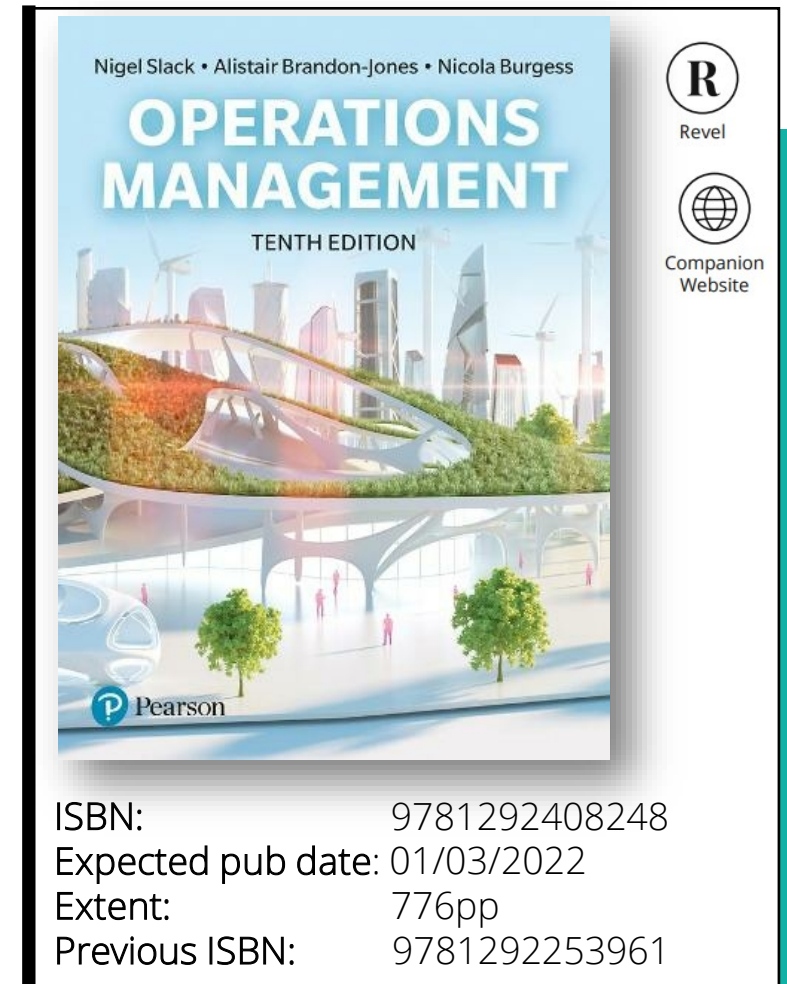
-  MyLab Math
-  MyLab OM
-  MyLab Statistics
-  Horizon
-  Enhanced eBook

Operations Management 10e, Slack

CST 2022:
UK – p218
CE – pTBC

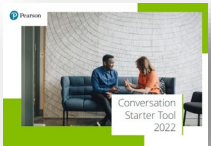
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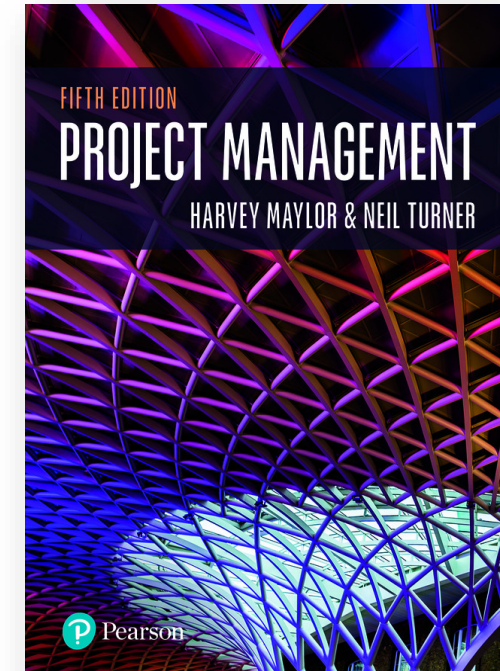
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Procurement Principles and Management 12e, Baily

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