Welcome to Routledge
Accounting and Finance, Marketing and Sales, Production and Operations Management
New Titles and Key Backlist 2010

CONTENTS
Accounting & Finance ................................................. 2
Marketing & Sales .................................................... 7
Production & Operations Management ............................. 15
Presentation Skills ................................................... 19
Index ........................................................................... 20
Order Form .................................................................... Back of Catalog

CONSIDERING BOOKS FOR COURSE USE?
Books marked with are available as complimentary exam copies for lecturers or faculty considering them for course adoption. To obtain your copy visit the URL listed beneath the title in the catalog and select your choice of print or electronic copy. Visit www.routledge.com or in the US you can call 1-800-634-7064.

Books marked with are available as electronic inspection copies only.

The Easy Way to Order
Ordering online is fast and efficient, simply follow the on-screen instructions. Alternatively, you can call, fax, or see order form at the back of this catalog.

UK and Rest of World
Call: +44 (0)1235 400524
Fax: +44 (0)20 7017 6699

US, Canada and Latin America
Call: 1-800-634-7064
Fax: 1-800-248-4724

eBooks
Over 20,000 of our titles are available as eBooks – available to browse at: www.ebookstore.tandf.co.uk

eUpdates
Register your email address at www.tandf.co.uk/eupdates to receive information on books, journals and other news within your area of interest.

Trade Customers’ Representatives, Agents and Distribution
For a complete list, visit: www.routledge.com/representatives.

CONTACTS
UK AND REST OF WORLD
Editorial:
Terry Clague – Senior Editor
Email: terry.clague@tandf.co.uk
Alex Kraus – Editorial Assistant
Email: alex.kraus@tandf.co.uk

Marketing:
Alex Robinson – Marketing Manager
Email: alex.robinson@tandf.co.uk
Gemma Walker – Marketing Coordinator
Email: gemma.walker@tandf.co.uk

US, CANADA AND LATIN AMERICA
Editorial:
John Szilagyi – Publisher
Email: john.szilagyi@taylorandfrancis.com
Laura Stearns – Editor
Email: laura.stearns@taylorandfrancis.com
Sara Werden – Editorial Assistant
Email: sara.werden@taylorandfrancis.com

Marketing:
David Wilfinger – Marketing Manager
Email: david.wilfinger@taylorandfrancis.com
Alina Zihharev – Marketing Coordinator
Email: alina.zihharev@taylorandfrancis.com

an informa business
NEW Insights from Accounting History
Selected Writings of Stephen Zeff

Stephen A. Zeff, Rice University, USA

Series: Routledge Historical Perspectives in Accounting

This is a selection of 17 previously published articles on contemporary accounting history from 1962 to 2007, focusing mainly on the evolution of the standard-setting process, biographies of major accounting writers, and on the evolution of the accountancy profession and audit practice, together with a lengthy introduction by the author.


For more information, visit: www.routledge.com/97804158554299

FORTHCOMING

Law, Corporate Governance, and Accounting: European Perspectives
Edited by Victoria Krivogorsky, San Diego State University, USA

Several recent changes have stimulated an interest in understanding developments in accounting and corporate governance in a newly qualitative way. Two recent occurrences in the world of business have extended this interest in examining accounting and corporate governance. First, the corporate scandals in the US and Europe in early 2000’s shook the financial community’s confidence in the performance of public companies’ boards of directors and drew attention to possible flaws in corporate governance practices. Second, the European Parliament passed a resolution requiring all firms listed on stock exchanges of European member states to apply to IFRS when preparing their financial statements, making it necessary to analyze and debate the merits of this adoption, such as its effects on financial statements’ properties – economic performance in particular. The outcome of this research is instrumental in evaluating the corporate governance differences and first outcomes of this accounting convergence for robust policy prescriptions for future regimes.

For more information, visit: www.routledge.com/9780415871860
NEW

Accounting in Networks
Edited by Håkan Håkansson, BI Norwegian School of Management, and Kalle Kraus and Johnny Lind, both at Stockholm School of Economics

Accounting in Networks is the first book that in a comprehensive way covers the emerging issue of accounting and control in horizontal relations across legally independent organizations. During the last 20 years, organisations have shown an increased interest in collaborations that cross company boundaries. New organisational forms, such as alliances, partnerships, joint ventures, outsourcing and networks have received increased attention. This development has pushed management accounting researchers into examining the lateral effects of accounting. This book examines these lateral effects on accounting, and creates a comprehensive summary of what has been achieved so far and what interesting developments will occur in the coming ten years.


Selected Contents: 1. Accounting in Networks as a New Research Field Håkan Håkansson, Kalle Kraus and Johnny Lind
2. Accounting and Inter-Organisational Issues David Ford and Håkan Håkansson
Part 1: Accounting in Different Settings: 3. Inter-Organisational Accounting in Dyadic Settings John Cullen and Juliana Meira
4. Towards Accounting in Network Settings Johnny Lind and Sof Thane
5. The Role of Management Accounting in Joint Venture Relationships: A Dynamic Perspective Jetje van der Meer-Kooistra and Peter E. Kamminga
6. Accounting in Inter-Organisational Relationships within the Public Sector Kalle Kraus and Cecilia Lindholm
8. Target Costing in Inter-Organisational Relationships and Networks Martin Carlson-Wall and Kalle Kraus
9. Open-Book Accounting in Networks Peter Kågström and Harri I. Kalman
11. Accounting in Networks: The Industrial-Network Approach Håkan Håkansson, Kalle Kraus, Johnny Lind and Torkel Strömsten
12. Actor-Network Theory and the Study of Intergovernmental Network-Relations Jan Mouritsen, Håbåd Mahama and Wai Fong Chua
13. Accounting in Inter-organisational Relationships: The Institutional Theory Perspective Robert W. Scapens and Evangelia Varoufka
14. Accounting in Networks: The Next Step Håkan Håkansson, Kalle Kraus and Johnny Lind

March 2010: 234 x 156: 382pp
Hb: 978-0-415-80647-3: $125.00
pb: 978-0-415-80647-3: $125.00
ebook: 978-0-203-85431-0

For more information, visit: www.routledge.com/9780415806473

Accounting and Business Ethics
An Introduction
Ken McPhail, University of Glasgow, UK and Diane Walters, Heriot-Watt University, UK

Despite the enormous impact of Enron on the accounting profession, the general malaise amongst the profession more broadly, and the significant legislative and institutional reforms that have taken place as a result, there are still surprisingly few textbooks on accounting ethics.

This concise introductory text takes a broad view of ethics and accounting, taking into account contemporary social trends, such as globalization and terrorism. Rather than delineating codes of professional conduct, this text pushes the reader towards an understanding of the nature of ethical dilemmas and the factors that influence the ways in which accountants frame ethical questions.

The book is divided into two parts. The first part focuses on developing thinking about the different kinds of ethical questions that could be posed in relation to accounting. The second part focuses more explicitly on accounting practice, exploring the ethical function of accounting in relation to the market economy, ethics in relation to the accounting profession, and the ethics of the international accounting harmonization project.

Accounting and Business Ethics is a compact introduction aimed at both students and practitioners who want to understand more about the ethics of accounting.


2009: 234 x 156: 240pp
Hb: 978-0-415-32325-1: $155.00
pb: 978-0-415-36236-8: $45.95
ebook: 978-0-203-01262-8

For more information, visit: www.routledge.com/9780415362368

The Routledge Companion to Accounting History
Edited by John Richard Edwards and Stephen P. Walker, both at Cardiff University, UK

The Routledge Companion to Accounting History shows how the seemingly innocuous practice of accounting has pervaded human existence in fascinating ways at numerous times and places, from ancient civilizations to the modern day, and from the personal to the political.

Placing the history of accounting in context with other fields of study, the collection gives invaluable insights to subjects such as the rise of capitalism, the control of labour, gender and family relationships, racial exploitation, the functioning of the state, and the pursuit of military conflict. An engaging and comprehensive overview also examining geographical differences, this Companion is split into key sections, which explore:

• changing technologies used to represent financial and other data
• historical development of accounting theory and practice
• accounting institutions and those who perform accounting
• accountability and the economy
• accounting, society, and culture
• the role of accounting in the government, protection and financing of states including chapters on the important role played by accounting in religious organizations, a review of how the discipline is portrayed in fine art and popular culture, and analysis of sharp practice and corporate scandals.

The Routledge Companion to Accounting History has a breadth of coverage that is unmatched in this growing area of study. Bringing together multiple chapters on important topics, this book is an essential reference work for any student of accounting, business and management, and history.


2008: 246 x 174: 640pp
Hb: 978-0-415-41094-6: $200.00
ebook: 978-0-203-01438-2

For more information, visit: www.routledge.com/9780415410946
The Basics of Financial Management
An Introductory Course in Finance, Management Accounting and Financial Accounting
de Boers P., Brouwers Ruud and Koetzier Wim
The Basics of Financial Management is an ideal introductory textbook for students studying at both undergraduate and graduate levels in a wide range of degree and professional programmes, such as Economics, MBA, Business Studies, Finance and Management Studies.

2007: 234 x 156: 407pp
Pb: 978-9-0017-0131-4: $70.95
For more information, visit:
www.routledge.com/9789001701314

Introduction to Statistics with SPSS
Ben Baarda, De Goede Martijn and Cor van Dijkum
Introduction to statistics with SPSS does not require any prior knowledge of statistics. The book can berewardingly used in, after or parallel to a course on statistics. A wide range of terms and techniques is covered, including those involved in simple and multiple regression analyses.

2004: 234 x 156: 196pp
Pb: 978-9-0207-3297-9: $57.95
For more information, visit:
www.routledge.com/9789020732979

NEW
Concise Encyclopedia of Insurance Terms
Lawrence Silver and Robert E. Stevens, both at Southeastern Oklahoma State University, USA and Kenneth Clow, University of Louisiana at Monroe, USA
The purpose of the book is to provide insurance practitioners, consumers, and students with definitions of common insurance terms in both the property/casualty and life/health insurance industries. The unique feature of the book is that many of the definitions contain detailed explanations of coverage provided by certain types of insurance and/or examples that illustrate how a particular coverage works. The book should be helpful to insurance agents and to new insurance agency/company personnel. It will also be helpful to consumers to use as a reference guide to better understand insurance products the consumer needs. Finally, it will be useful as a reference guide for students in business courses.

Selected Contents: List of Acronyms. About the Authors. Foreword. Terms. Index.

March 2010: 234 x 156: 200pp
Hb: 978-0-7890-3634-6: $95.00
ebook: 978-0-203-85105-0
For more information, visit:
www.routledge.com/9780789036346

FORTHCOMING
Protecting Main Street
Measuring the Customer Experience in Financial Services for Business and Public Policy
Paul C. Lubin, Informa Research Services, Inc.
This book gives an overview of the importance of conducting different forms of market research to uncover problems in the lending and mortgage markets and how these problems affect the consumers’ ability to make optimal credit decisions.

Further, it describes the reason for business and the government to undertake market research to determine whether the consumer and mortgage lending markets are functioning properly and providing consumers with adequate information to make sound and safe loan decisions. In addition, it outlines the market research methodologies used to measure the consumer experience and the techniques used to detect bias and unfair sales practices.

September 2010: 234 x 156: 136pp
Hb: 978-0-415-99601-3: $64.95
For more information, visit:
www.routledge.com/9780415996013

Accounting, Business & Financial History
www.tandf.co.uk/journals/rafh
Editors: John Richard Edwards, Cardiff Business School, UK and Trevor Boyns, Cardiff Business School, UK

Accounting in Europe
www.tandf.co.uk/journals/raed
Editors: Richard M. S. Wilson, Loughborough University, UK

Accounting Education
www.tandf.co.uk/journals/raed
Editors: Lisa Evans, University of Stirling, UK and Peter Walton, ESSEC Business School, France

European Accounting Review
www.tandf.co.uk/journals/eraer
Editor: Salvador Carmona, Instituto de Empresa GSB, Spain

NEW
Insurance Theory and Practice
Rob Thoyts, London Metropolitan University, UK
This book provides a comprehensive overview of the theory, functioning, management and legal background of the insurance industry. Written in accessible, non-technical style, Insurance Theory and Practice begins with an examination of the insurance concept, its guiding principles and legal rules before moving on to an analysis of the market, its players and their roles and relationships.

The model is the UK insurance market which is globally recognized and forms the basis of the insurance system in a range of countries in the Middle East, Africa and the Caribbean as well as Australia and Canada. The book covers the underlying ideas behind insurance transactions, together with the legal and financial principles that permit these concepts to function in the real world.

Key issues considered include:
• the role of the constituent parts of the insurance market
• the operation of both life and general insurers with special reference to the operation of the Lloyd's market
• the nature and function of reinsurers, brokers and loss adjusters
• the influence of government, both in terms of market regulation and consumer protection
• alternatives to the established private sector insurers, such as government schemes, Islamic insurance and alternative risk-financing.


June 2010: 246 x 174: 352pp
Hb: 978-0-415-55905-8: $120.00
Pb: 978-0-415-55905-8: $63.95
For more information, visit:
www.routledge.com/9780415559058

FORTHCOMING IN 2011
Commodity Risk Management
Theory and Application
Geoffrey Poitras

January 2011: 246 x 174: 350pp
Hb: 978-0-415-87932-9: $185.00
Pb: 978-0-415-87930-5: $59.95
For more information, visit:
www.routledge.com/9780415879309
For three decades, Henry Neave’s Statistics Tables has been the gold standard for all students taking an introductory statistical methods course as part of their wider degree in a host of disciplines including mathematics, economics, business and management, geography and psychology. All the features of the first edition are retained including the full range of best-known standard statistical techniques, as well as some lesser-known methods that can be hard to track down elsewhere. The explanatory introductions to each section have been updated and the Second Edition benefits from the inclusion of a valuable and comprehensive new section on an approach to simple but powerful interpretation of process data. This will help the book continue in its position as the prime statistical reference for all students of mathematics, engineering and the social sciences, and everyone who needs effective methods for analysing data.
FORTHCOMING IN 2011

Conflict Resolution
Theory and Practice
Edited by Stefan Wolff, University of Nottingham, UK

June 2011: 246 x 174: 336pp
Pb: 978-0-415-56374-1: $44.95
For more information, visit:
www.routledge.com/9780415563741

Managing Sport Finance
Robert J. Wilson, Sheffield Hallam University, UK

All good managers working in sport need to have a clear understanding of the principles of finance and accounting. Whether working in the private or public sectors, a firm grasp of the basic concepts and techniques of financial management is essential if a manager is to make effective decisions and to implement those decisions successfully. Managing Sport Finance is the first book to offer a comprehensive introduction to financial management and accounting specifically designed for managers working in sport.

November 2010: 246 x 174: 272pp
Hb: 978-0-415-58179-0: $155.00
Pb: 978-0-415-58180-6: $49.95
eBook: 978-0-203-85000-8
For more information, visit:
www.routledge.com/9780415581806
Essentials of Marketing Management

Geoffrey Lancaster, London School of Commerce, UK and Lester Massingham, CMC Consulting, Singapore

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham offer an alternative to the traditional American focused teaching materials currently available. Topics covered include:

- consumer and organizational buyer behaviour
- product and innovation strategies
- direct marketing
- e-marketing.


October 2010: 246 x 189: 496pp
For more information, visit: www.routledge.com/9780415553476

Revealing the Corporation

Perspectives on Identity, Image, Reputation, Corporate Branding and Corporate Level Marketing

Edited by John Balmer, Brunel Business School, UK and Stephen Greyser, Harvard Business School, USA

An international and multidisciplinary collection, edited by pioneers in the field, this work captures the quintessence of the corporation and its many inner and outer manifestations, presenting readers with a new approach to the subject area.

Fully revised and updated with the original contributions contextualized by the editors’ analyses and commentary to draw them together into a coherent whole, this anthology affords readers a new way of comprehending organizations. This new edition features:

- a new introductory section to branding and public relations, contextualizing the rest of the volume
- new case vignettes for each section with enhanced pedagogy to enable reader reflection on the themes examined
- new readings and an updated Harvard style case study
- revised and updated commentary and analysis from the editors.

Filled with illuminating articles that stem from the 1950s to the present day, highlighting both practitioner and scholarly perspectives on the subject, this reader is an essential text for all students of marketing, reputation, business and corporate strategy, public relations, communications and branding.

January 2011: 246 x 174: 352pp
Hb: 978-0-415-77345-4: $55.95
Pb: 978-0-415-77346-1: $160.00
For more information, visit: www.routledge.com/9780415773461

The Future of Global Business

A Reader

Edited by Michael Czinkota, Georgetown University, USA and Ilkka Ronkainen

In the fast-paced world of global business, success is marked by the ability to stay on top of current events, to recognize new trends, and to react quickly to change. This book offers contributions by global marketing authorities to help you understand this rapidly changing international environment and respond to opportunities and perils.

Editors Michael R. Czinkota and Ilkka A. Ronkainen use their years of experience in policy, business, and academia to provide these readings noted for their currency, relevancy, and scholarly depth.

August 2010: 234 x 156: 200pp
Hb: 978-0-415-80093-8: $150.00 | Pb: 978-0-415-80094-5: $55.95
For more information, visit: www.routledge.com/9780415800938

Worldwide Cases in Marketing Management

Luiz Moutinho, University of Glasgow, UK and Kun-Huang Huang, Feng Chai University, Taiwan

The case study method has been one of the most effective teaching tools in business management education. Worldwide Cases in Marketing Management is one of the first books to use this method to provide a truly global perspective on the different realities of marketing management in a range of environments.

This book presents a range of case studies from across the globe to:

- examine specific local business environments, cultures, populations and management styles
- explore key issues for effective marketing decision-making
- survey the challenges faced by different countries, both within the EU and further afield.

This book illuminates the commercial context that has evolved from a number of important political developments in recent years. It will prove engaging reading to all students of marketing and international business.

February 2011: 246 x 174: 352pp
Hb: 978-0-415-45888-7: $160.00 | Pb: 978-0-415-45889-4: $55.95
For more information, visit: www.routledge.com/9780415458894
Marketing Fundamentals
Bronislaw J. Verhage
Marketing Fundamentals offers a cutting edge review of new priorities in marketing, as illustrated by a diverse selection of analyses of world-class companies’ customer-focused strategies. This attractively illustrated, full colour edition includes a mix of pan-European and global examples – both successes and failures in business – encompassing the entire field of marketing, including services marketing.

2007: 234 x 156: 680pp
Pb: 978-0-01-07322-8: $70.95
For more information, visit: www.routledge.com/9789001707323

Marketing Methods to Improve Company Strategy
Applied Tools and Frameworks to Improve a Company’s Competitiveness Using a Network Approach
Marcos Fava Neves, Luciano Thome e Castro and Matheus Alberto Consoli, all at University of Sao Paulo, Brazil
The authors of this book present several central business methods throughout all chapters. Every method introduced in Marketing Methods to Improve Company Strategy has a strong market driven philosophy. These methods are intended to adjust the firm to consumer needs, considering the presence of competitors in their marketplace. In addition, the book wants to show how it may be used when working with marketing and sales management. Another important theme of this book is the idea that a firm is seen as a network. This network philosophy is an important theme throughout the book, and should open managers’ eyes to potential joint marketing activities, as well as joint ventures, other types of contracts and partnerships in a world of firms’ fuzzy boundaries.

January 2010: 234 x 156: 136pp
Hb: 978-0-415-87375-8: $100.00
Pb: 978-0-415-87377-2: $39.95
ebook: 978-0-203-85966-5
For more information, visit: www.routledge.com/9780415873772

NEW
Mastering e-Business
Paul Greffen, Eindhoven University of Technology, the Netherlands
Mastering e-Business presents an innovative, new teaching framework to help students gain a thorough understanding of the principles of this vital aspect of business and management.
June 2010: 234 x 156: 224pp
Hb: 978-0-415-55785-6: $160.00
Pb: 978-0-415-55787-0: $56.95
ebook: 978-0-203-84912-5
For more information, visit: www.routledge.com/9780415557870

FORTHCOMING IN 2011
Agricultural Marketing
Structural Models for Price Analysis
James Vercaemmen, University of British Columbia, Canada
Series: Routledge Textbooks in Environmental and Agricultural Economics
This book rigorously examines key economic issues in the field of agricultural marketing and price analysis. Topics are introduced via simple presentation of key theory and applications of the theory through the use of mini-case studies and stylized spreadsheet models. The coverage is broad, ranging from well-entrenched topics such as commodity futures markets and storage, to emerging topics such as food safety and auctions.
The text is intended to encourage students with an intermediate microeconomics background to think rigorously and analytically about real-world issues in agricultural marketing and price analysis. The text will also provide students with a comprehensive set of model-building tools and techniques. By working through the models in the textbook and solving the exercises at the back of each chapter, students will discover the power and simplicity of Microsoft Excel as a tool for economic modelling.
February 2011: 234 x 156: 256pp
Hb: 978-0-415-48043-7: $160.00
Pb: 978-0-415-48044-4: $62.95
For more information, visit: www.routledge.com/9780415480444

NEW
e-Relationships in Marketing
Advances in Theory and Practice
Arthur Sweeney, Bill Merrellies and Dale Miller, all at Griffith University, Australia and Sally Rao Hill, University of Adelaide, Australia
The Internet is expected to be at the heart of future innovations in services marketing, but can it facilitate relationships between companies and their customers? This is a critical question because generally organizations that take a relationship approach to business have a higher sales growth and profitability. Indeed, emerging electronic technology may facilitate dialogue between companies and customers, and thus transform their relationships, so much so that customer-technology based interactions may hold the key to business success. e-Relationships in Marketing focuses on technology-based marketing interactions, particularly Internet facilitated relationships, and shows marketing managers and students of marketing how they can develop relationships in their own settings.
April 2010: 234 x 156: 224pp
Hb: 978-0-415-99049-3: $135.00
Pb: 978-0-415-99050-9: $41.95
For more information, visit: www.routledge.com/9780415990509

FORTHCOMING
How Audiences Decide
A Cognitive Approach to Business Communication
Richard Young
How Audiences Decide: A Cognitive Approach to Business Communication draws on a vast research literature and summarizes relevant theories and findings from the fields of social cognition, consumer behavior, decision science, behavioral finance, affective science, cognitive science, and neuroscience. It delves into the hearts and minds of a breath-taking array of audiences: from Wall Street analysts to viewers of the evening news, from army officers to hospital patients, from venture capitalists to grocery shoppers, from CEOs to college admissions officers, from job recruiters to mock juries. It surveys a broad range of communication techniques—including those concerning speaking, writing, content, style, typography, nonverbal behaviors, charts, images, rational arguments, and emotional appeals—and examines the empirical evidence supporting each of them.
October 2010: 246 x 174
Hb: 978-0-415-87899-9: $120.00
Pb: 978-0-415-87900-2: $69.95
ebook: 978-0-203-84330-7
For more information, visit: www.routledge.com/9780415879002

Complimentary Exam Copy
e-Inspection
New in Paperback
Companion Website
For over two decades, it has been argued that the brand is an important value creator and should therefore be a top management priority. However, the definition of what a brand is remains elusive.

This comprehensive textbook presents the reader with an exhaustive analysis of the scientific and paradigmatic approaches to the nature of brand as it has developed over the last twenty years. Taking a multi-disciplinary approach and offering an exhaustive analysis of brand research literature, it delivers a thorough understanding of the managerial implications of these different approaches to the management of the brand.


for more information, visit: www.routledge.com/9780415443272

Global Public Relations
Spanning Borders, Spanning Cultures

Alan R. Freitag and Ashli Quesinberry Stokes, both at University of North Carolina at Charlotte, USA

This text provides a structured and practical framework for understanding the complexities of contemporary public relations. It is an instructional book that guides the reader through the challenges of communication and problem solving across a range of organizations and cross-cultural settings.

Written in a straightforward, lively style, the book covers:
• foundational theories, and factors that shape the discipline
• communication across cultures
• trends affecting the public relations profession throughout the world

Incorporating case studies and commentary to illustrate key principles and stimulate discussion, this book also highlights the different approaches professionals must consider in different contexts, from communicating with employees to lashing with external bodies, such as government agencies or the media.

Offering a truly global perspective on the subject, Global Public Relations is essential reading for any student or practitioner interested in public relations excellence in a global setting.

A companion website provides additional material for lecturers and students alike: www.routledge.com/textbooks/9780415448154


for more information, visit: www.routledge.com/9780415448154
NEW

2nd Edition

Public Relations Cases
International Perspectives

Edited by Daniel Moss and Melanie Powell, both at
Manchester Metropolitan University, UK and Barbara
DeSanto, Maryville University, St Louis, USA

This unique collection of contemporary international
public relations case studies gives the reader in-depth
insight into effective public relations practice in a range
of organizational contexts. The cases demonstrate the
breadth of modern public relations practice and the
increasing importance and sophistication of this function
both in public and private sector organizations.

This second edition of Public Relations Cases builds on
the success of the previous edition to offer new insights
into the changing face of contemporary public relations
and the development of PR and communication
strategies. The book also examines:

- the use of social media and blogging as a
  communications medium
- the growing importance of corporate social
  responsibility programmes
- local authority identity change
- high profile international charitable fundraising
- sports sponsorship
- property sector PR.

Featuring cases from around the world, including the
UK, India, Korea, Denmark, Croatia and the US, this
book is an invaluable resource for teachers, researchers
and students working in public relations, corporate
communication and public affairs.

June 2010: 234 x 156: 192pp
Hb: 978-0-415-77336-2: $135.00
Pb: 978-0-415-77337-9: $45.95
eBook: 978-0-203-08898-2
For more information, visit:
www.routledge.com/9780415773379

3rd Edition

Public Relations
Writing Worktext
A Practical Guide for the Profession

Joseph M. Zappala, Cornell
University, USA and
Ann R. Carden, SUNY
Fredonia, USA

2009: 234 x 156: 312pp
Hb: 978-0-415-99753-9: $120.00
Pb: 978-0-415-99754-6: $54.95

For more information, visit:
www.routledge.com/9780415997546

FORTHCOMING

2nd Edition

Qualitative Research
Methods in Public Relations
and Marketing Communications

Christine Daymon, Murdoch University, Australia
and Immy Holloway, University of Bournemouth, UK

The second edition of this
highly accessible, core textbook
continues to offer students a
practical guide to the process
of planning, undertaking and
writing about qualitative
research in public relations and
marketing communications.
Through clear explanations and
illustrations, the book
encourages undergraduate and
master level students to engage
with the main approaches and
techniques for conducting critical, reflective investigations.
This new edition:

- identifies the skills and strategies needed to conduct
  authentic, trustworthy research
- highlights specific analytical techniques associated
  within the main research approaches
- provides new sections on internet-based research,
critical discourse analysis, historical research, action
research and mixed methods research.

Qualitative Research Methods in Public Relations and
Marketing Communications will be invaluable for those
undertaking research methods courses on public
relations and marketing communication degrees, as well as
those working on a dissertation.

August 2010: 234 x 156: 384pp
Hb: 978-0-415-47117-6: $150.00
Pb: 978-0-415-47118-3: $56.95
eBook: 978-0-203-84654-4
For more information, visit:
www.routledge.com/9780415471183

NEW

Cases in Public
Relations Management

Patricia Swann, Utica College, USA

Developed for advanced students in public relations, Cases in Public Relations Management
uses recent cases in public relations that had outcomes varying from expected to unsuccessful. The text challenges students to think analytically, strategically, and practically. Each case is based on real events, and is designed to encourage discussion, debate, and exploration of the options available to today's strategic public relations manager.
Key features of this text include coverage of the latest controversies in current events, discussion of the ethical issues that have made headlines in recent years, and strategies used by public relations practitioners. Most cases end with an open scenario, allowing students to discover different opinions and participate in creative discussions. The case study approach encourages readers to assess what they know about communication theory, the public relations process, and management practices, and prepares them for their future careers as PR practitioners.

April 2010: 234 x 156: 400pp
| Hb: 978-0-415-87892-0: $150.00 | Pb: 978-0-415-87893-7: $69.95
For more information, visit:
www.routledge.com/9780415878937
Most of us think we know something about retailing: we shop, we buy, we consume. But retailing, perhaps more than any other economic sector, has been transformed fundamentally over the last thirty years, both economically and culturally.

Featuring work from seminal theorists in the area and charting the development of retailing as an important discipline in its own right, this superb volume examines the key themes in contemporary retailing. Organized into five sections, each of which includes an illuminating editorial overview, The Retailing Reader examines:

• consumers and shoppers
• retail branding and marketing
• merchandising and buying
• strategy, power and policy
• international retailing.

Extensive case studies include an analysis of the British grocery market, the strategies embodied by Nike Town in Seattle, and the impact of the Lego store on the concept of retail entertainment. Each of these sections is introduced with an editorial overview by experts in the field.

Selected Contents:

1. Introduction to Retail Product Management: Scope and Concepts
2. The Role of Retail Product Managers
3. Category Management
4. Product Range Planning and Selection
5. Supply Sources
6. Ordering Quantities and Stock Control
7. Managing the Response to Sales
8. Allocating Space to Products
9. Retail Design
10. Visual Merchandising
11. Communicating the Product Offer
12. Evaluating Retail Product Management Performance
13. Product Management in Non-Store Retailing
14. International Retail Product Management

Routledge Interpretive Marketing Research

This series brings together the most innovative work in the burgeoning interpretive marketing research tradition. It ranges across the methodological spectrum from grounded theory to personal introspection, covering all aspects of the postmodern marketing mix, from advertising to product development.

Beyond the Consumption Bubble

Edited by Karin Ekström, University of Gothenburg, Sweden and Kay Glans, Glasshouse Forum, Sweden

Including new essays from heavy-hitting scholars Zygmun Bauman, Russell Belk, Colin Campbell, Deirdre McCloskey and Neva Goodwin, Beyond the Consumption Bubble brings together a diverse set of expert scholars to enliven and sharpen the debate about the ways in which consumption affects society today. This informative and provocative anthology explores the relationships between consumption and a variety of important topics such as the character of a society and its social and cultural dimensions; the relations between generations; dependency on technology and the risks involved; the rise of Asia and its consumption patterns; the question of whether we must continuously increase our consumption to avoid a recession, and whether this is in fact ecologically sustainable. These questions reflect the current need for an analytically rigorous exploration of consumption – based on theory and empirical evidence – that will inspire readers to participate in more nuanced debates on consumption and changing consumer roles.

August 2010: 234 x 156: 256pp
Hb: 978-0-415-87849-4: $95.00
For more information, visit: www.routledge.com/9780415878494

NEW

Contemplating Corporate Marketing, Identity and Communication

Edited by Klement Podnar, University of Ljubljana, Slovenia and John M.T. Balmer, Brunel Business School, UK

The fields of corporate identity, corporate communications and corporate branding have become a focal point for scholars and managers over the last decade. Recently, the term corporate marketing has incorporated a host of key corporate level concepts, representing a new paradigm of thought.

Contemplating Corporate Marketing, Identity and Communication brings together a variety of perspectives on corporate marketing, identity and communication. Covering important themes, such as the schools of thought in corporate marketing, corporate reputation, corporate brands and brand identification, the contributions in this volume examine critically the development of the field to encourage cutting-edge scholarship along with practitioner insights.

In a field characterized by paradoxes – unity and variety; integration and specialization – this volume integrates diverse practices to inspire a more sophisticated approach or theoretical framework. Under the impressive editorship of Balmer and Podnar, this volume is a vital resource for students and researchers to develop their knowledge in this fundamentally important area of research.

June 2010: 234 x 156: 168pp
Hb: 978-0-415-57743-4: $125.00
For more information, visit: www.routledge.com/9780415577434
NEW

Managing Service Firms
The Power of Managerial Marketing
Per Skålen, Karlstad University, Sweden
Based on a conceptual analysis of marketing texts and a case study of a service firm that utilizes innovative approaches to managing organizations, this book presents a critical examination of marketing as a managerial practice.


March 2010: 234 x 156: 198pp
Hb: 978-0-415-47326-2: $130.00
ebook: 978-0-203-85449-5
For more information, visit: www.routledge.com/9780415473262

NEW

Interactive Marketing
Revolution or Rhetoric?
Christopher J. Miles, Eastern Mediterranean University, Turkey
This book critically examines the rhetoric surrounding current trends in the adoption of tropes of interactivity in marketing communication. Concepts such as viral advertising, customer-generated content, brand communities and the whole panoply of Web 2.0-mediated marketing technologies all have their foundations in an overt positioning of interactivity as the savior of effective marketing communication. Yet, what exactly is meant by interactivity in these contexts and how far does it represent a revolution in the methodologies of marketing? Anchoring his analysis in a critique of the assumptions of control embedded in current marketing communication models and the rhetorical analysis of exemplar texts from the Marketing Management, Customer Relationship Management, Viral Marketing and Buzz Marketing paradigms, Chris Miles investigates the constructions and reconstructions of discourse that surround the uses of interactivity in contemporary marketing discourses. In doing so, he offers a radical new model of marketing based upon a recursive, constructivist understanding of communication that uses metaphors of invitation and exploration to rebuild interactivity at the center of marketing. The work culminates in a reading of the theory of Relationship Marketing that uses autism as an allegory to interrogate the communicative paradox at the heart of this contemporary marketing panacea.


March 2010: 234 x 156: 256pp
Hb: 978-0-415-80171-3: $110.00
ebook: 978-0-203-85207-1
For more information, visit: www.routledge.com/9780415801713

FORTHCOMING

Global Advertising, Attitudes, and Audiences
Tony Wilson, University Malaysia Sarawak
Series: Routledge Advances in Management and Business Studies
Global Advertising, Attitudes and Audiences is a post-McDonaldization view of marketing power, consumer pleasure, and audience protest. The psychological process wherein consumers actively make sense of advertising, brands and integrate them with living is fundamentally important in thinking about their responses to product sold on screen. This wide-ranging book draws on forty years of media and marketing theory to present a precise perception of that process, a seven stage model of ‘moments’ in media marketing reception.

Local understandings of global branding and marketing content traveling—often from West to East—is the main focus of Global Advertising, Attitudes and Audiences. Drawing from diverse reception studies of creative consumption, Tony Wilson develops a philosophical psychology of purchasing, testing theory against shared consumer responses in online blogospheres and offline interviews. Successive chapters interpret reception of banking, fast food, national, telecommunications and university global branding by Chinese, Indian and Islamic Malay consumers in multi-cultural Malaysia, an Anglophone gateway to S.E. Asia. These studies are used to illustrate how people view the ‘worlds’ constructed by product branding.


August 2010: 234 x 156: 210pp
Hb: 978-0-415-87597-4: $95.00
ebook: 978-0-203-84634-6
For more information, visit: www.routledge.com/9780415875974

Sensory Marketing
Research on the Sensuality of Products
Edited by Aradhna Krishna, University of Michigan, Ann Arbor, USA

2009: 234 x 156: 420pp
Hb: 978-1-84169-753-6: $79.00
Pb: 978-1-84169-889-2: $39.95
ebook: 978-0-203-89206-0
For more information, visit: www.routledge.com/9781841697598

Advertising
Its Business, Culture and Careers
Andy Tibbs, University of Gloucestershire, UK

‘A no-holds-barred overview of the very competitive but ultimately rewarding industry that is advertising. Insightful, well-informed, frank and honest. An inspirational eye-opener for all Adland wannabes’
- Gyles Lingwood, University of Lincoln, UK

Advertising does not need another graduate. Whether you are an aspiring advertising creative, designer, account manager, PR / publicity consultant or marketing manager, Advertising is an engaging source of inspiration for those dark, idea-less days and a motivator when those job interviews or placements seem in short supply. Its companion website at www.routledge.com/textbooks/advertising supports the book with further examples and ideas to inspire as well as offering up to date advice.

This book is filled with numerous visual examples of advertising thinking. With words of advice and guidance from some of the industry’s most respected practitioners and insights from graduates who faced the same challenges you soon will in securing that elusive first job. Add to that, an extensive supply of hints and tips to enhance your creative thinking processes, take the work you do beyond what you think you are capable of and, crucially, gain an edge at job interviews.

Maybe advertising doesn’t need another graduate, but then you won’t be just another graduate will you?

2009: 246 x 189: 232pp
Hb: 978-0-415-54466-5: $125.00
Pb: 978-0-415-54466-5: $49.95
ebook: 978-0-203-86595-8
For more information, visit: www.routledge.com/9780415544665

Brands and Brand Management
Contemporary Research Perspectives
Edited by Barbara Loken, Rohini Ahluwalia and Michael J. Houston
Series: Marketing and Consumer Psychology Series

2009: 234 x 156: 340pp
Hb: 978-1-84169-758-9: $69.95
ebook: 978-1-84169-760-4
For more information, visit: www.routledge.com/9781841697598

Complimentary Exam Copy
e-Inspection
New in Paperback
Companion Website
In today’s connected consumer environment, customers are better informed and harder to please, but they also leave a more visible evidence trail in the form of improved databases and customer information. Consumers are increasingly interconnected through various sorts of social networks, a trend that is facilitated by recent advances in electronic media and telecommunication.

The contributors to this book are internationally renowned scholars who share their thoughts on the impact of the phenomenon of connectivity on marketing thought and marketing practices. This book will guide marketers and marketing/consumer scholars in dealing with the new reality of consumer and business marketing in today’s technological world.

January 2010: 234 x 156: 376pp
Hb: 978-1-84872-837-0: $69.95
eBook: 978-0-203-86356-5
For more information, visit: www.routledge.com/9781848728370

The Psychology of Advertising
This book discusses key topics from the fields of social and consumer psychology. Important questions are addressed in the volume such as:

- What impact does advertising have on consumer behaviour? What causes this impact?
- What are the psychological processes responsible for the effectiveness of advertising?
- How do consumers make sense of advertising messages?
- What messages ‘get across’ and when and why?

This is the first book to offer a comprehensive and state-of-the-art overview of the psychological findings on the impact of advertising, and to discuss this research in the context of recent developments in the fields of social and consumer psychology. It presents and discusses results of both classic and contemporary studies in an engaging style that avoids highly technical language.

May 2010: 246 x 174: 328pp
Hb: 978-0-415-44273-2: $62.95
eBook: 978-0-203-85323-8
For more information, visit: www.routledge.com/9780415442732

FORTHCOMING

Consumer Behavior Knowledge for Effective Sports and Event Marketing
Edited by Lynn R. Kahle, University of Oregon and Angeline Close
The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics. This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer behavior research. Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of a) influencing behaviors in society and sports b) building relationships with consumers through sports and events and c) providing services to consumers through sport and event sponsorships. This book, by a superb group of authors, includes comprehensive reviews, innovative conceptual pieces, empirical research and rigorous attention to data.

September 2010: 234 x 156: 310pp
Hb: 978-0-415-87357-4: $90.00
Pb: 978-0-415-87358-1: $49.95
eBook: 978-0-203-84411-3
For more information, visit: www.routledge.com/9780415873581

FOR MORE INFORMATION on a book?
Visit the direct URL found at the bottom of the title description.
**FORTHCOMING**

**Managing and Marketing Tourist Destinations**

**Strategies to Gain a Competitive Edge**

Metin Kozak, Mugla University, Turkey and Seyhmus Baloglu, University of Nevada, USA

*Series: Routledge Advances in Tourism*

Without adequate research and management, the potential impacts and benefits of tourism and travel services will not be maximized. In this volume, tourism scholars Metin Kozak and Seyhmus Baloglu evaluate the theoretical approaches and applications to competitive advantage within tourist destinations and demonstrate the ways to further develop the concept of destination competitiveness for application within tourist destinations. Kozak and Baloglu highlight the need for collaboration between the representatives of both the public and private sectors to adequately manage the growth and issues relevant within international tourism, marketing, management and competitiveness. This book will be indispensable to students and scholars of tourism, hospitality, and leisure and recreation programs, as well as practitioners within these industries.

August 2010: 234 x 156: 224pp
Hb: 978-0-415-99171-1: $95.00
For more information, visit: www.routledge.com/9780415991711

---

**ECONOMICS OF SUSTAINABLE TOURISM**

**Economics of Sustainable Tourism**

Edited by Fabio Cerina, Anil Markandya, University of Bath, UK and Michael McAleer

*Series: Routledge Critical Studies in Tourism, Business and Management*

Economics of Sustainable Tourism aims to critically explore how tourism economic development can move closer to a sustainable ideal from a firm Economic analytic anchor. Grounded in Economic theory and application it analyses tourist’s satisfaction and impacts of tourism on the host community, investigates the productivity of the industry and identify factors which could increase economic & sustainable development such as trade relationships. It offers further insight into how destinations sustainability can be measured, economic benefits of a more sustainable destination and sets the agenda for future research. The book includes range of theoretical and empirical perspectives and includes cutting edge research from international scholars.

September 2010: 234 x 156: 240pp
Hb: 978-0-415-58385-5: $140.00
For more information, visit: www.routledge.com/9780415583855

---

**SUSTAINABLE MARKETING OF CULTURAL AND HERITAGE TOURISM**

**Sustainable Marketing of Cultural and Heritage Tourism**

Deepak Chhabra, Arizona State University, USA

*Series: Routledge Critical Studies in Tourism, Business and Management*

Cultural attractions play an important role in tourism at all levels, and attracts huge numbers of tourists interested in heritage and the arts. Cultural Heritage Tourism has positive economic and social impacts but can also have negative impacts on communities and regions. This book draws together and links ideas of tourism from sustainable marketing perspectives and embeds it within a heritage management setting. Through a discussion and analysis of existing literature and practices this book aims to propose a marketing strategy framework grounded in sustainable principles that can be used to sustain and preserve the authenticity of cultural heritage for future generations, whilst appealing to the suppliers, the regulators, and the consumers.

This is a timely offering to a growing and vibrant area of research; what is most pertinent is that is a thorough and fresh take on the topic with primary research included. It will find a place in student materials for a variety of courses and it should be read by practicing academics and researchers.

April 2010: 234 x 156: 256pp
Hb: 978-0-415-77704-9: $140.00
For more information, visit: www.routledge.com/9780415777049

---

**CONSUMER-CITIZENS OF CHINA**

**Consumer-Citizens of China**

Kelly Tian, New Mexico State University, USA and Lily Dong, University of Alaska, Fairbanks, USA

*Series: Routledge Contemporary China Series*


August 2010: 234 x 156: 192pp
Hb: 978-0-415-555349-0: $130.00
For more information, visit: www.routledge.com/9780415553490

---

**TOURISM AND SOCIAL MARKETING**

**Tourism and Social Marketing**

Michael Hall, Cantebury University, UK

*Series: Routledge International Series in Tourism, Business and Management*

Tourism and Social Marketing is the first book to comprehensively detail the relevance of social marketing principles and practice to tourism, destination management and marketing. By considering this relationship and application of social marketing approaches to key issues facing contemporary tourism development such as the environment, this book provides significant insights into how the behaviours of visitors and businesses may be changed so as to develop more sustainable forms of tourism and improve the quality of life of destination communities. It further provides a powerful impetus to the development of tourism related forms of sustainable consumption and promotion of ethical tourism and marketing and innovative perspective on the sustainable tourism debate and practice. The book is comprehensive in scope by considering a variety of social marketing sub fields relevant to tourism including, health, non-profit, political, environment and sustainable marketing and draws on social marketing practices from a range of disciplines. It integrates well chosen international case studies to help tourism students engage with the broader debates in social marketing and show theory in practice.

December 2010: 246 x 174: 285pp
Hb: 978-0-415-57666-0: $162.00
Pb: 978-0-415-57666-6: $46.78
eBook: 978-0-203-85425-9
For more information, visit: www.routledge.com/9780415576666
This book explains how to organize and manage modifications during the solution realization phase of problem solving so improvements become the new way of life. The nine steps detailed in the books chapters, although applied to solution implementation, can be used on their own to manage all types of system modification. These transition activities are framed in a three stage model first proposed by Kurt Lewin the father of change theory. It packages a strategy for sustaining improvements that is easy to understand and apply – unfreeze, change, and refreeze.

Fundamental organizational performance techniques are introduced during each step to assist in managing the transformation from idea to integrated solution. These practices are not new or revolutionary, but often overlooked while team members focus on statistical and analytical means. The described methods have a decidedly human focus and are meant to supplement the familiar diagnostic tools associated with six-sigma and process improvement projects.
Information Management
An Informing Approach
Fons Wijhoven, Twente University, the Netherlands

This textbook focuses on the nature of information in order to provide graduates of any discipline with an understanding of the theory and practice that underpins information management.

Selected Contents:
1. Introduction
2. The Lockean View and Databases
3. The Legal View
4. The Kantian View and Multiple Perspectives
5. The Hegelian View and Information Politics
6. Information Management in Organizations
7. The Organizational View and Information Management Research

2009: 234 x 156: 192pp
Hb: 978-0-415-55215-8: $145.00
Pb: 978-0-415-55215-8: $53.95
For more information, visit: www.routledge.com/9780415552158

NEW

2nd Edition
Business Continuity Management
A Crisis Management Approach
Dominic Elliott, University of Liverpool, UK, Ethné Swartz, Farleigh Dickinson University, New Jersey, USA and Brahim Herbane, De Montfort University, UK

Since the publication of the first edition in 2002, interest in crisis management has been fuelled by a number of events, including 9/11. The first edition of this text was praised for its rigorous yet logical approach, and this is continued in the second edition, which provides a well-researched, theoretically robust approach to the topic combined with empirical research in business continuity management. New chapters are included on digital resilience and principles of risk management for business continuity. All chapters are revised and updated with particular attention being paid to the impact on smaller companies. New cases include: South Africa Bank, Lego, Morgan Stanley Dean Witter; small companies impacted by 9/11; and the New York City power outage of August 2003.


February 2010: 234 x 156: 352pp
Pb: 978-0-415-37109-4: $54.95
ebook: 978-0-203-86633-7
For more information, visit: www.routledge.com/9780415371094

FORTHCOMING IN 2011

Business Improvement
Integrating Quality, Innovation, and Knowledge Management
Rodney McAdam, University of Ulster, UK and Shirely-Ann Hazlett, Queen’s University, Belfast, UK

Distinct from many traditional business improvement texts, this book is the first to fully integrate innovation, quality, and knowledge management. Taking a broad scope, using international case studies from a range of settings, both private/public enterprises and closely relating the key components of business improvement rather than viewing them as an eclectic mix, the authors outline both the pros and cons of the subject as well as providing a wealth of pedagogical features. These include appendices of practical measurement tools and an extensive website offering support to lecturers through lecture plans and additional course materials and cases.

Discussing the subject at a suitable level, it explores the key current and emergent strands of business improvement, including:
• quality management (quality and business excellence management)
• innovation management (creativity and innovation management)
• knowledge management (knowledge and process management).

Enabling readers to make more informed choices in shaping business improvement efforts to meet their needs, this text is an invaluable resource for all students of innovation management, business improvement, and quality.


January 2011: 246 x 174: 448pp
Hb: 978-0-415-42846-0: $190.00
Pb: 978-0-415-42847-7: $59.95
For more information, visit: www.routledge.com/9780415428477

NEW

Perspectives on Projects
Rodney J. Turner, ESC Lille, France, Martina Huemann, Vienna University of Economics and Business, Austria, Frank T. Anbair, Drexel University, USA and Christophe N. Bredillet, ESC Lille, France

Modern project management had its genesis in the field of operations research in the late 1940s, but today it is a much more diverse subject. It has evolved and developed a much wider range of methods, techniques, and skills that the project manager can draw upon. Not all these skills are relevant to every project, but an assortment of them will be relevant to most. This book aims to describe for students, researchers and managers the full range of skills that project managers can use to develop their methodologies. The authors group the skills into nine perspectives, representing nine schools of project management research and theory. By attaching a metaphor to each of these perspectives, students, researchers and managers are better able to understand each approach and decide whether it is best suited to the development of a strategy for managing their project.

Perspectives on Projects builds upon the various theoretical orientations that the field of project management has developed. Featuring several case studies, drawn from a variety of settings, to illustrate how the different schools can provide different perspectives on projects, this book is an ideal text for anyone involved in project management.

May 2010: 234 x 156: 384pp
Hb: 978-0-415-99373-9: $140.00
Pb: 978-0-415-99374-6: $45.95
ebook: 978-0-203-89163-6
For more information, visit: www.routledge.com/9780415993746
Managing IT Outsourcing
Erik Beulen, and Jan Roos and Pieter Ribbers, both at Tilburg University, the Netherlands

Outsourcing is a major international phenomenon in business today. The areas of Information Technology and Management represent a unique case for outsourcing, both in terms of benefits and potential interorganizational problems. This completely revised edition presents the latest theory, research and practice in this fast changing field. With a range of case studies from outsourcing companies across the globe, the book offers a strong grounding in real-world industrial experience and keeps abreast of the most important developments in the field. The book provides expanded coverage of issues such as offshoring, multi-sourcing, business process outsourcing and the spread of offshoring to countries such as China and Russia. Uniquely, this book focuses on both sides of the outsourcing relationship, providing a balanced exploration of the ways in which these partnerships can be managed successfully.

Accessible and cutting-edge, the second edition of Managing IT Outsourcing provides an in-depth, practical perspective on this important and far-reaching challenge. How can development and use of new technology relate? How can users contribute to innovation? This volume is the first to study these questions by following particular technologies over several product launches in detail. It examines the emergence of inventive ideas about future technology and uses, how these are developed into products and embedded in healthcare practice, and how the form and impact of these technologies then evolves through several rounds of design and deployment across different types of organizations. Examining these processes through three case studies of health care innovations, these studies reveal a blind spot in extant research on development-use relations. The majority of studies have examined shorter ‘episodes’: moments within particular design projects, implementation processes, usability evaluations, and human-machine interactions. Studies with longer time-frames have so far lacked these qualitative ‘grain-size’ of analysis and hence lost sight of how the interchange is actually done. As a result there are no social science, information systems, or management texts which comprehensively or adequately address:

- how different moments, sites and modes of shaping new technology determine the evolution of new technology
- the detailed mechanisms of learning, interaction, and domination between different actors and technology during these drawn out processes
- the relationship of technology projects and the professional practices and social imaginations that are associated in technology development, evaluation, and usage.

The ‘biographies of technologies and practices’ approach to new technology advanced in this volume offers us urgent new insight to core empirical and theoretical questions about how and where development projects gain their representations of future use and users, how usage is actually designed, how users’ requests and modifications affect designs, and what kind of learning takes place between developers and users in different phases of innovation—all crucial to our understanding and ability to advance new health technology, and innovation more generally.


Health Technology Development and Use
From Practice-Bound Imagination to Evolving Impacts
Sampsia Hyysalo, University of Helsinki, Finland


How do development and use of new technology relate? How can users contribute to innovation? This volume is the first to study these questions by following particular technologies over several product launches in detail. It examines the emergence of inventive ideas about future technology and uses, how these are developed into products and embedded in healthcare practice, and how the form and impact of these technologies then evolves through several rounds of design and deployment across different types of organizations. Examining these processes through three case studies of health care innovations, these studies reveal a blind spot in extant research on development-use relations. The majority of studies have examined shorter ‘episodes’: moments within particular design projects, implementation processes, usability evaluations, and human-machine interactions. Studies with longer time-frames have so far lacked these qualitative ‘grain-size’ of analysis and hence lost sight of how the interexchange is actually done. As a result there are no social science, information systems, or management texts which comprehensively or adequately address:

- how different moments, sites and modes of shaping new technology determine the evolution of new technology
- the detailed mechanisms of learning, interaction, and domination between different actors and technology during these drawn out processes
- the relationship of technology projects and the professional practices and social imaginations that are associated in technology development, evaluation, and usage.

The ‘biographies of technologies and practices’ approach to new technology advanced in this volume offers us urgent new insight to core empirical and theoretical questions about how and where development projects gain their representations of future use and users, how usage is actually designed, how users’ requests and modifications affect designs, and what kind of learning takes place between developers and users in different phases of innovation—all crucial to our understanding and ability to advance new health technology, and innovation more generally.


Health Technology Development and Use
From Practice-Bound Imagination to Evolving Impacts
Sampsia Hyysalo, University of Helsinki, Finland


How do development and use of new technology relate? How can users contribute to innovation? This volume is the first to study these questions by following particular technologies over several product launches in detail. It examines the emergence of inventive ideas about future technology and uses, how these are developed into products and embedded in healthcare practice, and how the form and impact of these technologies then evolves through several rounds of design and deployment across different types of organizations. Examining these processes through three case studies of health care innovations, these studies reveal a blind spot in extant research on development-use relations. The majority of studies have examined shorter ‘episodes’: moments within particular design projects, implementation processes, usability evaluations, and human-machine interactions. Studies with longer time-frames have so far lacked these qualitative ‘grain-size’ of analysis and hence lost sight of how the interchange is actually done. As a result there are no social science, information systems, or management texts which comprehensively or adequately address:

- how different moments, sites and modes of shaping new technology determine the evolution of new technology
- the detailed mechanisms of learning, interaction, and domination between different actors and technology during these drawn out processes
- the relationship of technology projects and the professional practices and social imaginations that are associated in technology development, evaluation, and usage.

The ‘biographies of technologies and practices’ approach to new technology advanced in this volume offers us urgent new insight to core empirical and theoretical questions about how and where development projects gain their representations of future use and users, how usage is actually designed, how users’ requests and modifications affect designs, and what kind of learning takes place between developers and users in different phases of innovation—all crucial to our understanding and ability to advance new health technology, and innovation more generally.


Health Technology Development and Use
From Practice-Bound Imagination to Evolving Impacts
Sampsia Hyysalo, University of Helsinki, Finland


How do development and use of new technology relate? How can users contribute to innovation? This volume is the first to study these questions by following particular technologies over several product launches in detail. It examines the emergence of inventive ideas about future technology and uses, how these are developed into products and embedded in healthcare practice, and how the form and impact of these technologies then evolves through several rounds of design and deployment across different types of organizations. Examining these processes through three case studies of health care innovations, these studies reveal a blind spot in extant research on development-use relations. The majority of studies have examined shorter ‘episodes’: moments within particular design projects, implementation processes, usability evaluations, and human-machine interactions. Studies with longer time-frames have so far lacked these qualitative ‘grain-size’ of analysis and hence lost sight of how the interchange is actually done. As a result there are no social science, information systems, or management texts which comprehensively or adequately address:

- how different moments, sites and modes of shaping new technology determine the evolution of new technology
- the detailed mechanisms of learning, interaction, and domination between different actors and technology during these drawn out processes
- the relationship of technology projects and the professional practices and social imaginations that are associated in technology development, evaluation, and usage.

The ‘biographies of technologies and practices’ approach to new technology advanced in this volume offers us urgent new insight to core empirical and theoretical questions about how and where development projects gain their representations of future use and users, how usage is actually designed, how users’ requests and modifications affect designs, and what kind of learning takes place between developers and users in different phases of innovation—all crucial to our understanding and ability to advance new health technology, and innovation more generally.

This second edition of David VanHoose’s e-Commerce Economics has been comprehensively updated to reflect the massive changes in the industry over the past few years. The rise and market position of Web 2.0 technologies such as iTunes, eBay and Amazon is fully explored and key new topics explored in this new edition include the following:

- the growth of open source software
- product compatibility and network standards
- the bundling of information goods and associated antitrust issues
- the impact of the internet on telecommunications
- the regulation of internet gambling
- the development of online consumer communities.

Suitable for advanced undergraduate and graduate courses in the economics of eCommerce, both in business schools and economics departments, the text is informed by the latest in cutting edge microeconomic and industrial organization theory with information, auctions, games and behavioral factors all key themes. The books also takes a fully international approach to the subject matter.

January 2011: 246 x 174: 544pp
Hb: 978-0-415-77897-8: $185.00
Pb: 978-0-415-77898-5: $71.95
For more information, visit: www.routledge.com/9780415778985
# INDEX

## A
- Academic Writing for International Students of Business .......................... 19
- Academy and Empire ........................................................................... 2
- Accounting and Business Ethics .............................................................. 3
- Accounting and Distributive Justice ......................................................... 2
- Accounting in Networks ........................................................................ 3
- Advances in Tourism (series) .................................................................. 13
- Advances in Tourism Destination Marketing ............................................ 13
- Advertising .............................................................................................. 12
- Aging Consumer, The ........................................................................... 13
- Agricultural Marketing ............................................................................ 8
- Ahluwalia, Rohrs .................................................................................... 12
- Anbari, Frank T. ..................................................................................... 16
- Andreu, Luisa L.A .................................................................................. 13

## B
- Baarda, Ben ............................................................................................ 4
- Bailey, Stephen ....................................................................................... 19
- Balmer, John ........................................................................................... 7
- Balmer, John M.T. .................................................................................. 11
- Baloglu, Seyhmus .................................................................................. 14
- Basics of Financial Management, The ...................................................... 4
- Basset, John ............................................................................................. 15
- Beulen, Erik ............................................................................................ 17
- Beyond the Consumption Bubble ............................................................ 11
- Bienvenu, Sherron ................................................................................... 19
- Bjerre, Mogens ....................................................................................... 9
- Boyson, Sandor ....................................................................................... 15
- Brand Management .................................................................................. 9
- Brands and Brand Management ............................................................... 12
- Bredillet, Christophe N. ........................................................................ 16
- Brown, Steve .......................................................................................... 15
- Business Improvement ........................................................................... 16
- Business Information Systems .................................................................. 16

## C
- Caldwell, Nigel ....................................................................................... 17
- Carden, Ann R. ....................................................................................... 10
- Cases in Public Relations Management ................................................... 10
- Cerina, Fabio ........................................................................................... 14
- Chadwick, Simon .................................................................................... 14
- Chhabra, Deepak ..................................................................................... 14
- Close, Angelina ....................................................................................... 13
- Clow, Kenneth ........................................................................................ 4
- Commodity Risk Management ............................................................... 4
- Concise Encyclopedia of Insurance Terms .............................................. 4
- Conflict Resolution .................................................................................. 6
- Connected Customer, The .................................................................... 13
- Consoli, Mathews Alberto ....................................................................... 8
- Consumer Behavior Knowledge for Effective Sports and Event Marketing .................................................................................. 13
- Consumer-Citizens of China .................................................................. 14
- Contemplating Corporate Marketing ......................................................... 13
- Identity and Communication .................................................................. 11
- Cori, Thomas .......................................................................................... 15
- Czinkota, Michael ................................................................................... 7

## D
- Dawson, John .......................................................................................... 11
- Daymon, Christine .................................................................................. 10
- Decrop, Alain .......................................................................................... 13
- Dekimpe, Mamik G. ................................................................................ 13
- DeSantos, Barbara ................................................................................... 10
- Dong, Lily .................................................................................................. 14
- Dralet, Aimee ........................................................................................... 13
- e Castro, Luísano Thome ......................................................................... 8
- eCommerce Economics, Second Edition .................................................. 18
- Economics of Sustainable Tourism .......................................................... 14
- Edwards, Allan ....................................................................................... 14
- Edwards, John Richard ........................................................................... 3
- Ekstrom, Karen ........................................................................................ 11
- Elementary Statistics Tables .................................................................... 5
- Elliott, Dominic ....................................................................................... 16
- e-Marketing in Sport ............................................................................... 14
- e-Relationships in Marketing ................................................................... 8
- Essentials of Marketing Management ...................................................... 7
- European Distribution and Supply Chain Logistics ................................. 15
- Eyler, Robert ........................................................................................... 5

## E
- Fennis, Bob M. ........................................................................................ 13
- Findlay, Anne .......................................................................................... 11
- Flower, John ............................................................................................ 2
- Foundations of Sport Management (series) ................................................. 14
- Freitag, Alan R. ..................................................................................... 17
- Future of Global Business, The ............................................................... 7
- Gershon, Richard A. ................................................................................ 18
- Gisbrechts, Els ....................................................................................... 13
- Glans, Kay ............................................................................................... 11
- Global Advertising, Attitudes, and Audiences .......................................... 12
- Global Public Relations .......................................................................... 9
- Gnoth, Juergen ....................................................................................... 13
- Grefen, Paul ............................................................................................. 8
- Greyser, Stephen ..................................................................................... 7
- Grill, Roel ................................................................................................. 15

## H
- Hakanson, Hakan ................................................................................... 3
- Hall, Michael ........................................................................................... 14
- Handbook of Tourist Behavior .................................................................. 15
- Harrington, Lisa H. .................................................................................. 15
- Harrison, Michael ................................................................................... 5
- Hazlett, Shirley-Anne ............................................................................... 16
- Health Technology Development and Use ............................................... 17
- Heding, Tilde ........................................................................................... 9
- Herbane, Brahman .................................................................................. 9
- Hofffield, C. Ann .................................................................................... 18
- Holloway, Immy ..................................................................................... 10
- Houston, Michael J. ................................................................................ 12
- How Audiences Decide ........................................................................... 8
- Howard, Mickey ..................................................................................... 17
- Huang, Kun-Huang ................................................................................. 7
- Huemann, Martina ................................................................................... 16
- Hysel, Sampa ............................................................................................ 17

## I
- Information Management ........................................................................ 16
- Insights from Accounting History ............................................................ 2
- Insurance Theory and Practice .................................................................. 4
- Interactive Marketing ............................................................................... 12
- International Marketing ........................................................................... 9
- Introduction to Statistics with SPSS ............................................................ 4

## L
- Lacy, Stephen ........................................................................................... 18
- Lamming, Richard ................................................................................... 15
- Lancaster, Geoffrey .................................................................................. 7
- Law, Corporate Governance, and Accounting ......................................... 2
- Lehaney, Brian ........................................................................................ 16
- Lind, Johnny ............................................................................................. 3
- Logistics ................................................................................................. 15
- Loken, Barbara ........................................................................................ 12
- Lomas, Robert ......................................................................................... 19
- Lovett, Phil .............................................................................................. 16
- Lubin, Paul C. ......................................................................................... 4

## M
- Macroeconomics .................................................................................... 5
- Making It All Work .................................................................................. 15
- Managing and Marketing Tourist Destinations ....................................... 14
- Managing IT Outsourcing, Second Edition ................................................. 17
- Managing Service Firms ......................................................................... 12
- Managing Sport Finance ......................................................................... 6
- Markandya, Anil ..................................................................................... 14
- Marketing and Consumer Psychology Series (series) ............................... 12, 13
- Marketing Fundamentals ........................................................................ 8
- Marketing Methods to Improve Company Strategy .................................... 8
- Martijn, De Goede .................................................................................... 4
- Massingham, Lester ................................................................................ 7
- Mastering e-Business .............................................................................. 8
- Mastering Your Business Dissertation ....................................................... 19
- Mathematics for Economics and Finance ............................................... 5
- McAdam, Rodney ..................................................................................... 16
- McAleer, Michael ................................................................................... 14
- McPhail, Ken ........................................................................................... 3
- Media Management .................................................................................. 18
- Memreis, Bill .......................................................................................... 8
- Miles, Christopher J. ................................................................................ 12
- Miller, Dale .............................................................................................. 8
- Money and Banking .................................................................................. 5
- Moss, Danny ............................................................................................ 10
- Mourinho, Luiz ....................................................................................... 7

## N
- Neave, Henry R. ...................................................................................... 5
- Neves, Marcos Fava .................................................................................. 8

## O
- Okonski, Sak ........................................................................................... 9

## P
- P., de Boers ............................................................................................ 3
- Perspectives on Projects ............................................................................ 16
- Pieters, F.G.M. (Rik) ................................................................................ 13
- Ploos van Amstel, M. J. ............................................................................ 15
- Ploos van Amstel, Walther ....................................................................... 15
- Podnar, Klement ..................................................................................... 11
- Poitras, Geoffrey ...................................................................................... 4
- Poullaud, Chris ....................................................................................... 2
- Powell, Melanie ....................................................................................... 10
- Proctor, Tony ........................................................................................... 9
- Procuring Complex Performance ............................................................... 17
- Project Management ................................................................................. 15
- Protecting Main Street ............................................................................. 4
- Psychology of Advertising, The ............................................................... 13
- Public Relations Cases ............................................................................. 10
- Public Relations Writing Workshop ........................................................... 10

## Q
- Qualitative Research Methods in Public Relations and Marketing Communications .................................................................................. 10
INDEX

21

R
Rao Hill, Sally ........................................................................... 8
Retail Product Management ................................................... 11
Retailing Reader, The .............................................................. 11
Revealing the Corporation ....................................................... 7
Ribbers, Peter .......................................................................... 17
Ronkainen, Ilkka .................................................................... 7
Roos, Jan ................................................................................ 17
Rossana, Robert J. ................................................................ 5
Routledge Advances in Management and Business Studies (series) ......................................................... 12
Routledge Advances in Tourism (series) ................................ 13, 14
Routledge Communication Series (series) ................................ 18
Routledge Companion to Accounting History, The ........... 3
Routledge Contemporary China Series (series) ................. 14
Routledge Critical Studies in Tourism, Business and Management (series) .............................................. 15
Routledge Historical Perspectives in Accounting (series) .... 2
Routledge International Series in Tourism, Business and Management (series) ..................................... 12
Routledge Intuitive Marketing Research (series) .................. 11, 12
Routledge New Works in Accounting History (series) .......... 2
Routledge Series in Information Systems (series) ............. 16
Routledge Studies in Accounting (series) ................................ 2, 3
Routledge Studies in Business Organizations and Networks (series) ....................................................... 17
Routledge Studies in Technology, Work and Organizations (series) .......................................................... 17
Routledge Textbooks in Environmental and Agricultural Economics (series) ........................................... 8
Ruud, Brouwers ..................................................................... 4

S
Schultz, John R ....................................................................... 15
Schwarz, Norbert ................................................................... 13
Sensory Marketing ................................................................ 12
Shah, Mahmood .................................................................... 16
Shay, John ............................................................................ 9
Shiau, Suk ................................................................. 2
Silver, Lawrence ................................................................... 4
Skålen, Per .......................................................................... 12
Smith, Ronald D. .................................................................. 10
Sohn, Broderick, Ardyth ...................................................... 18
Sparks, Leigh ....................................................................... 11
Statistics Tables .................................................................. 5
Stevens, Robert E .................................................................. 4
Stokes, Ashli Quesinberry ..................................................... 9
Straight Talk ........................................................................ 19
Strategic Marketing .............................................................. 9
Strategic Operations Management ........................................ 15
Strategic Planning for Public Relations ............................... 10
Stroebel, Wolfgang ................................................................ 13
Sustainable Marketing of Cultural and Heritage Tourism ... 14
Swami, Patricia ................................................................. 10
Swartz, Elhen ....................................................................... 16
Sweeney, Arthur ................................................................... 8
Sylvie, George ..................................................................... 18

T
Telecommunications and Business Strategy .................................................. 18
Thoys, Rob .......................................................................... 4
Tian, Kelly .......................................................................... 14
Tibbs, Andy ........................................................................ 12
Timms, Paul R. ................................................................... 19
Tourism and Social Marketing ................................................ 14
Turner, Rodney J. ............................................................... 16

V
van Dijkum, Cor .................................................................. 4
Van Goor, Ad R ................................................................... 15
VanHoose, David .................................................................. 18
Varley, Rosemary ............................................................... 11
Vercammen, James ............................................................. 8
Verhage, Bronislaw J .......................................................... 8
Visser, Hessel ..................................................................... 15

W
Waldron, Patrick ................................................................. 5
Walker, Stephen P ................................................................ 3
Walters, Diane .................................................................... 3
Wicks, Leblanc, Jan ................................................................ 18
Wijnhoven, Fons ............................................................... 16
Wilson, Robert J. .................................................................. 6
Wilson, Tony ....................................................................... 12
Wim, Koetzier ..................................................................... 4
Wolf, Stefan ......................................................................... 6
Worldwide Cases in Marketing Management ................... 7
Wuyts, Stefan H.K. ................................................................ 13

X
X-SCM ...................................................................................... 15

Y
Yoon, Carolyn ..................................................................... 13
Young, Richard .................................................................. 8

Z
Zappala, Joseph M. ............................................................ 10
Zeef, Stephen A. .................................................................. 2
Did you know that you can now browse all our Routledge catalogues in a seamless, easy-to-use online format? Packed with a great set of interactive features, these sleek catalogues make it even easier to browse, search and order your favourite Routledge titles.

**Great things you can do with our e-catalogues:**
- find books instantly using the built-in search function
- bookmark multiple catalogues in your browser so you can return to them whenever you want
- click in the Contents to skip to the sections you want to see first
- easily scroll across, zoom in or out, read in full-screen or even tailor your viewing settings
- share them instantly with your colleagues via email or post them to popular social networking sites such as Facebook and Twitter.

To explore our whole range of Routledge online catalogues visit: [www.routledge.com/catalogs](http://www.routledge.com/catalogs)
I recommend you purchase this/these book(s).

<table>
<thead>
<tr>
<th>Title:</th>
<th>ISBN:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
<td>ISBN:</td>
</tr>
<tr>
<td>Title:</td>
<td>ISBN:</td>
</tr>
</tbody>
</table>

To:

From:

Position:

Department:

COMPLIMENTARY EXAM REQUEST

To order a complimentary exam copy, please contact us using one of the methods below.

**TELEPHONE:** Toll Free: 1-800-634-7064

**FAX:** Toll Free: 1-800-248-4724

**ONLINE:** [www.routledge.com/info/compcopy](http://www.routledge.com/info/compcopy)

ORDER YOUR JOURNALS

To purchase or to subscribe to any of our authoritative journals, please contact us using one of the methods below.

**TELEPHONE:**
- Toll Free: 1-800-354-1420
- Overseas: 1-215-625-8900

**EMAIL:** customerservice@taylorandfrancis.com

**ONLINE:** [www.informaworld.com/journals](http://www.informaworld.com/journals)

EBOOKS

Thousands of our titles are available as eBooks – in Adobe, Microsoft Reader and Mobipocket formats or available to browse online.

For more information, and to start browsing go to: [www.ebookstore.tandf.co.uk](http://www.ebookstore.tandf.co.uk)

www.routledge.com/business
ORDER YOUR BOOKS TODAY...

Available through your bookstore or from Routledge.
To order in the US, Canada and Latin America, please contact:

MAIL:
Routledge
7625 Empire Drive
Florence, KY 41042

TELEPHONE:
Toll Free: 1-800-634-7064
(M-F: 8am – 5:30pm)
International: (561) 361-6000, ext. 6418

FAX:
Toll Free: 1-800-248-4724
International. (561) 361-6075

EMAIL:
orders@taylorandfrancis.com

ONLINE:
www.routledge.com

SHIPPING & HANDLING

US: $5.99 1st book; $1.99 each additional book.
Canada: Ground: $7.99 1st book; $1.99 each additional book.
        Expedited: $15.99 1st book; $1.99 each additional book.
Latin America: Airmail: $44.00 1st book; $7.00 each additional book.
        Surface: $17.00 1st book; $2.99 each additional book.

SALES TAX/GST
Residents of AZ, CA, CO, CT, FL, GA, IL, IN, KY, MA, MD, ME, MO, NJ, NY, PA, TN, TX, UT, VA and CANADA please add local sales tax.
Canadian residents please add 5% GST.

Prices and publication dates are subject to change without notice.

Method of Payment

Institutions: Please attach your institutional purchase order to this form.
Individuals: We request that all US and Canadian individual orders be prepaid by check, money order, or credit card.
Latin American individual orders be prepaid by money order or credit card only.

I have included my check (US and Canada only) or money order for the full amount due, made payable to Taylor & Francis/Routledge.

Please charge my credit card: □ VISA □ MasterCard □ American Express

Name on credit card: ____________________________________________________________  Expiration date: _______ /_______

Account number: ______________________________________________________________

Signature: ______________________________________________________________________   Date: ______ /______ /______
(order not valid without signature)

Your Details – Please use block capitals.

First Name: ___________________________  Last Name: ___________________________

Email: ________________________________

Department: ___________________________

Institution: ___________________________

Address: ______________________________

City: ___________________  State: ___________  Zip Code: ____________

Country: ___________________________  Telephone: ____________________________
Academic Writing
for International Students of Business

Stephen Bailey

The first book to help international students write material for business qualifications!

Academic Writing for International Students of Business is the first book specially designed to assist overseas students studying Business or Economics courses in English. Most courses expect students to complete a variety of writing tasks as part of their assessment, such as essays, reports and projects. For many students these can be a major concern, but this book explains the writing process from start to finish and practises all the key writing skills.

Academic Writing for International Students of Business is clearly organised and can be used either with a teacher or for self-study. It is divided into four main parts:

- The Writing Process, from assessing sources to proof-reading the completed work
- Elements of Writing, practising such skills as giving definitions and examples
- Accuracy in Writing, with 15 units on areas from abbreviations to verb tenses
- Writing models, which illustrate emails, CVs, reports and longer essays

This pattern makes it easy for teachers or students to find the help they need with writing tasks. All the units include extensive practice exercises, and a full answer key is included. All the material has been thoroughly tested and revised.

This is an up-to-date course which reflects the interests and issues of contemporary business studies. Critical reading, avoiding plagiarism and working in groups are dealt with in detail. This practical and easy-to-use guide will help students planning to progress onto a career with international companies or organisations, where proficiency in written English is an important asset.

Table of Contents

Part 1: The Writing Process
1.1 Background to Writing
1.2 Critical Reading
1.3 Avoiding Plagiarism
1.4 From Understanding Titles to Planning
1.5 Finding Key Points and Note-Making
1.6 Paraphrasing
1.7 Summarising
1.8 References and Quotations
1.9 Combining Sources
1.10 Organising Paragraphs
1.11 Introductions and Conclusions
1.12 Re-writing and Proof-reading

Part 2: Elements of Writing
2.1 Argument and Discussion
2.2 Cause and Effect
2.3 Cohesion
2.4 Comparisons
2.5 Definitions
2.6 Examples
2.7 Generalisations
2.8 Numbers
2.9 Problems and Solutions
2.10 Style
2.11 Visual Information
2.12 Working in Groups

Part 3: Accuracy in Writing
3.1 Abbreviations
3.2 Academic Vocabulary
3.3 Articles
3.4 Caution
3.5 Linkers
3.6 Nouns and Adjectives
3.7 Prefixes and Suffixes
3.8 Prepositions
3.9 Punctuation
3.10 Singular or Plural
3.11 Synonyms
3.12 Time Words
3.13 Verbs
3.14 Verbs - Reference
3.15 Verbs - Tenses

Part 4: Writing Models
4.1 Formal Letters and Emails
4.2 Writing CVs
4.3 Designing and Reporting Surveys
4.4 Taking Ideas from Sources
4.5 Writing Longer Essays
Visit the NEW Routledge.com

Why Should You Try Our New Website?

- Improved search, product listings and product detail pages
- Enhanced shopping experience, shipping options and security
- New ways to browse our books; “Textbooks by Course”

WEB ORDERS OVER $35 RECEIVE FREE SHIPPING IN US AND CANADA

www.routledge.com/business