

Human Resource Development Theory and Practice

Jeff Gold, Julie Beardwell, Rick Holden, Paul Iles and Jim Stewart

Paperback
Nov 2009 £36.99 978-0-230-21687-7

504 pp 246x189mm

CONTENTS

The Nature and Scope of Human Resource Development
Strategic HRD and the Learning and Development Function
National HRD Policies and Practices
Learning Theories and Principles
The Practice of Training: the Identification of Training Needs
The Practice of Training: the Design and Delivery of Training
Evaluation of Human Resource Development
E-Learning
Workplace Learning, Knowledge Management and Organisational Learning
HRD and Change at Work
Continuing Professional Development and Life-Long Learning
Contrasting Contexts of HRD Practice
HRD and Diversity
Cross-Cultural HRD
Management Development
Leadership Development
Team Development
Graduates and Graduate Employability
The Future of HRD

JEFF GOLD is Principal Lecturer in Organisation Learning at Leeds Business School, Leeds Metropolitan University and a member of the Northern Leadership Academy.

RICK HOLDEN is currently Principal Lecturer in the School of Human Resource Management, Leeds Business School, Leeds Metropolitan University, UK.

PAUL ILES is a Running Stream Professor in HRD at Leeds Business School, having previously worked at the University of Teesside, Liverpool John Moores University and the Open University.

JIM STEWART is a Running Stream Professor in HRD at Leeds Business School, Leeds Metropolitan University, UK.

JULIE BEARDWELL is Academic Support Manager, Corporate Programmes, Leicester Business School, De Montfort University, UK.

Intellectually rigorous, accessible and comprehensive - it ticks all the boxes for an excellent textbook. The book provides a critical introduction to the field of HRD, providing a stimulating review of contemporary debates in the field, and a wealth of references. The activities, review questions and examples make it a useful teaching resource. Clare Valentin, HRD Programme Director, The University of Edinburgh, UK.

About the book

A comprehensive and critical evaluation of the theory and practice of HRD. Ideally suited for undergraduates, it guides students through key contemporary topics. Written by a team of leading academic experts and packed with learning activities and real world examples, it is essential reading for any student studying a module in HRD.

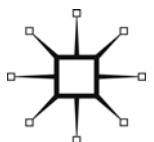
Selling Points

Leading experts provide a comprehensive resource for this fast-growing field. Engaging learning tools; crucial hot topics like diversity, workplace learning, and cross-cultural HRD

- Written by a team of leading HRD academics
- Provides a critical and analytical evaluation of HRD theory and practice
- Specifically written with undergraduates in mind

Who will buy this book?

3rd year undergraduates studying HRD as part of a General Business Degree; Students pursuing a HRM degree or pathway will also use this as a core text



Work and Organizational Behaviour Understanding the Workplace

2nd Edition

John Bratton, Peter Sawchuk, Carolyn Forshaw, Militza Callinan and Martin Corbett

Paperback
Mar 2010 £39.99 978-0-230-23061-3
608 pp 276x216mm

CONTENTS

PART ONE: WORK AND ORGANIZATIONAL BEHAVIOUR

Capitalism and organizational behaviour
The social nature of work
Studying work and organizations

PART TWO: INDIVIDUALS AND WORK

Personality and identity
Perception and emotion
Learning and innovation
Motivation at work
Gender, race, disability and class

PART THREE: GROUPS AND SOCIAL INTERACTION

Groups and teams

PART FOUR: ORGANIZATIONAL CHANGE, PROCESSES AND PERFORMANCE

Organizational design
Technology in work organizations
Organizational culture
Leadership and change
Communications
Decision making and ethics
Power, politics and conflict
Human resource management

JOHN BRATTON is Professor of Sociology at Thompson Rivers University, Kamloops, Canada. He was the first Director of the Workplace Learning Research Unit, at the University of Calgary. He has served on the faculties of Leeds Business School at Leeds Metropolitan University, University of Bradford, and the Open University, UK.

PETER H SAWCHUK is a member of the Sociology and Equity studies department at the University of Toronto, Canada.

CAROLYN FORSHAW is communications consultant. She has lectured in professional writing at Thompson Rivers University. She has had more than twenty-five years experience in the field in Britain and Canada.

MILITZA CALLINAN M is a Chartered Psychologist and lectures in organizational behaviour and human resource management at Leeds University Business School

MARTIN CORBETT is Associate Professor of Industrial relations and Organisational Behaviour at Warwick Business School, University of Warwick, UK

'Bratton's new Organisational Behaviour textbook is the most comprehensive and up-to-date OB textbook I have read in a long time. There are many novel pedagogical items in the book such as 'OB in films' or 'web-based assignments'. I welcome them both as for a long time I have been trying to incorporate them in my own teaching. It is great to see a textbook that will make my job easier!'

- Dr Dorota Dobosz-Bourne, Queen Mary, University of London, UK

About the book

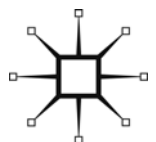
Work and Organizational Behaviour is a brand new core text for undergraduate and MBA students taking an introductory course in organizational behaviour. It provides both a psychologically and sociologically based view of behaviour in work organisations, from a critical perspective.

Selling Points

- Provides a balanced coverage of traditional material and the more critical approaches to examining OB
- Offers a more global appreciation of behaviour at work, drawing upon academic literature and business practice from Europe and Asia, as well as North America
- Includes a number of beneficial pedagogical features, a striking 4-colour page design that also serves to enhance signposting, and a complementary website full of useful learning and teaching tools

Who will buy this book?

1st or 2nd year Organisation Behaviour modules on all business related undergraduate degree courses
Postgraduate and MBA courses.





Palgrave Master Series

Paperback
Jul 2009 £17.99 978-0-230-21692-1
496 pp 234x156mm

CONTENTS

Preface
Introduction
Acknowledgements
The Process of Communication
Speaking Effectively
Listening
Human Interaction and Non-Verbal Communication
Telephone, Voicemail and Mobile
Interviewing
Being Interviewed for a Job
Communicating in Groups
Running and Taking Part in Meetings
Giving a Talk or Presentation
Using Visual Aids
Faster Reading
Better Reading
Writing/Emailing Business Letters
Applying for a Job by Post or Email
Writing/Emailing Reports
Emails - Notes or 'Memos', Messages, Attachments, Forms and Questionnaires
Visual Communication
Getting to Grips with Grammar
Common Problems with English
Appendices
A Final Word
Bibliography
Answers to Exercises
Index

Mastering Communication

5th Edition

Nicky Stanton

NICKY STANTON is a Management Consultant and Trainer in managerial development and communication. She has worked in the industry as a Training Officer and in education as a Senior Lecturer in Communication and Head of a business studies department.

'The author's style of writing is, easy to read and friendly without being patronising. It is true to say that many of my students originally believe they know how to communicate. Much of the content of this book, causes them to re-evaluate their own abilities.'

– Richard Kunc, Bradford School of Business and Law, Bradford College, UK

'This text's strength is the range of communication it covers – it is comprehensive and shows a regard for the finer points.'

– Sue Hutchings, School of Health and Social Care, Oxford Brookes University, UK

About the book

This book will help students improve their speaking, listening, reading and writing skills. It will give an understanding of the importance of good communication skills for their personal development and career. It is relevant to a variety of courses: HE, FE, Professional, Open University, A-level and International Baccalaureate.

Selling Points

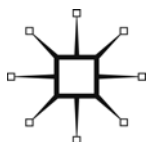
If you want to improve your own communication skills and your knowledge of how communication works in organisations, then this book is for you.

- This fifth edition has been updated to reflect developments in technology, communication research and business practice
- Covers the skills of speaking, writing, listening, and reading
- Contains useful sections on grammar and usage, checklists on spelling, commonly misused and confused words and modern business style
- Includes activities, assignments, self-checks and exercises (with suggested answers) throughout

Who will buy this book?

Student studying on undergraduate, A-Level, International Baccalaureate, NVQ and professional courses; Professional Business People.

Previous Edition ISBN
978-1-4039-1709-6



Knowledge Management Organizing Knowledge Based Enterprises

Igor Hawryszkiewicz

Paperback
Nov 2009 £29.99 978-0-230-23027-9

384 pp 234x156mm

CONTENTS

PART I: KNOWLEDGE MANAGEMENT
WITHIN BUSINESS COMMUNITIES
The Business Environment
Business Processes And Activities
Connecting People Within Business
Activities
Collaboration, Knowledge And
Innovation
Culture And Knowledge Sharing
Social Software
PART II: CURRENT BUSINESS SYSTEMS
Today's Business Applications
Achieving Dynamic Capability Through
Business Networking
PART III: ORGANIZING FOR
KNOWLEDGE MANAGEMENT
Modeling Business Activities
The First Design Step: Defining
Requirements
Creating The Business Architecture:
Combining Activities, Knowledge And
People
PART FOUR Supporting Technologies
Specifying Electronic Workspaces For
The Business Architecture
Technologies For Business Processes
Connecting Enterprises

IGOR HAWRYSZKIEWYCZ is Professor of Computing Sciences at the University of Technology, Sydney, Australia. Prior to joining the University of Technology, Sydney, he was a Principal Lecturer in Information Systems at the University of Canberra, Australia.

'An excellent book that positions IT within the context of modern organisations. It recognises the need for organisations to co-operate and collaborate with each other and that business processes are needed to support knowledge management in these activities.'- Professor Sharon Cox, Head of the Department of Computing Research, Birmingham City Business School, UK

About the book

Demonstrates how knowledge management can be used to enhance business processes. It focuses on the need to develop collaborative knowledge networks, which are increasingly global in nature and which support people with the technology needed to work across distance to foster the innovation needed to remain competitive in global environments.

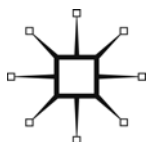
Selling Points

An investigation of the unique ways technology and knowledge management can be combined to enhance business productivity and enable long-range collaboration, and the cultural issues inherent in this

- Emphasises link between effective knowledge management and enhanced business processes
- Examines topical and contemporary ways of sharing knowledge and collaborating, such as social networking and how it can be harnessed for enhanced business productivity
- Focus on how technology can help employees to work collaboratively and communicate across distances
- Includes coverage of cultural issues inherent in working globally

Who will buy this book?

Final year undergraduate modules in Knowledge Management on Business/Management degrees and Business Information Systems degrees; Knowledge Management modules on specialist postgraduate degrees in Business Information Systems



Innovation Management Strategy and Implementation using the Pentathlon Framework

2nd Edition

Keith Goffin and Rick Mitchell

Paperback
Feb 2010 £31.99 978-0-230-20582-6

384 pp 234x156mm

CONTENTS

Preface
The Role of Innovation
Innovation and Economics
Contrasting Services with
Manufacturing
Developing an Innovation Strategy
Ideas: Managing Creativity and
Knowledge
Prioritization: Selecting and Managing
the Portfolio
Implementation
People, Organization and Innovation
Boosting Innovation Performance
The Future of Innovation Management
Index

KEITH GOFFIN is Professor of Innovation and New Product Development at Cranfield School of Management, UK. He was previously Director of Graduate Programs at Stuttgart Institute of Management and Technology and has lectured in Italy, Paris, Australia and Malaysia. With substantial industrial experience gained at Hewlett-Packard, he regularly acts as a consultant on innovation management to well-known organisations including Kellogg's, ICL, HSBC and Rank-Xerox.

RICK MITCHELL is Group Technology Director of Domino Printing Services and a Visiting Professor at Cranfield School of Management, UK. He has over thirty years experience in research and development including a period as International Development Manager for Philips Electronics. Rick has been a guest speaker at many academic conferences as well as for the UK Department of Trade & Industry. He currently also teaches at Cambridge University.

About the book

Designed primarily for students on MBA and executive education courses, this practical text introduces a new 'pentathlon' framework for discussing key issues. The authors provide pragmatic tools for the effective management of innovation and develops strategies for improving performance in both service and manufacturing companies.

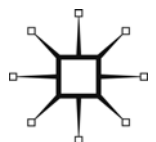
Selling Points

This practical text provides a clear framework for improving innovation performance along with examples of best practice from the service and manufacturing sectors

- Only book on the topic to adequately cover innovation within the service sector (as well as manufacturing)
- Features over sixty case examples from international organizations
- Authors have substantial practical experience which ensures the text is of real practical use to students and practitioners

Who will buy this book?

MBA and Executive MBA students following modules on Innovation Management and Masters-level Engineering students studying Management topics; Professional managers in Marketing, R&D, Human Resources and Operations who wish to increase the innovation performance of their organization



Paperback
Mar 2010 £33.99 978-0-230-20396-9
420 pp 246x189mm

CONTENTS

PART 1: INTRODUCTION AND OVERVIEW

Chapter 1: E-marketing
Chapter 2: Marketing and e-marketing in context

PART 2: E-MARKETING FRAMEWORKS

Chapter 3: Consumer behaviour
Chapter 4: Value creation
Chapter 5: Communication of value
Chapter 6: Delivering value for benefit

PART 3: E-MARKETING APPLICATIONS

Chapter 7: Web 2.0 and social media marketing
Chapter 8: Community online
Chapter 9: Mobile marketplace
Chapter 10: Alternative channels: e-marketing beyond the web

PART 4: STRATEGIC ISSUES IN E-MARKETING

Chapter 11: Marketing strategy
Chapter 12: Planning for emerging markets
Chapter 13: Implementation issues for e-marketing

PART 5: FUTURE DIRECTIONS

Chapter 14: Applications for business and non-business
Chapter 15: Law, ethics and society: the social impact of e-marketing
Chapter 16: Projections and predictions

Contemporary E-Marketing Theory and Application

Stephen Dann and Susan Dann

STEPHEN DANN is Senior Lecturer in Marketing at the Australian National University College of Business & Economics, Canberra, Australia. He is the co-author, with Susan Dann, of four previous marketing textbooks.

SUSAN DANN is now a freelance writer and consultant, having previously held many academic posts in Australia and served as Director of the Australian Marketing Institute. She has written widely, including those texts co-authored with Stephen.

"The topics are organised in a clear and coherent way ... the author presents a comprehensive foundation of e-marketing and places special attention on the most recent developments in the Web 2.0 domain." - Jennifer Rowley, Professor of Marketing and Information Management, University of Wales, Bangor, UK

"The strength of the book is that it focuses on issues faced by e-commerce marketers and the applications of technology in contemporary marketing" - Alan Charlesworth, University of Sunderland, UK.

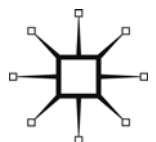
About the book

A mix of academic rigour and practical application combining a strong theoretical framework from the academic peer reviewed literature with contemporary developments in internet technology, and their application to the e-marketing environment.

Selling Points

Unique in integrating emergent Web2.0 phenomena with established models of contemporary marketing
Web 2.0 areas tackled include:

- user generated content
- social media marketing - including the use of wiki, blog, Youtube video, viral and guerrilla media marketing online
- cybercommunities (Second Life, World of Warcraft) - and the development of brand communities, affiliate marketing, and blogger advocacy for community development and brand maintenance
- mobile marketing - including the growing areas of wireless, RFID, handheld and cellular/mobile phone marketing.
- Commercial application of e-marketing, plus relevance to the public sector, civil service, non profit and charity organisations and social change campaigns.
- Good balance between theory and application
- Global case study coverage
- Companion Website - including testbank questions, powerpoint slides, discussion questions, answers to review questions, MCQs, useful web links





Paperback
Feb 2010 £35.99 978-0-230-20118-7
350 pp 246x189mm

CONTENTS

Introduction
Financial Services and Marketing
The Environment for Marketing
Financial Services
The Financial Services Customer
Segmenting the Market
Building and Maintaining the Brand
Marketing Information Systems for
Financial Services
The Financial Services Offering
Pricing of Financial Services
Distributing Financial Services
Communicating with the Marketplace
Building Relationships
Planning for Marketing
Looking Ahead

Marketing Financial Services

2nd Edition

Jillian Farquhar and Arthur Meidan

JILLIAN FARQUHAR is Reader in Marketing at the Business School, Oxford Brookes University, UK, where she leads research in the Marketing & Operations area and teaches marketing strategy. She is Editor of the International Journal of Bank Marketing and sits on the editorial board of the Journal of Financial Services Marketing.

ARTHUR MEIDAN is Emeritus Professor of Marketing at Sheffield University Management School, UK. He has lectured, consulted and taught extensively on bank and insurance marketing throughout the world. As well as publishing widely he currently serves on the editorial board for the International Journal of Bank Marketing and the Journal of Financial Services Marketing.

Praise for the first edition:

'The contents, in a logical manner, are the key characteristics essential to understanding financial services marketing. Practitioners and academics will find this book of value.' – Adrian Payne, Professor of Services Marketing, Cranfield University, UK

'An invaluable book for all those studying the marketing of financial services. Its range of topics is comprehensive. It covers everything that I have encountered in seven years of bank marketing.' – Kevin Gavaghan, ex-Marketing and Communications Director, Midland Bank

About the book

A comprehensive guide to decision making for students of Financial Services Marketing, or marketers working within the financial services sector. This edition is fully revised and updated, with a new structure, many new chapters, a range of international case studies and vignettes and well-developed pedagogical features.

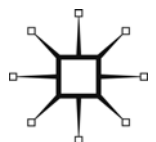
Selling Points

The book covers winning and retaining both B2B and B2C customers for the many different financial services sectors: banks, insurance companies, investment trusts, stock exchanges, etc.

- Logical structure with well developed pedagogy
- Good, established author team
- International in scope
- Strong ancillary content offered via the Companion Website
- Long case studies with teaching notes and exercises
- Numerous real world vignettes illustrate theory in practice

Who will buy this book?

This book will appeal to senior year undergraduates on Financial Services degrees, or Business/Management degrees taking Services Marketing and Financial Services Marketing modules.





Palgrave Key Concepts

Paperback
Sep 2009 £14.99 978-0-230-22428-5

240 pp 216x138mm

CONTENTS

Introduction
Terms and Concepts
Bibliography
Index

Key Concepts in Leisure

Jonathan Sutherland and Diane Canwell

JONATHAN SUTHERLAND and DIANE CANWELL are both experienced writers. They are the authors of a number of successful key reference and textbooks which have received critical acclaim, winning New York Library's 'Best of Reference', Booklist's 'Editor's Choice' and 'Portsmouth Book Award'.

'I liked the overall approach which has been taken, the style is good and the book is easy to read and understand.'

– Peter Robinson, University of Wolverhampton, UK

About the book

Leisure studies encompasses the broadest range of leisure and sports pursuits and marries management, administration and sports, as well as customer service. Key Concepts in Leisure presents an indispensable guide to the key themes and concepts in this rapidly developing, fast-paced and demanding industry.

Selling Points

An indispensable, accessible and comprehensive guide to the major themes, concepts, terms and theorists in leisure and leisure-related studies

- All of the key concepts are featured alphabetically and cross-referenced for ease of use
- Each entry has references directing the reader to further study and illustrations are used to help explain complex terms
- Truly international coverage
- Upcoming themes and areas of study are included

Who will buy this book?

A-Level, HND, and undergraduate students of leisure studies.

A-Level, HND, and undergraduate students of sport and culture and travel and tourism.

