



# KOGAN PAGE Management Books Price List 2018



ISBN	Title/Author	Bind	Year	Price
<b>BUSINESS MANAGEMENT</b>				
9780749474843	<b>Bids, Tenders &amp; Proposals: Winning Business Through Best Practice, 5/e</b> Harold Lewis	PB	2015	£29.99
9780749480394	<b>Building the Agile Business Through Digital Transformation</b> Neil Perkin & Peter Abraham	PB	2017	<b>New</b> £19.99
9780749474393	<b>Creating Competitive Advantage: How to be Strategically Ahead in Changing Markets</b> Kevin Uphill	PB	2016	£29.99
9780749474768	<b>The Definitive Personal Assistant &amp; Secretarial Handbook, 3/e</b> Sue France	PB	2015	£16.99
9780749478414	<b>Design Management: The Essential Handbook</b> David Hands	PB	2017	<b>New</b> £29.99
9780749482282	<b>Digital Darwinism: Survival of the Fittest in the Age of Business Disruption</b> Tom Goodwin	PB	2018	<b>Forthcoming</b> £14.99
9780749470197	<b>Economics for Business: A Guide to Decision Making in a Complex Global Macroeconomy</b> Ivan K Cohen	PB	2015	£29.99
9780749474492	<b>Emerging Markets: Strategies for Competing in the Global Value Chain</b> Robert Grosse	PB	2015	£34.99
9780749473501	<b>The Escape Industry: How Iconic and Innovative Brands Built the Travel Business</b> Mark Tungate	PB	2017	<b>New</b> £19.99
9780749473952	<b>Global Business Ethics: Responsible Decision Making in an International Context</b> Ronald D Francis & Guy Murfey	PB	2015	£34.99
978074980578	<b>The Growing Business Handbook, 18/e</b> Adam Joly	HB	2017	<b>New</b> £39.99
9780749477387	<b>High Impact Fee Negotiation and Management for Professionals: How to Get, Set, and Keep the Fees You're Worth, 2/e</b> Ori Wiener	PB	2017	<b>New</b> £29.99

ISBN	Title/Author	Bind	Year	Price
9780749480271	<b>How to be an Even Better Manager: A Complete A-Z of Proven Techniques and Essential Skills, 10/e</b> Michael Armstrong	PB	2017	<b>New</b> £14.99
9780749478803	<b>How to Make Partner and Still Have a Life, 2/e</b> <b>The Smart Way to Get to and Stay at the Top</b> Heather Townsend & Jo Larbie	PB	2016	£29.99
9780749475536	<b>The Knowledge Manager's Handbook: A Step-by-Step Guide to Embedding Effective Knowledge Management in Your Organization</b> Nick Milton & Patrick Lambe	PB	2016	£39.99
9780749480356	<b>The Mindset of Success: Accelerate Your Career from Good Manager to Great Leader</b> Jo Owen	PB	2017	<b>New</b> £14.99
9780749480233	<b>Myths of Management: What People Get Wrong About Being the Boss</b> Stefan Stern & Cary Cooper	PB	2017	<b>New</b> £14.99
9780749481285	<b>Myths of Work: The Stereotypes and Assumptions Holding Your Organization Back</b> Ian MacRae & Adrian Furnham	PB	2017	<b>New</b> £14.99
9780749474669	<b>The Outstanding Middle Manager: How to be a Healthy, Happy, High-performing Mid-level Manager</b> Gordon Tinline & Cary Cooper	PB	2016	£19.99
9780749479718	<b>The People Business: How Ten Leaders Drive Engagement Through Internal Communications</b> Annabel Dunstan & Imogen Osborne	PB	2017	<b>New</b> £29.99
9780749478315	<b>Powerhouse: Insider Accounts into the World's Top High-Performance Organizations</b> Brian MacNeice & James Bowen	PB	2016	£14.99
9780749474263	<b>The Public Private Partnership Handbook: How to Maximize Value from Joint Working</b> Malcolm Morley	PB	2015	£29.99
9780749480455	<b>Radical Business Model Transformation: Gaining the Competitive Edge in a Disruptive World</b> Linz, Miller-Stewens & Zimmermann	PB	2017	<b>New</b> £29.99
9780749480844	<b>Starting a Business from Home: Your Guide to Planning Your Home Start-up, Reaching a Market and Creating a Profit, 3/e</b> Colin Barrow	PB	2017	<b>New</b> £14.99
9780749480868	<b>Starting a Successful Business: Your Guide to Setting Up Your Dream Start-up, Controlling Its Finances and Managing Its Operations, 8/e</b> Michael J Morris	PB	2017	<b>New</b> £14.99

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ISBN	Title/Author	Bind	Year	Price
9780749478513	<b>Strategic Tendering for Professional Services: Win More, Lose Less</b> Matthew Fuller & Tim Nightingale	PB	2017	£29.99 <b>New</b>
9780749478056	<b>Understanding Planned Obsolescence: Unsustainability Through Production, Consumption and Waste Generation</b> Kamila Pope	PB	2017	£39.99 <b>New</b>
9780749478070	<b>Unlocking Happiness at Work: How a Data-driven Happiness Strategy Fuels Purpose, Passion and Performance</b> Jennifer Moss	PB	2016	£14.99
<b>BUSINESS STRATEGY AND PLANNING</b>				
9780749481872	<b>The Business Models Handbook: Templates, Theory &amp; Case Studies</b> Paul Hague	PB	2018	£19.99 <b>New</b>
9780749481797	<b>The Business Plan Workbook: A Step-by-Step Guide to Creating and Developing a Successful Business, 9/e</b> R Barrow, P Barrow & Brown	PB	2018	£19.99 <b>New</b>
9780749481100	<b>How to Prepare a Business Plan: Your Guide to Creating an Excellent Strategy Forecasting Your Finances and Producing a Persuasive Plan, 6/e</b> Edward Blackwell	PB	2017	£14.99 <b>New</b>
9780749472603	<b>Strategic Decision Making: A Discovery-led Approach to Critical Choices in Turbulent Times</b> Simon Haslam & Ben Shenoy	PB	2018	£29.99 <b>New</b>
<b>INNOVATION AND CREATIVITY</b>				
9780749474478	<b>Building a Culture of Innovation: A Practical Framework for Placing Innovation at the Core of Your Business</b> Beswick, Bishop & Geraghty	PB	2015	£29.99
9780749477325	<b>In Your Creative Element: The Formula for Creative Success in Business</b> Claire Bridges	PB	2016	£19.99
9780749475918	<b>Social Entrepreneurship and Innovation: International Case Studies and Practice</b> Ken Banks	PB	2016	£29.99
9780749478865	<b>Too Fast to Think: How to Reclaim Your Creativity in a Hyper-Connected Work Culture</b> Chris Lewis	PB	2016	£14.99
<b>PROJECT MANAGEMENT</b>				
9780749476861	<b>Leading International Projects: Diverse Strategies for Project Success</b> Bob Dignen & Peter Wollmann	PB	2016	£34.99

ISBN	Title/Author	Bind	Year	Price
9780749472344	<b>The Power of Project Leadership: 7 Keys to Help You Transform from Project Manager to Project Leader</b> Susanne Madsen	PB	2015	£29.99
9780749475833	<b>Successful Project Management, 5/e</b> Trevor L Young	PB	2016	£9.99
9780749474249	<b>Successful Project Sponsorship: A Time-Saver for the Busy Executive</b> Michiel van der Molen	PB	2015	£9.99
9780749470555	<b>Understanding Project Management: Skills and Insights for Successful Project Delivery</b> Gary Straw	PB	2015	£29.99
<b>RISK MANAGEMENT</b>				
9780749478612	<b>Conduct Risk Management: Using a Behavioural Approach to Protect Your Board and Financial Services Business</b> Roger Miles	PB	2017	£44.99 <span style="float: right;">New</span>
9780749479619	<b>Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management, 4/e</b> Paul Hopkin	PB	2017	£39.99 <span style="float: right;">New</span>
9780749471354	<b>People Risk Management: A Practical Approach to Managing the Human Factors That Could Harm Your Business</b> Keith Blacker & Patrick McConnell	PB	2015	£34.99
9780749477363	<b>Rethinking Reputational Risk: How to Manage the Risks that Can Ruin Your Business, Your Reputation and You</b> Anthony Fitzsimmons & Derek Atkins	PB	2017	£29.99 <span style="float: right;">New</span>
9780749478827	<b>The Risk Management Handbook: A Practical Guide to Managing the Multiple Dimensions of Risk</b> David Hillson	PB	2016	£39.99
9780749477585	<b>Risk Maturity Models: How to Assess Risk Management Effectiveness</b> Domenic Antonucci	PB	2016	£49.99
<b>BUSINESS COMMUNICATION</b>				
9780749475550	<b>How to Write Effective Business English: Excel at E-mail, Social Media and All Your Professional Communications, 2/e</b> Fiona Talbot	PB	2016	£14.99
<b>30 DAY MBA SERIES</b>				
9780749475000	<b>The 30 Day MBA: Your Fast Track Guide to Business Success, 4/e</b> Colin Barrow	PB	2016	£16.99
9780749475406	<b>The 30 Day MBA in Business Finance: Your Fast Track Guide to Business Success, 2/e</b> Colin Barrow	PB	2016	£16.99

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ISBN	Title/Author	Bind	Year	Price
9780749475420	<b>The 30 Day MBA in International Business: Your Fast Track Guide to Business Success, 2/e</b> Colin Barrow	PB	2016	£16.99
9780749474980	<b>The 30 Day MBA in Marketing: Your Fast Track Guide to Business Success, 2/e</b> Colin Barrow	PB	2016	£16.99
<b>LEADERSHIP</b>				
9780749474645	<b>4D Leadership: Competitive Advantage Through Vertical Leadership Development</b> Dr Alan Watkins	PB	2015	£19.99
9780749478155	<b>Armstrong's Handbook of Management and Leadership for HR, 4/e</b> Michael Armstrong	PB	2016	£34.99
9780749476939	<b>Building Leadership Development Programmes: Zero-Cost to High-Investment Programmes that Work</b> Nigel Paine	PB	2016	£29.99
9780749475635	<b>Develop Your Leadership Skills, 3/e</b> John Adair	PB	2016	£9.99
9780749480820	<b>Effective People Management: Your Guide to Boosting Performance, Managing Conflict and Becoming a Great Leader in Your Start Up, 2/e</b> Pat Wellington	PB	2017	£14.99 <b>New</b>
9780749477400	<b>Essential Leadership: Develop Your Leadership Qualities Through Theory and Practice</b> Esther Cameron & Mike Green	PB	2017	£39.99 <b>New</b>
9780749481025	<b>The Leader's Guide to Lateral Thinking Skills: Unlock the Creativity and Innovation in You and Your Team, 3/e</b> Paul Sloane	PB	2017	£14.99 <b>New</b>
9780749480332	<b>The Leadership Skills Handbook: 90 Essential Skills You Need to be a Leader, 4/e</b> Jo Owen	PB	2017	£14.99 <b>New</b>
9781843984122	<b>Leading, Managing and Developing People, 5/e</b> Gary Rees & Raymond French	PB	2016	£45.99
9780749480745	<b>Myths of Leadership: Banish the Misconceptions and Become a Great Leader</b> Jo Owen	PB	2017	£14.99 <b>New</b>
9780749475512	<b>Neuroscience for Leaders: A Brain-Adaptive Leadership Approach</b> Nikolaos Dimitriadis & Alexandros Psychogios	PB	2016	£19.99
9780749476953	<b>People with Purpose: How Great Leaders Use Purpose to Build Thriving Organizations</b> Kevin Murray	PB	2017	£19.99 <b>New</b>

ISBN	Title/Author	Bind	Year	Price
9780749477349	<b>Professional Services Leadership Handbook: How to Lead a Professional Services Firm in a New Age of Competitive Disruption</b> Nigel Clark et al.	PB	2017	£29.99 <b>New</b>
9780749471811	<b>The Responsible Leader: Developing a Culture of Responsibility in an Uncertain World</b> Tim Richardson	PB	2015	£14.99
9780749474225	<b>The Trusted Executive: Nine Leadership Habits that Inspire Results, Relationships and Reputation</b> John Blakey	PB	2016	£19.99
9780749475963	<b>Virtual Leadership: Practical Strategies for Getting the Best Out of Virtual Work and Virtual Teams</b> Penny Pullan	PB	2016	£19.99
<b>INFORMATION TECHNOLOGY</b>				
9780749479633	<b>Confident Coding: Master the Fundamentals of Code and Supercharge Your Career</b> Rob Percival	PB	2017	£14.99 <b>New</b>
9780749481544	<b>Confident Data Skills: Master the Fundamentals of Working with Data and Supercharge Your Career</b> Kirill Eremenko	PB	2018	£14.99 <b>New</b>
9780749480943	<b>Confident Digital Content: Master the Fundamentals of Online Video, Design, Writing and Social Media to Supercharge Your Career</b> Adam Waters	PB	2018	£14.99 <b>New</b>
9780749481001	<b>Confident Web Design: Master the Fundamentals of Website Creation and Supercharge Your Career</b> Kenny Wood	PB	2018	£14.99 <b>New</b>
9780749479855	<b>Data Strategy: How to Profit from a World of Big Data, Analytics and the Internet of Things</b> Bernard Marr	PB	2017	£19.99 <b>New</b>
9780749477288	<b>Disruptive Technologies: Understand, Evaluate, Respond</b> Paul Armstrong	PB	2017	£19.99 <b>New</b>
9780749482046	<b>Ethical Data and Information Management: Concepts, Tools and Methods</b> Katherine O'Keefe & Daragh O'Brien	PB	2018	£39.99 <b>Forthcoming</b>
9780749481469	<b>Industry X.0: Realizing Digital Value in Industrial Sectors</b> Eric Schaeffer	HB	2017	£26.99 <b>New</b>
9780749474058	<b>IT Governance: An International Guide to Data Security and ISO27001/ISO27002, 6/e</b> Alan Calder & Steve Watkins	PB	2015	£49.99

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ISBN	Title/Author	Bind	Year	Price
9780749478537	<b>Practical Consultancy Ethics: Professional Excellence for IT and Management Consultants</b> David Yardley	PB	2017	<b>New</b> £34.99
<b>MARKETING</b>				
9780749479558	<b>Artificial Intelligence Marketing and Predicting Consumer Choice: An Overview of Tools and Techniques</b> Steven Struhl	PB	2017	<b>New</b> £19.99
9780749481063	<b>B2B Marketing Strategy: Differentiate, Develop &amp; Deliver Lasting Customer Engagement</b> Heidi Taylor	PB	2017	<b>New</b> £19.99
9780749479756	<b>Content - The Atomic Particle of Marketing: The Definitive Guide to Content Marketing Strategy</b> Rebecca Lieb	PB	2017	<b>New</b> £19.99
9780749477240	<b>Creativity and Data Marketing: A Practical Guide to Data Innovation</b> Becky Wang	PB	2017	<b>New</b> £19.99
9780749480967	<b>Experiential Marketing: A Practical Guide to Interactive Brand Experiences</b> Shirra Smilansky	PB	2017	<b>New</b> £19.99
9780749475710	<b>How to Write a Marketing Plan, 5/e</b> John Westwood	PB	2016	£9.99
9780749472115	<b>Humanizing Big Data: Marketing at the Meeting of Data, Social Science &amp; Consumer Insight</b> Colin Strong	PB	2015	£19.99
9780749480806	<b>Innovative B2B Marketing: New Models, Processes and Theory</b> Simon Hall	PB	2017	<b>New</b> £19.99
9780749478216	<b>Malcolm McDonald on Marketing Planning, 2/e Understanding Marketing Plans and Strategy</b> Malcolm McDonald	PB	2016	£19.99
9780749481124	<b>The Marketing Complex: Why Modern Marketers Need to Manage Multiplicity</b> Giles Lury	PB	2017	<b>New</b> £19.99
9780749473402	<b>Marketing Communications: Offline and Online Integration, Engagement and Analytics, 6/e</b> Ze Zook & PR Smith	PB	2016	£39.99
9780749477547	<b>Marketing with Strategic Empathy: Inspiring Strategy with Deeper Consumer Insight</b> Claire Brooks	PB	2016	£29.99
9780749478889	<b>Neuro Design: Neuromarketing Insights to Boost Engagement and Profitability</b> Darren Bridger	PB	2017	<b>New</b> £19.99

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9780749473464	<b>Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion</b> Nigel Clark	PB	2015	£29.99
9780749473273	<b>Valuable Content Marketing, 2/e</b> <b>How to Make Quality Content Your Key to Success</b> Sonja Jefferson	PB	2015	£19.99
<b>MARKET RESEARCH</b>				
9780749473822	<b>Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science Series)</b> Barry Leventhal	PB	2016	£29.99
9780749478339	<b>The Market Research and Insight Yearbook: Transforming Evidence into Impact</b> The Market Research Society	HB	2016	£29.99
9780749475857	<b>Market Research in Practice: An Introduction to Gaining Greater Market Insight, 3/e</b> Matthew Harrison, et. al	PB	2016	£29.99
9780749482169	<b>Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques 2/e</b> Mike Grigsby	PB	2018	<b>New</b> £29.99
9780749474010	<b>Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence</b> Steven Struhl	PB	2015	£29.99
9780749479930	<b>Predictive Analytics for Marketers: Using Data Mining for Business Advantage</b> Barry Leventhal	PB	2018	<b>New</b> £19.99
9780749481971	<b>Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research, 4/e</b> Ian Brace	PB	2018	<b>Forthcoming</b> £29.99
9780749481049	<b>User Research: A Practical Guide to Designing Better Products and Services</b> Stephanie Marsh	PB	2018	<b>New</b> £29.99
<b>DIGITAL MARKETING</b>				
9780749479398	<b>The 4G Mobile Revolution: Creation, Innovation &amp; Transformation at EE</b> Olaf Swantee & Stuart Jackson	PB	2016	£19.99
9780749479657	<b>Building Digital Culture: A Practical Guide to Successful Digital Transformation</b> Daniel Rowles & Thomas Brown	PB	2017	<b>New</b> £19.99
9780749472092	<b>Customer-Centric Marketing: Supporting Sustainability in the Digital Age</b> Richardson, James & Kelley	PB	2015	£19.99

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ISBN	Title/Author	Bind	Year	Price
9780749481698	<b>Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement, 2/e</b> Daniel Rowles	PB	2017	<b>New</b> £19.9
9780749474706	<b>Digital Marketing Strategy: An Integrated Approach to Online Marketing</b> Simon Kingsnorth	PB	2016	£29.99
9780749475079	<b>Digital Selling: How to Use Social Media and the Web to Generate Leads and Sell More</b> Grant Leboff	PB	2016	£19.99
9780749475383	<b>E-Commerce Website Optimization: Why 95% of Your Website Visitors Don't Buy, and What You Can Do About it</b> Dan Croxen-John & Johann van Tonder	PB	2017	<b>New</b> £19.99
9780749473938	<b>Flat World Navigation: Collaboration and Networking in the Global Digital Economy</b> Kim Chandler McDonald	PB	2015	£19.99
9780749478377	<b>The Fluid Consumer: Next Generation Growth and Branding in the Digital Age</b> Teo Correia	HB	2016	£26.99
9780749473099	<b>Leading Digital Strategy: Driving Business Growth Through Effective E-commerce</b> Christopher Bones & James Hammersley	PB	2015	£19.99
9780749479794	<b>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising, 2/e</b> Daniel Rowles	PB	2017	<b>New</b> £19.99
9780749474577	<b>Social Media Risk and Governance: Managing Enterprise Risk</b> Phil Mennie	PB	2015	£29.99
9780749477998	<b>Tactical SEO: The Theory and Practice of Search Marketing</b> Lee Wilson	PB	2016	£19.99
9780749473235	<b>When Digital Becomes Human: The Transformation of Customer Relationships</b> Steven Van Belleghem	PB	2015	£19.99
9780749478438	<b>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4/e</b> Damian Ryan	PB	2016	£19.99
9780749473563	<b>Understanding Social Media: How to Create a Plan for Your Business that Works</b> Damian Ryan	PB	2015	£19.99
<b>BRANDING</b>				
9780749478575	<b>Audio Branding: Using Sound to Build Your Brand</b> Laurence Minsky & Colleen Fahey	PB	2017	<b>New</b> £19.99

ISBN	Title/Author	Bind	Year	Price
9780749478698	<b>Brand Protection in the Online World: A Comprehensive Guide</b> David N Barnett	PB	2016	£29.99
9780749471736	<b>Brand Psychology: Consumer Perceptions, Corporate Reputations</b> Jonathan Gabay	PB	2015	£24.99
9780749478902	<b>Branding Inside Out: Internal Branding in Theory and Practice</b> Nicholas Ind	PB	2017	<b>New</b> £19.99
9780749475444	<b>Brands with a Conscience: How to Build a Successful and Responsible Brand</b> Nicholas Ind & Sandra Horlings	PB	2016	£19.99
9780749477172	<b>How Cool Brands Stay Hot: Branding to Generations Y &amp; Z, 3/e</b> Joeri van den Bergh & Mattias Behrer	PB	2016	£19.99
9780749474362	<b>Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare</b> J N Kapferer	PB	2015	£29.99
9780749471910	<b>On Purpose: Delivering a Branded Customer Experience People Love</b> Shaun Smith & Andy Milligan	PB	2015	£19.99
9780749470036	<b>Rethinking Prestige Branding: Secrets of the Ueber-Brands</b> Wolfgang Schaefer & J P Kuehlwein	PB	2015	£19.99
9780749476687	<b>The TV Brand Builders: How to Win Audiences and Influence Viewers</b> Andy Bryant & Charlie Mawer	PB	2016	£19.99
9780749472627	<b>What is a 21st Century Brand? New Thinking from the Next Generation of Agency Leaders</b> Nick Kendall	HB	2015	£39.99

#### SELLING

9780749482343	<b>Disruptive Selling: A New Strategic Approach to Sales, Marketing and Customer Service</b> Patrick Maes	PB	2018	<b>Forthcoming</b> £19.99
9780749482145	<b>Sales and Marketing Channels: How to Build and Manage Distribution Strategy, 3/e</b> Julian Dent	PB	2018	<b>New</b> £29.99
9780749479916	<b>Selling Your Value Proposition: How to Transform Your Business into a Selling Organisation</b> Barnes, Blake & Howard	PB	2017	<b>New</b> £29.99
9780749478018	<b>Social Selling: Techniques to Influence Buyers and Changemakers</b> Tim Hughes & Matt Reynolds	PB	2016	£19.99

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<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>				
9780749477158	<b>Advanced Customer Analytics: Targeting, Valuing, Segmenting and Loyalty Techniques</b> Mike Grigsby	PB	2016	£29.99
9780749481858	<b>B2B Customer Experience: A Practical Guide to Delivering Exceptional CX</b> Paul Hague & Nicholas Hague	PB	2018	<b>New</b> £19.99
9780749472092	<b>Customer-Centric Marketing: Supporting Sustainability in the Digital Age</b> Richardson, James & Kelley	PB	2015	£19.99
9780749473846	<b>Decoding the Irrational Consumer: How to Commission, Run and Generate Insights from Neuromarketing Research</b> Darren Bridger	PB	2015	£29.99
<b>KEY ACCOUNT MANAGEMENT</b>				
9780749469405	<b>Key Account Management: Tools and Techniques for Achieving Profitable Key Supplier Status, 6/e</b> Peter Cheverton	PB	2015	£34.99
9780749480776	<b>Malcolm McDonald on Key Account Management</b> Malcolm McDonald & Beth Rogers	PB	2017	<b>New</b> £19.99
9780749479893	<b>A Practitioner's Guide to Account-Based Marketing: Accelerating Growth in Strategic Accounts</b> Bev Burgess	PB	2017	<b>New</b> £29.99
<b>ADVERTISING</b>				
9780749472894	<b>Ad Law: The Essential Guide to Advertising Law and Regulation</b> Richard Lindsay	PB	2016	£39.99
9780749478391	<b>Essentials of Advertising</b> Robert Cluley	PB	2017	<b>New</b> £29.99
9780749481162	<b>Native Advertising: The Essential Guide</b> Dale Lovell	PB	2017	<b>New</b> £19.99
9780749473600	<b>Paid Attention: Innovative Advertising for a Digital World</b> Faris Yakob	PB	2015	£19.99
9780749473990	<b>Persuasive Copywriting: Using Psychology to Influence Engage &amp; Sell</b> Andy Maslen	PB	2015	£19.99
<b>PUBLIC RELATIONS</b>				
9780749475093	<b>Campaigns that Shook the World: The Evolution of Public Relations</b> Danny Rogers	PB	2015	£14.99
9780749473723	<b>Chartered Public Relations: Lessons from Expert Practitioners</b> Stephen Waddington	PB	2015	£29.99

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9780749477264	<b>Ethics in Public Relations: A Guide to Best Practice, 3/e</b> Patricia J Parsons	PB	2016	£24.99
9780749471392	<b>Event Planning and Management: A Practical Handbook for PR and Events Professionals</b> Ruth Dowson & David Bassett	PB	2015	£24.99
9780749474720	<b>Media Interview Techniques: A Complete Guide to Media Training</b> Robert Taylor	PB	2015	£19.99
9780749479596	<b>Myths of PR: All Publicity is Good Publicity and Other Popular Misconceptions</b> Rich Leigh	PB	2017	£14.99 <b>New</b>
9780749468736	<b>Planning and Managing Public Relations Campaigns, 4/e A Strategic Approach</b> Anne Gregory	PB	2015	£24.99
<b>RETAIL MANAGEMENT</b>				
9780749472641	<b>Field Visual Merchandising Strategy: Developing a National In-Store Strategy Using a Merchandising Service Organization</b> Paul J Russell	PB	2015	£14.99
9780749476915	<b>Retail Marketing Strategy: Delivering Shopper Delight</b> Constant Berkhout	PB	2015	£29.99
<b>LOGISTICS, OPERATIONS AND SUPPLY CHAIN MANAGEMENT</b>				
9780749472702	<b>Aviation Logistics: The Dynamic Partnership of Air Freight and Supply Chain</b> Michael Sales	PB	2016	£39.99
9780749473761	<b>Building Effective Value Chains: Value and its Management</b> Tom McGuffog	PB	2016	£29.99
9780749473310	<b>Business Operations Models: Becoming a Disruptive Competitor</b> Alan Braithwaite & Martin Christopher	PB	2015	£29.99
9780749472306	<b>Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability, 3/e</b> Jonathan O'Brien	HB	2015	£49.99
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