



# KOGAN PAGE Management Books Price List 2019



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	£19.99
9780749474393	<b>Creating Competitive Advantage: How to be Strategically Ahead in Changing Markets</b> Kevin Uphill	PB	2016	£29.99
9780749482008	<b>Cyber Wars: Hacks that Shocked the Business World</b> Charles Arthur	PB	2018	<b>New</b> £14.99
9780749474768	<b>The Definitive Personal Assistant &amp; Secretarial Handbook, 3/e A Best Practice Guide for All Secretaries, PAs, Office Managers and Executive Assistants</b> Sue France	PB	2015	£16.99
9780749478414	<b>Design Management: The Essential Handbook</b> David Hands	PB	2018	<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>New</b> £14.99
9780749470197	<b>Economics for Business: A Guide to Decision Making in a Complex Global Macroeconomy</b> Ivan K Cohen	PB	2016	£29.99
9780749474492	<b>Emerging Markets: Strategies for Competing in the Global Value Chain</b> Robert Grosse	PB	2016	£34.99
9780749473501	<b>The Escape Industry: How Iconic and Innovative Brands Built the Travel Business</b> Mark Tungate	PB	2018	<b>New</b> £19.99
9780749483746	<b>Evidence-Based Management: How to Use Evidence to Make Better Organizational Decisions</b> Eric Barends & Denise M Rousseau	PB	2018	<b>New</b> £34.99
9780749484323	<b>Gamification for Business: Why Innovators and Changemakers Use Games to Break Down Silos, Drive Engagement and Build Trust</b> Sune Gudiksen & Jake Inlove	PB	2018	<b>New</b> £29.99

ISBN	Title/Author	Bind	Year	Price
9780749473952	<b>Global Business Ethics: Responsible Decision Making in an International Context</b> Ronald D Francis & Guy Murfey	PB	2016	£34.99
9780749477387	<b>High Impact Fee Negotiation and Management for Professionals, 2/e</b> <b>How to Get, Set, and Keep the Fees You're Worth</b> Ori Wiener	PB	2017	£29.99
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	£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, 2/e</b> Jo Owen	PB	2018	£14.99
9780749480233	<b>Myths of Management: What People Get Wrong About Being the Boss</b> Stefan Stern & Cary Cooper	PB	2018	£14.99
9780749481285	<b>Myths of Work: The Stereotypes and Assumptions Holding Your Organization Back</b> Ian MacRae & Adrian Furnham	PB	2018	£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	£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, Müller-Stewens & Zimmermann	PB	2017	£29.99

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ISBN	Title/Author	Bind	Year	Price
9780749480844	<b>Starting a Business from Home: Your Guide to Planning Your Home Start-up, Reaching a Market and Creating a Profit, 3/e (Business Success)</b> Colin Barrow	PB	2017	£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 (Business Success)</b> Michael J Morris	PB	2017	£14.99
9780749478513	<b>Strategic Tendering for Professional Services: Win More, Lose Less</b> Matthew Fuller & Tim Nightingale	PB	2017	£29.99
9780749478056	<b>Understanding Planned Obsolescence: Unsustainability Through Production, Consumption and Waste Generation</b> Kamila Pope	PB	2017	£39.99
9780749478070	<b>Unlocking Happiness at Work: How a Data-driven Happiness Strategy Fuels Purpose, Passion and Performance</b> Jennifer Moss	PB	2016	£14.99
9780749483555	<b>Working in the Gig Economy: How to Thrive and Succeed When You Choose to Work for Yourself</b> Thomas Oppong	PB	2019	<b>New</b> £14.99
<b>BUSINESS STRATEGY AND PLANNING</b>				
9780749481872	<b>The Business Models Handbook: Templates, Theory and Case Studies</b> Paul Hague	PB	2019	<b>Forthcoming</b> £19.99
9780749481797	<b>The Business Plan Workbook: A Step-by-Step Guide to Creating and Developing a Successful Business, 9/e</b> C Barrow, P Barrow & Brown	PB	2018	<b>New</b> £19.99
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 (Business Success)</b> Edward Blackwell	PB	2017	£14.99
9780749472603	<b>Strategic Decision Making: A Discovery-led Approach to Critical Choices in Turbulent Times</b> Simon Haslam & Ben Shenoy	PB	2018	<b>New</b> £29.99
<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	2016	£29.99
9780749477325	<b>In Your Creative Element: The Formula for Creative Success in Business</b> Claire Bridges	PB	2017	£19.99

ISBN	Title/Author	Bind	Year	Price
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
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9780749476861	<b>Leading International Projects: Diverse Strategies for Project Success</b> Bob Dignen & Peter Wollmann	PB	2016	£34.99
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<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
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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
9780749478827	<b>The Risk Management Handbook: A Practical Guide to Managing the Multiple Dimensions of Risk</b> David Hillson	PB	2016	£39.99

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ISBN	Title/Author	Bind	Year	Price
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 (Better Business English - Includes Writing for Social Media)</b> Fiona Talbot	PB	2016	£14.99
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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
9780749482954	<b>The 30 Day MBA: Your Fast Track Guide to Business Success, 5/e</b> Colin Barrow	PB	2019 <b>Forthcoming</b>	£16.99
<b>LEADERSHIP</b>				
9780749474645	<b>4D Leadership: Competitive Advantage Through Vertical Leadership Development</b> Dr Alan Watkins	PB	2016	£19.99
9780749483050	<b>Accelerated Leadership Development: How to Turn Your Top Talent into Leaders</b> Ines Wichert	PB	2018	£29.99 <b>New</b>
9780749482732	<b>The Agile Leader: How to Create an Agile Business in the Digital Age</b> Simon Hayward	PB	2018	£14.99 <b>New</b>
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	2017	£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 (Business Success)</b> Pat Wellington	PB	2017	£14.99

ISBN	Title/Author	Bind	Year	Price
9780749477400	<b>Essential Leadership: Develop Your Leadership Qualities Through Theory and Practice</b> Esther Cameron & Mike Green	PB	2017	£39.99
9780749483456	<b>Humanity Works: Merging Technologies and People for the Workforce of the Future</b> Alexandra Levit	PB	2019	£14.99 <b>New</b>
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9780749483432	<b>The Leadership Lab: Understanding Leadership in the 21st Century</b> Chris Lewis & Pippa Malmgren	PB	2019	£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
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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>
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9780749478537	<b>Practical Consultancy Ethics: Professional Excellence for IT and Management Consultants</b> David Yardley	PB	2017	£34.99
<b>MARKETING</b>				
9780749480370	<b>Advanced Marketing Management: Principles, Skills and Tools</b> N Dimitriadis, N J Dimitriadis & Ney	PB	2019	£34.99 <b>New</b>
9780749479558	<b>Artificial Intelligence Marketing and Predicting Consumer Choice: An Overview of Tools and Techniques</b> Steven Struhl	PB	2017	£19.99
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ISBN	Title/Author	Bind	Year	Price
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9780749480967	<b>Experiential Marketing: A Practical Guide to Interactive Brand Experiences, 2/e</b> Shirra Smilansky	PB	2018	£19.99 <b>New</b>
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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	£19.99
9780749478216	<b>Malcolm McDonald on Marketing Planning, 2/e Understanding Marketing Plans and Strategy</b> Malcolm McDonald	PB	2017	£19.99
9780749481766	<b>Malcolm McDonald on Value Propositions: How to Develop Them, How to Quantify Them</b> Malcolm McDonald & Grant Oliver	PB	2019	£19.99 <b>New</b>
9780749481827	<b>The Management of Luxury: An International Guide, 2/e</b> Berghaus, Müller-Stewens & Reinecke	PB	2018	£29.99 <b>New</b>
9780749473402	<b>Marketing Communications: Offline and Online Integration, Engagement and Analytics, 6/e</b> Ze Zook & PR Smith	PB	2016	£39.99
9780749481124	<b>The Marketing Complex: Why Modern Marketers Need to Manage Multiplicity</b> Giles Lury	PB	2017	£19.99
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	£19.99
9780749483661	<b>Persuasive Copywriting: Cut through the Noise and Communicate with Impact, 2/e</b> Andy Maslen	PB	2019	£19.99 <b>Forthcoming</b>
9780749473464	<b>Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion</b> Nigel Clark & Charles Nixon	PB	2015	£29.99

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ISBN	Title/Author	Bind	Year	Price
9780749473273	<b>Valuable Content Marketing, 2/e</b> <b>How to Make Quality Content Your Key to Success</b> Sonja Jefferson & Sharon Tanton	PB	2015	£19.99
<b>DIGITAL MARKETING</b>				
9780749482671	<b>100 Practical Ways to Improve Customer Experience: Achieve End-to-End Customer Engagement in a Multichannel World</b> Martin Newman & Malcolm McDonald	PB	2018	£19.99
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9780749479657	<b>Building Digital Culture: A Practical Guide to Successful Digital Transformation</b> Daniel Rowles & Thomas Brown	PB	2017	£19.99
9780749472092	<b>Customer-Centric Marketing: Supporting Sustainability in the Digital Age</b> Richardson, James & Kelley	PB	2015	£19.99
9780749481698	<b>Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement, 2/e</b> Daniel Rowles	PB	2017	£19.99
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
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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	PB	2016	£26.99
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9780749473099	<b>Leading Digital Strategy: Driving Business Growth through Effective E-commerce</b> Christopher Bones & James Hammersley	PB	2015	£19.99
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9780749483722	<b>Optimizing Digital Strategy: How to Make Informed, Tactical Decisions that Deliver Growth</b> Bones, Hammersley & Shaw	PB	2019	£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
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
9780749481599	<b>Video Marketing Strategy: Harness the Power of Online Video to Drive Brand Growth</b> Jon Mowat	PB	2018	£19.99
9780749482862	<b>Virtual Reality Marketing: Using VR to Grow a Brand and Create Impact</b> Henry Stuart	PB	2019	£19.99
9780749473235	<b>When Digital Becomes Human: The Transformation of Customer Relationships</b> Steven Van Belleghem	PB	2015	£19.99
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9780749481919	<b>Business Development Culture: Taking Sales Culture Beyond the Sales Team</b> Alex Moyle	PB	2018	£19.99
9780749482343	<b>Disruptive Selling: A New Strategic Approach to Sales, Marketing and Customer Service</b> Patrick Maes	PB	2018	£19.99
9780749483647	<b>Effective Sales Enablement: Achieve Sales Growth through Collaborative Sales and Marketing</b> Pam Didner	PB	2019	£19.99
9780749482145	<b>Sales and Marketing Channels: How to Build and Manage Distribution Strategy, 3/e</b> Julian Dent & Michael White	PB	2018	£29.99
9780749479916	<b>Selling Your Value Proposition: How to Transform Your Business into a Selling Organization</b> Barnes, Blake & Howard	PB	2017	£29.99
9780749483586	<b>Smarketing: How to Achieve Competitive Advantage through Blended Sales and Marketing</b> Hughes, Gray & Whicher	PB	2019	£19.99

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9780749478018	<b>Social Selling: Techniques to Influence Buyers and Changemakers</b> Tim Hughes & Matt Reynolds	PB	2016	£19.99
<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>				
9780749477158	<b>Advanced Customer Analytics: Targeting, Valuing, Segmenting and Loyalty Techniques (Marketing Science Series)</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	£19.99
9780749472092	<b>Customer-Centric Marketing: Supporting Sustainability in the Digital Age</b> Richardson, James & Kelley	PB	2015	£19.99
9780749483012	<b>Customer-Driven Transformation: How Being Design-led Helps Companies Get the Right Services to Market</b> Heapy, King & Samperi	PB	2018	£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>RETAIL MANAGEMENT</b>				
9780749482794	<b>Amazon: How the World's Most Relentless Retailer will Continue to Revolutionize Commerce</b> Natalie Berg & Miya Knights	PB	2019	£19.99
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
9780749483470	<b>Retail Disruptors: The Spectacular Rise and Impact of the Hard Discounters</b> Jan-Benedict Steenkamp & Laurens Sloat	PB	2019	£19.99
9780749476915	<b>Retail Marketing Strategy: Delivering Shopper Delight</b> Constant Berkhout	PB	2015	£29.99
<b>KEY ACCOUNT MANAGEMENT</b>				
9780749482756	<b>Implementing Key Account Management: Designing Customer-Centric Processes for Mutual Growth</b> Javier Marcos et al.	PB	2018	£29.99
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	£19.99

ISBN	Title/Author	Bind	Year	Price
<b>MARKET RESEARCH</b>				
9780749483357	<b>Games and Gamification in Market Research: Increasing Consumer Engagement in Research for Business Success</b> Betty Adamou	PB	2019	£29.99
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	PB	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	£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	£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	£29.99
9780749481049	<b>User Research: A Practical Guide to Designing Better Products and Services</b> Stephanie Marsh	PB	2018	£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	£29.99
9780749481162	<b>Native Advertising: The Essential Guide</b> Dale Lovell	PB	2017	£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

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<b>BRANDING</b>				
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