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Rights Guide January - June 2016

Higher Education & Scholarly Titles



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HIGHER EDUCATION

BUSINESS & MANAGEMENT

Entrepreneurship and Small Business

Start-up, Growth and Maturity

4th edition



Paul Burns, *University of Bedfordshire Business School, UK*

"A highly readable, comprehensive text for all students of small business. Its detailed coverage and explanation of the small business life cycle, adorned with rich examples and mini case studies, offers readers a solid learning experience related to the essentials

of small business management." - Jay Mitra, Head of Entrepreneurship and Innovation Group, Essex Business School, UK

"A well structured contemporary overview of key aspects of the entrepreneurial process." - Sue Marlowe, Professor of Entrepreneurship, De Montfort University, UK

Thoroughly updated with new video feature and expanded range of global case studies, the new edition of this bestselling text synthesizes theoretical depth and practical skills-building, developing critical understanding and good management practice. A holistic approach to the issues facing small businesses from start-up to growth and maturity.

Contents: PART I: ENTREPRENEURSHIP * 1.

Entrepreneurship: The Social and Business Revolution * 2. The Economics of Entrepreneurship and Public Policy * 3. The Entrepreneurial Character * 4. Discovering a Business Idea * 5. Researching and Evaluating the Business Idea * PART II: START-UP * 6. Start-up: Developing Your Business Model * 7. Adding Values to the Business Model * 8. Launching the Business * 9. Legal Foundations * 10. Operations and Risk * 11. Financial Management * PART III: GROWTH * 12. Growth: Building the Foundations * 13. Strategies for Growth * 14. Financing the Business * 15. From Business Model to Business Plan * PART IV: MATURITY * 16. Maturity: Success and Failure * 17. Family Business * 18. From Entrepreneur to Entrepreneurial Leader * 19. Corporate Entrepreneurship

March 2016	584pp	276x 216 mm
95 figures, 30 colour tables, 137 colour photos		
Paperback	£46.99	9781137430359

All language rights available

Intercultural Management

A Case-Based Approach to Achieving Complementarity and Synergy



Edited by Christoph Barmeyer, *University of Passau, Germany*, Peter Franklin, *HTWG Konstanz University of Applied Sciences, Germany*

"Rather than experiencing cultural differences as threats to be overcome, Barmeyer and Franklin challenge the reader to experience and enjoy the richness of cultural diversity with in-depth case studies that go beyond stereotypical representations of cultural differences. This

book is not only a valuable resource for cross-cultural management scholars and educators, but also a useful addition to any executive's library." - Günter Stahl, Vienna University of Economics and Business, Austria

"*Intercultural Management* addresses one of the most important issues of the 21st century: how people from around the world can work well together. It is not a question of merely recognizing differences, but rather leveraging and appreciating global diversity. Franklin and Barmeyer guide readers through the complexities of human dynamics and offer much needed analysis and advice." - Nancy J. Adler, McGill University, Canada

"This book is a very valuable resource on culture in management - the texts, cases and examples are highly insightful not only for students, but also for executives. The book helps readers on their journey towards improving intercultural competencies." - Stefan Schmid, ESCP Europe Business School, Germany

A case-based examination of issues in international management that helps students explore theory in the context of real-life practical situations. A focus on skills-development prepares students for future careers in international management. Cases are from a range of countries including central and Eastern Europe as well as the Asian economies.

Contents: Acknowledgements * Foreword * Introduction: An Alternative Approach to Intercultural Management - From Otherness to Synergy * PART 1: Understanding Otherness and Discord * PART 2: Applying Competencies and Resources * PART 3: Achieving Complementarity and Synergy * List of Contributors

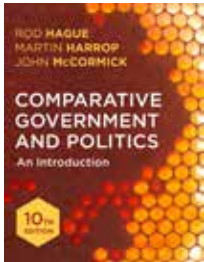
March 2016	360pp	234x 156 mm
2 maps, 21 line drawings, 35 tables		
Paperback	£36.99	9781137027375

All language rights available

Comparative Government and Politics

An Introduction

10th edition



Rod Hague, *University of Newcastle upon Tyne, UK*,
 Martin Harrop, *University of Newcastle upon Tyne, UK*,
 John McCormick, *Indiana University–Purdue University Indianapolis, USA*

"Once again (and now with John McCormick on board) this classic introductory comparative politics text manages to stay relevant, accessible and contemporary.

It remains the key text for students new to comparative politics, mixing theoretical clarity with expert country case studies throughout." – Mark Bennister, Canterbury Christchurch University, UK

"This latest edition lives up to the high expectations created by its predecessors and remains top of the list for comprehensiveness and accessibility. The discussion of theories, concepts, and typologies is well supported by cases and examples of recent political developments." – Rudy Andweg, Leiden University, The Netherlands

Long established as the leading text in the field, the new edition has been comprehensively updated and rewritten. Accessible, student-friendly and truly international in its coverage, this edition includes more on authoritarian states as well as a much wider variety of country studies more generally.

Contents: Preface * 1. Key Concepts * 2. The State * 3. Democratic Rule * 4. Authoritarian Rule * 5. Theoretical Approaches * 6. Comparing Government and Politics * 7. Constitutions and Court * 8. Legislatures * 9. Executives * 10. Bureaucracies * 11. Sub-national Government * 12. Political Culture * 13. Political Participation * 14. Political Communication * 15. Political Parties * 16. Elections * 17. Voters * 18. Interest Groups * 19. Public Policy

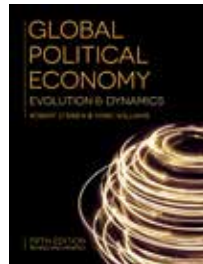
March 2016 384pp 246x189 mm
 68 figures, 56 colour tables, 5 maps
 Paperback £33.99 9781137528360

All language rights available

Global Political Economy

Evolution and Dynamics

5th edition



Robert O'Brien, *McMaster University, Canada*,
 Marc Williams, *University of New South Wales, Australia*

"Once again, O'Brien and Williams have succeeded in making an excellent text even better. Wide ranging and historically informed, [it] provides up-to-date coverage of both contemporary developments and the latest theoretical trends in the

field." – Benjamin Jerry Cohen, University of California, Santa Barbara, USA

"This remains the most comprehensive introduction to the field." - Craig N. Murphy, Wellesley College, USA

"Illustrated throughout with clear examples across a wide range of global and transnational issues, this attractively redesigned new edition will further enhance the reputation of this well established text as an historically-informed introduction to, and an analytical toolkit for studying, International Political Economy." - Leonard Seabrooke, Copenhagen Business School, Denmark, and University of Warwick, UK

This fifth edition of a comprehensive and popular text on global political economy has been systematically updated and revised to take account of all recent developments, including the changing role of the BRICS and the impact of financial crisis on the global political system.

Contents: Introduction * PART I: THEORETICAL PERSPECTIVES * 1. Theories of Global Political Economy * 2. International Political Economy and Its Methods * PART II: EVOLUTION * 3. Forging a World Economy 1400-1800 * 4. Industry, Empire and War 1800-1945 * 5. Growing a Global Economy 1945-2015 * PART III: DYNAMICS * 6. International Trade * 7. Transnational Production * 8. The Global Financial System * 9. Global Division of Labour * 10. Gender * 11. Economic Development * 12. Global Environmental Change * 13. Ideas * 14. Security * 15. Governing the Global Political Economy * Conclusion

April 2016 376pp 246x189 mm
 33 b/w tables, 7 figures, 4 maps
 Paperback £31.99 9781137523112

All language rights available except Turkish

Feminist Political Theory

3rd edition

Valerie Bryson, *University of Huddersfield, UK*

"The harmonious combination of theoretical argumentation and historical data makes the book very rigorous and, therefore, extremely persuasive. I would recommend this book without hesitation to all my students, and to anyone curious about the history of feminist thought."

– Dr. Mihaela Mihai, Senior

Research Fellow, School of Social and Political Science, University of Edinburgh, UK

This wide-ranging history of Western feminist thought provides a lucid analysis of contemporary debates. Accessible and thought-provoking, the new edition has been thoroughly updated to incorporate the impact of intersectionality, postmodern feminisms and social media on feminist political theory.

Contents: Introduction * A (Partial) History of Feminist Political Theory * Different Kinds of Feminism * Feminist Political Theory Past and Present * PART I: EARLY FEMINIST THOUGHT * PART II: LIBERALISM AND BEYOND: MAINSTREAM FEMINISM IN THE NINETEENTH CENTURY * PART III: THE CONTRIBUTION OF MARX AND ENGELS * PART IV: THE VOTE AND AFTER: MAINSTREAM FEMINISM IN THE UNITED STATES AND BRITAIN FROM THE LATE NINETEENTH CENTURY TO THE SECOND WORLD WAR * PART V: LEFT-WING FEMINISM IN BRITAIN AND THE UNITED STATES * PART VI: MARXIST FEMINISM IN GERMANY AND RUSSIA * PART VII: FEMINISM AFTER THE SECOND WORLD WAR * PART VIII: LIBERALISM AND BEYOND: FEMINISM AND EQUAL RIGHTS FROM THE 1960s * PART IX: RADICAL FEMINISM AND THE CONCEPT OF PATRIARCHY * PART X: RADICAL FEMINISM: PATRIARCHY IN PRIVATE AND PUBLIC LIFE * PART XI: MARXIST AND SOCIALIST FEMINISM FROM THE 1960s * PART XII: THEORETICAL DEVELOPMENTS: POSTMODERN FEMINISMS AND BEYOND * PART XIII: THEORETICAL DEVELOPMENTS: POSTCOLONIAL FEMINISM, BLACK FEMINISM AND INTERSECTIONALITY * PART XIV: WESTERN FEMINIST THEORY IN THE TWENTY FIRST CENTURY: DEVELOPMENTS IN LIBERAL AND SOCIALIST THOUGHT * PART XV: WESTERN FEMINISM IN THE TWENTY-FIRST CENTURY: CONTINUITIES, CHALLENGES AND CHANGE * Conclusions: Feminist Political Theory Today

March 2016 368pp 234x156 mm
Paperback £27.99 9781137439048

All language rights available

Urban Planning

An Introduction

Chris Couch, *University of Liverpool, UK*

"A clear and up-to-date account of the principles on which towns and cities around the world have responded to change and sought to shape their futures." - Michael Hebbert, *University College London, UK*

"Drawing on international comparisons and weaving together theory and practice, this important book provides

a magisterial overview of planning and the challenges it faces." - Greg Lloyd, *Ulster University, UK*

A comprehensive introduction to planning that covers history, theory and practice and shows how planning contributes to more sustainable, efficient and equitable urban areas. Suitable for planning courses around the world, it reflects the increasingly cosmopolitan nature of planning practice and the similarity of issues faced by planners globally.

Contents: Introduction * 1. The Evolution of Urban Change and Planning * 2. Governance and the Implementation in Planning * 3. Sustainable Development and the Goals of Planning * 4. Economic Change, Development and Urban Planning * 5. Retailing, Central Areas and Urban Planning * 6. Housing and Neighbourhood Issues in Urban Planning * 7. Placemaking: Urban Design and Conservation in Urban Planning * 8. Mobility, Accessibility and Urban Planning * 9. Conclusions

January 2016 340pp 234x156 mm
40 photographs, 11 b/w tables, 27 b/w line drawings, 16 charts, 4 graphs
Paperback £27.99 9781137427564

All language rights available

A Course in Behavioral Economics

2nd edition



Erik Angner, *George Mason University, USA*

"Packed with wisdom, insight, humor, and compelling examples, and admirable in its breadth and depth of coverage, *A Course in Behavioral Economics* is a superb choice for instructors teaching such a course or for those who want to master the topic on their own."- George Loewenstein, *Carnegie Mellon University, USA*

"Erik Angner's *A Course in Behavioral Economics* quickly and efficiently introduces all aspects of this exciting discipline. It is a must-use for every student new to the field, and for everyone else who wants to be on a par with the most recent developments in behavioral economics." - Floris Heukelom, *Radboud University, The Netherlands*

A concise, self-contained text that introduces students to the subject of behavioral economics by comparing and contrasting its theories and models with those of mainstream economics. Full of examples, exercises and problems, this book emphasises the intuition behind the concepts and is suitable for students from a wide range of disciplines.

Contents: 1. Introduction * PART I CHOICE UNDER CERTAINTY * 2. Rational Choice under Certainty * 3. Decision-making under Certainty * PART II JUDGMENT UNDER RISK AND UNCERTAINTY * 4. Probability Judgment * 5. Judgment under Risk and Uncertainty * PART III CHOICE UNDER RISK AND UNCERTAINTY * 6. Rational Choice under Risk and Uncertainty * 7. Decision-making under Risk and Uncertainty * PART IV INTERTEMPORAL CHOICE * 8. The Discounted Utility Model * 9. Intertemporal Choice * PART V STRATEGIC INTERACTION * 10 Analytical Game Theory * 11. Behavioral Game Theory * PART VI CONCLUDING REMARKS * 12. Behavioral Welfare Economics, Libertarian Paternalism, and the Nudge Agenda * 13. General Discussion

January 2016 336pp 246x171 mm
80 illustrations
Paperback £32.99 9781137512925

All language rights available

Skills for Engineering and Built Environment Students

University to Career

John W. Davies, *Coventry University, UK*



As well as academic skills, future engineers need to be able to present data, work in project teams, carry out experiments, problem solve and write reports. This book will help students embarking on engineering degrees develop all the core skills they need for study and future careers.

Contents: PART I: GETTING STARTED * 1. The Initial Transition to University * 2. Organisation, Initiative and Flexibility * PART II: STUDY SKILLS * 3. Basic Academic Skills * 4. Writing * 5. Information Sources * 6. Number and Data Presentation * PART III: REALISTIC CHALLENGES * 7. The Bigger Picture: Education and Professional Development * 8. Personal Development Planning and Recording * 9. Practical Work * 10. Graphical Communication and Design * 11. Teamwork and Realistic Projects * PART IV: INTELLECTUAL DEVELOPMENT * 12. The Bigger Picture: Learning and Teaching * 13. Reports * 14. Research Methods * 15. Presentations * PART V: PROFESSIONAL ACTIVITY * 16. Work Experience * 17. Job Searching * 18. A Professional Career

April 2016 192pp 234x156 mm
35 b/w tables, 4 colour photos, 24 figures, 2 colour illustrations
Paperback £16.99 9781137404213

All language rights available

Soil Mechanics

Principles and practice

4th edition



Graham E. Barnes, *Independent Consultant and Researcher, UK*

"We have specified Barnes as the core Geotechnical Engineering textbook since 2006. It provides excellent coverage of the topic and our students find the style accessible. The use of case studies and worked examples are particularly useful to students." - Professor Tony Price, University of Warwick, UK

Soil Mechanics provides students with a clear understanding of the nature of soil and its behaviour, offering an insight into the application of principles to engineering solutions. This new updated edition includes new case studies, integrated video interviews with practising engineers and a new testbank for lecturers.

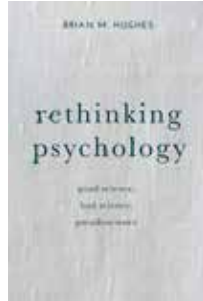
Contents: 1. Soil Formation and Nature * 2. Soil Description and Classification * 3. Permeability and Seepage * 4. Effective Stress and Pore Pressure * 5. Contact Pressure and Stress Distribution * 6. Compressibility and Consolidation * 7. Shear Strength * 8. Shallow Foundations – Stability * 9. Shallow Foundations – Settlements * 10. Pile Foundations * 11. Lateral Earth Pressures and Retaining Structures * 12. Slope Stability * 13. Earthworks and Soil Compaction * 14. Site Investigation

May 2016	608pp	246x 189 mm
385 figures, 65 tables		
Paperback	£48.99	9781137512208

All language rights available

Rethinking Psychology

Good Science, Bad Science, Pseudoscience



Brian M. Hughes, *National University of Ireland, Galway*

"Brian Hughes has written an important and engaging book exploring the relationships between science, pseudoscience, and psychology. He argues persuasively that psychology itself can properly be considered to be a true science but one that is marred within by pockets of pseudoscience. This book

should be read by anyone with a serious interest in the subject." – Professor Christopher French, Goldsmiths, University of London, UK

"Hughes provides a timely and comprehensive reminder of the critical role of science in both academic and professional applications of psychology. It covers an impressive breadth of topics with incisive clarity and illustrates clearly the integral role of scientific approaches to understanding psychological phenomena." – Dr. David Hevey, Trinity College Dublin, Ireland

Balancing readability with intellectual rigour, this is an essential guide to the complex relationship between psychology, science, and pseudoscience. Unique in its focus on the philosophy of science within psychology, it critiques controversial practices and challenges the biases which threaten academic rigour within the field.

Contents: PART I: PSYCHOLOGY AND PSEUDOSCIENCE IN THEORY * 1. What is Science and Why is it Useful? * 2. What is Pseudoscience and Why is it Popular? * 3. The Scientific Nature of Psychology * 4. The Psychology of Evidentiary Reasoning * PART II: PSYCHOLOGY AND PSEUDOSCIENCE IN PRACTICE * 5. Examples from the Fringes: From Healing the Mind to Reading the Body * 6. Examples from the Mainstream: Biological Reductionism as Worldview * 7. Examples from the Mainstream: What Some People Say about What They Think They Think * PART III: PSYCHOLOGY AND PSEUDOSCIENCE IN CONTEXT * 8. Biases and Subjectivism in Psychology * 9. Religion, Optimism and their Place in Psychology * 10. Psychologists at the Threshold: Why Should We Care?

March 2016	296pp	234x 156 mm
Paperback	£28.99	9781137303943

All language rights available

IBM SPSS for Psychologists

And Everybody Else

6th edition



Nicola Brace, *The Open University, UK*, Rosemary Snelgar, *University of Westminster, UK*, Richard Kemp, *University of New South Wales, Australia*

This new, thoroughly updated edition of the hugely popular *SPSS for Psychologists* includes revisions throughout - in line with the latest version of IBM SPSS software - as well as a whole new section on syntax.

A new companion website features questions and further resources to help students and teachers get the most out of SPSS and the book.

Contents: 1. Introduction * 2. Data Entry in SPSS * 3. Exploring Data in SPSS * 4. Data Handling * 5. Tests of Difference for Two Sample Designs * 6. Tests of Correlation * 7. Tests of Nominal Data * 8. Analysis of Variance * 9. Bivariate and Multiple Regression * 10. Analysis of Covariance and Multivariate Analysis of Variance * 11. Discriminant Analysis and Logistic Regression * 12. Factor Analysis, and Reliability and Dimensionality of Scales * 13. Beyond the Basics * 14. Appendix A: Syntax * 15. Appendix B: Data Files

April 2016 504pp 246x189 mm
 266 photographs, 227 tables, 42 diagrams
 Paperback £26.99 9781137579225

All language rights available

An Introduction to Social Anthropology

Sharing Our Worlds

3rd edition



Joy Hendry, *Oxford Brookes University, UK*

"This is the book that every social anthropology student needs. Hendry guides her readers through the breadth and depth of the discipline whilst simultaneously transmitting a profound sense of why anthropology is a field to be passionate about." - Cathrine Degnen, *Newcastle University, UK*

"This is without doubt one of the best introductory texts on social anthropology that exists. Much of the book's success lies in its lively, engaging and accessible style: Hendry has a knack of simplifying complex arguments and making anthropological ideas not only interesting but also fun." - Cris Shore, *The University of Auckland, New Zealand*

"With examples from around the world, a wide palette of topics, and clear explanations of key concepts and theories, this is a highly engaging and vividly rendered introduction to social and cultural anthropology for new students and general readers alike." - Willam W. Kelly, *Yale University, USA*

Fully updated and revised, the third edition of this popular textbook continues to introduce students to what anthropology is, what anthropologists do, how and what they contribute, and how even a limited knowledge of anthropology can help people succeed in today's world.

Contents: Introduction * 1. Seeing the World * 2. Disgusting, Forbidden and Unthinkable * 3. Gifts, Exchange and Reciprocity * 4. The Ritual Round * 5. Society: a Set of Symbols * 6. Beauty and Bounty, Treasure and Trophies * 7. Cosmology I: Religion, Magic and Mythology * 8. Cosmology II: Witchcraft, Shamanism & Syncretism * 9. Law, Order and Social Control * 10. The Art of Politics * 11. Family, Kinship and Marriage * 12. Economics and the Environment * 13. Identities in a Connected World * 14. Anthropology and Anthropologists

May 2016 392pp 234x156 mm
 Hardback £70.00 9781137431530

All language rights available

Dead White Men and Other Important People

2nd edition



Angus Bancroft, *University of Edinburgh, UK*, Ralph Fevre, *University of Cardiff, UK*

"Engagingly-written, *Dead White Men* is a highly original introduction to foundational theories and ideas in Sociology. It does this by instilling a sense of wonder and imagination about the social world. Essential reading for all committed Sociology undergraduates." - Sarah Moore, *University of Bath, UK*

"This book offers a rich and inspiring insight into sociology's key theories and thinkers, delicately told through the story of Mila – the perfect introduction for students new to sociology." - Trudie Knijn, *Utrecht University, The Netherlands*

This is a textbook with a twist. Written as a novel, from the perspective of Mila, a student new to sociology, it is a brilliantly engaging introduction to the discipline and the fundamental questions that have bothered the most important sociological thinkers.

Contents: In the Beginning * 1. In at the Deep End * 2. In the Café * 3. In the Picture * 4. In Our Genes? * 5. In Cahoots * 6. In Doni's Club * 7. In the Night * 8. In the Morning * 9. In Control * 10. In Doubt * 11. In Sickness and in Health * 12. In Two Acts * 13. In Essence * 14. In and Against * 15. In Between * 16. In Pieces * 17. In and Out * Frequently Asked Questions * Glossary

March 2016 256pp 216x138 mm
17 b/w illustrations
Paperback £19.99 9781137467850

All language rights available

NURSING

Nursing the Acutely Ill Adult

2nd edition



Edited by David Clarke and Alison Ketchell both at *University of Leeds, UK*

"This book is an excellent resource for improving and consolidating assessment and management" - *Nursing Standard*

"This book clearly illustrates the need-to-know theoretical background for clinical practice with its useful, scenario-based approach. A

welcome addition to the field." - Karen Page, *Teaching Fellow, School of Nursing and Midwifery, Queen's University Belfast, UK*

"Student nurses need books that do more than just provide knowledge on anatomy and physiology - this book does more. An invaluable asset for anyone struggling with applied pathophysiology." - John Costello, *Senior Lecturer, School of Nursing, Midwifery and Social Work, University of Manchester, UK*

This comprehensive book provides an understanding of the common symptoms related to serious illness in adults. It integrates anatomy with pathophysiology and encourages developmental, critical thinking. Using an in-depth case study approach and including two brand new chapters, this new edition is a must-read for all students of adult nursing.

Contents: Introduction: The Importance of Nursing Assessment in Acute Care; David Clarke * 1. Principles of Assessment-Application to Practice; Julie Jackson * 2. Shock Presentation; Ian Goulden * 3. Understanding Sepsis; Peter O'Donnell and Catherine Waskett * 4. Traumatic Brain Injury; Ian Goulden and David Clarke * 5. Acute Stroke; David Clarke and Pamela Beaumont * 6. Acute Coronary Syndrome; Alison Malecki-Ketchell * 7. Chronic Obstructive Pulmonary Disease; Liz Cleave * 8. Acute Kidney Injury; Mark Bevan * 9. Small Bowel Obstruction; Beverley Gallacher * 10. Diabetic Ketoacidosis; Paula Mayo and David Clarke * 11. Care and Management in Liver Disorder Following Drug Misuse; Michelle Clayton * 12. Musculoskeletal Trauma; Julia Maz * Conclusion

June 2016 352pp 234x156 mm
Diagrams, photographs, line drawings
Paperback £27.99 9781137465511

All language rights available

Sustaining Social Work

Between Power and Powerlessness



Robbie Duschinsky, Sue Lampitt and Susan Bell *all at Northumbria University, UK*

This book is a companion and source of support for social workers who are struggling with the tensions of practice in an unsettled profession. Using the latest social theory to examine core practical challenges and issues of the social work role, the authors put forward a model of sustainable and meaningful

day-to-day practice. It challenges individualist models of practice with considerations of the importance of the organisation and professional expectation. Authors have a reputation for imaginative and relevant writing and research.

Contents: Introduction * 1. Between Power and Powerlessness * 2. Certainties * 3. Responsibility * 4. Optimism * 5. Relationships * 6. Sustaining Social Work * Conclusion

May 2016	208pp	234x156 mm
Paperback	£19.99	9781137403902

All language rights available

The Professional Social Worker

Meeting the Challenge

2nd Edition



Neil Thompson, *Avenue Consulting Ltd, UK*

The social work profession has undergone a period of uncertainty in recent times, placing ever-increasing demands on practitioners. In his usual engaging and accessible style, Neil Thompson examines the role of a social worker from fresh perspectives, and provides a contemporary introduction to the essential aspects of modern day social work.

Contents: Preface to the Second Edition * Introduction * PART I: THE SOCIAL WORKER AS PROBLEM SOLVER * PART II: THE SOCIAL WORKER AS THINKER * PART III: THE SOCIAL WORKER AS MANAGER * PART IV: THE SOCIAL WORKER AS PROFESSIONAL * Glossary * References * Index

June 2016	264pp	234x156 mm
2 diagrams		
Paperback	£26.99	9781137586704

All language rights available

Positive Dynamics

A Systemic Narrative Approach to Facilitating Groups



Margaret Henning *Sussex Partnership NHS Foundation Trust, UK*

"This welcome, practical workbook offers a rich resource for practitioners wanting to develop their understanding of groups and group work. It clearly sets out and addresses the dilemmas that all group facilitators will find themselves facing at some point, and is packed full of ideas about how to

develop the safety from which creative exploration is possible. The book is a wonderful resource that group facilitators will find themselves returning to time and again." – Deborah Page, Consultant Clinical Psychologist, Sussex Partnership NHS Foundation Trust, UK

This is a practical manual for group facilitators, informed by extensive experience. Grounded in a firm psychological evidence base, it focuses on the concrete practicalities of how to make groups vehicles for success, whether in achieving therapy or self-development, in optimising team function or in achieving specific organisational tasks.

Contents: 1. Why This Book? * 2. Basics of Systemic Thinking and Groups as an Ecology of Minds * 3. Narrative Theory and Some Basics of Human Communication for Optimal Group Dynamics * 4. Group Development over Time: Setting the Culture and Deepening the Engagement * 5. Specific Process Problems and How to Solve Them * 6. Putting it all Together: Some Sample Applications

Basic Texts in Counselling and Psychotherapy

February 2016	152pp	216x138 mm
Paperback	£23.99	9781137430564

All language rights available

Introduction to Film

2nd edition



Nick Lacey, *Benton Park School, UK*

"This is a highly valuable resource for new students to the field of cinema studies. It would also assist teachers in shaping and structuring their film courses." – Stephen Gaunson, Head of Cinema Studies, RMIT University, Australia

"Exceedingly accessible, the book provides an overview of the field that is at once concise and comprehensive, with many detailed examples to explain concepts drawn from films ranging from the earliest silent one-reelers to contemporary world cinema." – Barry Grant, Professor of Film Studies, Brock University, Canada

A long-awaited second edition of this popular text, which provides a concise introduction to the study of film and addresses the key areas encountered by students new to the subject.

Contents: * Introduction * 1. Film Language * 2. Film Narrative and Genre * 3. Film as Business * 4. Exhibition and Distribution * 5. Film Theory * 6. Transnational Cinema * 7. Film Movements and Waves * 8. Representation and Film * 9. Film and Technology * Conclusion

April 2016	408pp	246x189 mm
101 b/w photos, 17 b/w tables, 15 figures		
Hardback	£75.00	9781137463845

All language rights available

Media Writing

A Practical Introduction

2nd edition



Craig Batty, *RMIT, Australia*,
Sandra Cain, *Bournemouth University, UK*

"A very useful, comprehensive text for supporting teachers of professional writing. Batty and Cain manage to cleverly merge the intellectual principles of a variety of writing formats with an extremely practical guide as to how to achieve best practice in professional

writing." – Sian Rees, Senior Lecturer in Languages, Translation and Communication, Swansea University, UK

"This very well-written book serves not only as an introduction to media writing but it contains detailed and thorough advice on many different genres within media writing." – Christine Lenstrup, Teaching Assistant Professor in Communications, Copenhagen Business School, Denmark

A new edition of a lively and critically-enriched guide to writing for the media in a range of different professional contexts. Combining theory with practical techniques, this original text caters for students seeking to hone their skills in areas as diverse as journalism, PR, copywriting and screenwriting.

Contents: Introduction * 1. Approaches to Writing for the Media * 2. Writing News: Print and Online * 3. Writing News: Broadcast * 4. Writing for Magazines * 5. Writing for Public Relations * 6. Writing Copy for Advertising * 7. Screenwriting: Fictional Formats * 8. Screenwriting: Factual Formats

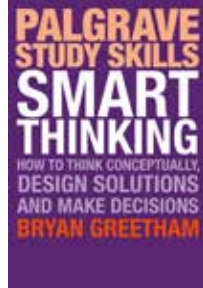
February 2016	296pp	216x138 mm
4 b/w tables, 1 figure		
Paperback	£22.99	9781137529541

All language rights available

STUDY SKILLS

Smart Thinking

How to Think Conceptually, Design Solutions and Make Decisions



Bryan Greetham, *University of Maryland, USA*

We all have the ability to think conceptually and creatively, but for many of us this potential lies untapped. *Smart Thinking* will teach you how to generate your own original ideas, create new concepts, assess risk, solve problems and make balanced decisions. Above all, this book will show you how to truly think for yourself.

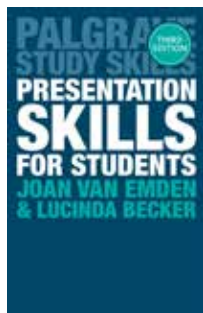
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Palgrave Career Skills

April 2016 176pp 216x 138 mm
20 b/w tables, 14 line drawings, 7 figures
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Aguirre, the Wrath of God



Eric Ames, *University of Washington, USA*

Examining director Werner Herzog's 1972 international breakthrough, *Aguirre, the Wrath of God*, described as one of the greatest cinematic achievements of the 1970s, Ames demonstrates why Herzog's work is more relevant and compelling now than ever before, and argues that Aguirre is key to understanding his aesthetic.

Contents: 1. Visionary History * 2. The Descent * 3. Assembling the Troops * 4. Visions of the World * 5. The Act of Conquest * 6. Into the Quiet * 7. Hallucination * 8. Aguirre Lives * Appendix: Shooting with Kinski

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La Jetée



Chris Darke, *University of Roehampton, UK*

Chris Darke's study places Chris Marker's *La Jetée* (1962) in its political, cultural and cinematic context, and provides a detailed analysis of its formal and stylistic elements, particularly Marker's use of still photography, references to other films, including Hitchcock's *Vertigo*, and its influence on other time-travel narratives.

Contents: 1. La Jetée ... still * 2. In the beginning * 3. Window Shopping in 1962 * 4. Chris Marker takes the Stairs * 5. This is the Story ... * 6. The Life and Death of Images

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Dont Look Back



Keith Beattie, *Deakin University, Australia*

Dont Look Back, a documentary film of Bob Dylan's 1965 England tour, is recognised as a landmark work in the field of documentary filmmaking, contributing to the cultural life of an era. This text examines the aesthetic, thematic and social dynamics of the film in order to elucidate how and why it was a

groundbreaking piece of documentary cinema.

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The General



Peter Kramer, *University of East Anglia, UK*

Offering a fresh perspective on *The General*, arguably one of the most successful American films of the silent era, this insightful text analyses its initial critical reception and the thematic and stylistic characteristics of the film that made it difficult for critics to appreciate at the time, but led to its celebration by later generations.

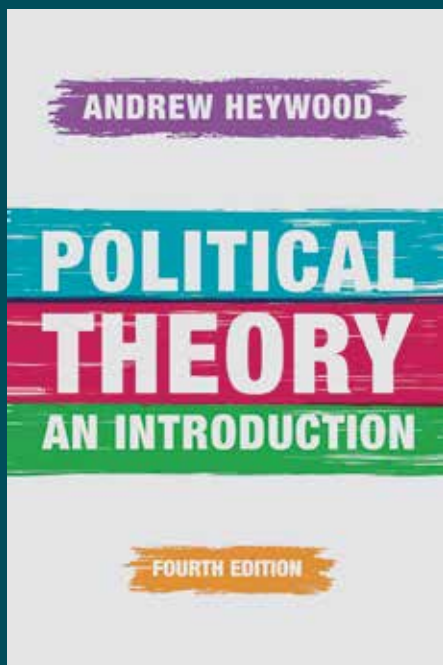
Contents: Acknowledgments * Introduction * 1. Family Affairs * 2. A Trademark and Profits * 3. The Appeal of Historical Drama * 4. From Book to Film * 5. A Film in Six Parts * 6. Love and War * 7. Style, Spectacle and Story * Conclusion * Notes * Credits

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POLITICAL THEORY AN INTRODUCTION

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— Bill Jones (review of previous edition)

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The Intuitive Customer

7 Imperatives for Moving Your Customer Experience to the Next Level



Colin Shaw, *Founder & CEO of Beyond Philosophy, USA*, Ryan Hamilton, *Emory University's Goizueta Business School, USA*

Consumers are unreasonable – but they're not stupid. We all like to think we make rational choices. But thirty years' of research has shown that what we actually do is make instinctive, 'gut' choices and then reverse engineer a set of rational criteria to justify that choice in order to fool ourselves into believing that we are not

being unreasonable. The funny thing is that those gut choices consumers make are often better than the ones they make when they actively and rationally consider their options. In other words – consumers are sensibly unreasonable.

This book is about Behavioral Economics and consumer psychology. Building on the work of Daniel Kahneman (*Thinking Fast and Slow*), Dan Ariely (*Predictably Irrational*) and others, Shaw and Hamilton unpack this new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

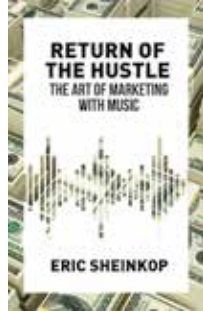
Contents: 1. Too Often Organizations are Solving the Wrong Problem * 2. Guiding Principle 1: Customers are Irrational - Don't Fight It, Embrace It * 3. Guiding Principle 2: Customer's Minds can be in Conflict with Themselves * 4. Guiding Principle 3: Easy is More Important than You Think It is * 5. Guiding Principle 4: Customers are What They do * 6. Guiding Principle 5: Customer Loyalty is Only a Memory * 7. Guiding Principle 6: Customers do Things and They don't Know Why * 8. Guiding Principle 7: Organizations Halo's are Slipping * 9. What do Organizations Need to do? * 10. Pulling It All Together * 11. Conclusion

April 2016 240pp 138x 138 mm
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Return of the Hustle

The Art of Marketing with Music



Eric Sheinkop, *Co-Founder of Music Dealers, USA*

Has a commercial ever brought you to tears? Has a movie ever inspired you so much you change your way of life? Has the series finale of a television show ever broken your heart? Has a video game ever altered your perception of reality?

A strong music strategy is fundamental to the success of television, film, brands and video games. Because of higher expectations for audiovisual

content, it will take more than clever animation or a celebrity cameo to connect with consumers in an authentic, organic way to build a bond that extends far beyond product experience. Music touches us emotionally in a way that words seldom do. We feel it, we remember it.

In *Return of the Hustle*, a leading music and marketing industry insider discusses the diverse audio touchpoints for four key industries and shows how marketers, storytellers, and advertisers can use music to effectively guide audiences along the customer journey from passive consumers to brand advocates. It provides readers with a blueprint for music strategy that professionals at any level in any industry can use to attract consumers, immerse them into the content, and extend relationships between them and the brand long after the commercial ends or the credits roll. With detailed case studies, exhaustive interviews, and thorough research, *Return of the Hustle* gives readers the playbook to use the marketing power of music to drive business results.

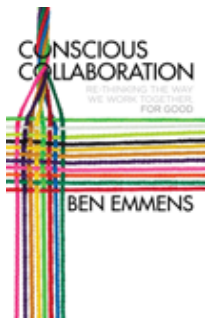
Contents: 1. Introduction * 2. Music as a Medium * 3. The Music Agency * 4. Music in Television * 5. Audio Touchpoints of Television * 6. Music in Film * 7. Audio Touchpoints of Film * 8. Music in Brands * 9. Audio Touchpoints of Brands * 10. Music in Video Games * 11. Audio Touchpoints of Video Games * 12. Looking Ahead, Looking Behind

February 2016 184pp 216x 138 mm
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Conscious Collaboration

Re-Thinking the Way We Work Together, for Good



Ben Emmens, *Co-Founder of The Conscious Project, UK*

When collaboration works, the results can be breath-taking! But it doesn't always deliver on its potential. Collaboration has been defined as 'an unnatural act practiced by non-consenting adults'. Some collaboration can be painfully difficult with the result that problems are either ignored or smoothed over until the collaboration falters or disintegrates, or self-interest

and personal agendas take over and conflict quickly arises.

Collaboration and partnerships work well in the aid sector because they have to – no one body has the resources to solve massive problems on their own. Business often sees the advantages of collaboratively sharing costs without fully recognizing the shift in mindset that is required to take managers with a 'winner takes all' worldview and get them performing effectively in a win-win world.

Part of the solution lies in bringing consciousness to the workplace and developing it as a core competence. A conscious approach to business relationships, planning, and delivery can enable individuals and organizations to truly think about what they are doing, make changes where needed, and become more effective. It is a particularly effective way of managing the multiple and occasionally conflicting stakeholder objectives inherent in any collaborative project.

The author draws on his experience in the aid sector and with non-profit organizations to describe the building blocks that underpin successful collaboration, and inspires us to re-think the way we work together, for good.

Contents: PART I: THE COLLABORATION CONUNDRUM * 1. 'Collaborate' or 'Fragmentate'. * 2. 'Collaborative DNA?'. * 3. 'The Partnership Vortex'. * 4. 'Collaborative Capital'. * PART II: CONSCIOUS COLLABORATION * 5. 'Conscious Collaborators'. * 6. 'Generosity and Humility'. * 7. 'Accompaniment'. * 8. 'The Edge of the Inside'. * 9. 'The Porous Edge'. * 10. 'Trust on Credit'. * 11. 'Jamming'. * 12. 'The Virtual Guild'. * PART III: ACTION * 13. Leadership. * 14. Principles and Processes. * 15. Micro-outcomes. * 16. Conclusion

April 2016	216pp	210x 148 mm
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Brewing, Beer and Pubs

A Global Perspective



Ignazio Cabras, *Northumbria University, UK*, David Higgins, *Newcastle University Business School, UK*, David Preece, *Teesside University, UK*

Brewing, Beer and Pubs addresses a range of contemporary issues and challenges in the key sector of the global economy, and includes contributions by research specialists from a variety of countries and disciplines. This book

includes the marketing and globalization of the brewing industry, beer excise duties and market concentration, and reflections upon developments in brewing and beer consumption across the world in order to explore the wide-reaching influence of this industry. Alongside these global topics more localised themes are presented such as market integration in the Chinese beer and wine markets, beer and brewing in Africa and South America, and turbulence and change in the UK public house industry, which demonstrate how the consumption of beer in pubs and other social environments make the beer industry integral to local communities and regions worldwide.

Contents: Introduction * PART I: GLOBALISATION, MARKETING AND TRADE IN THE BREWING INDUSTRY * PART II: DEVELOPMENTS IN REGIONAL BREWING AND BEER MARKETS * PART III: PUBS, PEOPLE AND PLACES

March 2016	288pp	216x 138 mm
36 b/w tables, 45 figures		
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Leadership: All You Need To Know

2nd edition



David Pendleton, *Edgecumbe Consulting Group, UK*, Adrian F. Furnham, *UCL, UK*

"Amidst the clutter of books on leadership, this book stands out. It helps make sense of a whole range of leadership theories and integrates it all into the authors' own compelling view of what makes leaders effective. I've found their framework very helpful in my own work." - Larry Benjamin,

Capwell Partners, Chicago, USA

"An important step for a company to secure future success is to have effective leader teams. Working with the ideas in this book has been very useful to us and very inspiring." - Asa Gabriel, SVP HR, ICA Group, Sweden

"Keep this book at your elbow. The ideas it brings to life are profoundly useful. And it's an enjoyable read along the way." - Sir Rod Eddington, Chairman, JP Morgan Australia and New Zealand

Leadership experts David Pendleton and Adrian Furnham present an innovative model for leadership success in a turbulent world. This thoroughly updated second edition shows how to make the kind of difference that all organizations, both public and private sector, want and need. Early chapters show the powerful effect leadership can have on organizations; subsequent chapters present new ideas that are elegantly simple, conceptually coherent and radically different, based on the best research in the field. The ideas in this book have also been tested in major multinational organizations over recent years. The aim is to provide leaders and those who work with them with a practical guide to how to increase the effectiveness of leadership in any organization.

Contents: Foreword by Sir Rod Eddington * Introduction * 1. The History of Thinking about Leadership * 2. Leadership's Impact on the Performance of Organisations * 3. The Primary Colours of Leadership * 4. Five Enablers of Leading * 5. The Improbability of Being a Complete Leader * 6. Building a Leadership Team * 7. Do You Have to be Smart to be a Leader? * 8. The Impact of Personality on Leadership * 9. When It All goes Wrong * 9. A Programme of Action * Summary and Conclusion

May 2016 246pp 210x 148 mm
21 b/w illustrations, 13 colour illustrations
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Cosmopolitan Managers

Executive Development that Works



Santiago Iñiguez de Onzoño, *Instituto de Empresa, Spain*

Executive education is a billion dollar industry that has the potential to transform individual and organizational performance, but in too many cases the decision whether or not to lavish it upon any given manager comes down to whether the fear that they will leave if you don't spend money on them is greater than the fear that they will leave if you do.

Given that the future of your business, or your career, depends on developing your managerial talent to its fullest potential. This book looks at how the future of executive education is changing to meet the needs and wants of top managerial talent. It argues that part of the solution is to balance the technical, analysis-based 'engineering' training that forms the basis of many senior managers' initial study, with a more rounded, integrated approach that includes learning derived from the humanities, such as art and history. Illustrated with fascinating examples drawn from interviews with some of the most influential figures in business education and corporate training around the world. It delivers a unique perspective and valuable insights on what it takes to deliver world-class corporate training.

Contents: Foreword; Dr Nick H.M. van Dam * Part I: In-company Executive Education and Leadership Development * 1. Human Resources Management and Leadership Development * 2. Executive Education Examined * 3. The Managerial Lifecycle * 4. Blending Technology and Learning * 5. Measuring the Impact of Executive Learning * 6. Attracting, Developing and Retaining Talent * 7. Challenges and Opportunities of Implementing Diversity and Inclusion * Part II: Growing Cosmopolitan Managers. * 8. Creating Learning Communities * 9. Management and the Humanities * 10. Creating a Virtuous Learning Environment * 11. Nurturing Management Virtues * 12. Talent Management and Sustainable Companies * Epilogue: Tantalizing Paradises and Satisfaction at Work

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Black Swan Start Ups

Understanding the Rise of Successful Technology Business in Unlikely Places



Sami Mahroum, *INSEAD Abu Dhabi Campus, UAE*

This book explores start ups that have thrived against the odds in places where start up success was deemed to be unlikely. Discussing a number of technology start ups from around the world that have succeeded without state backing nor local venture and seed capital, *Black Swan Start Ups* provides unique insights into unsung models of success beyond the two

dominant narratives of Asia's 'Tiger Economies' and America's Silicon Valley miracle. The author describes these stories of success as 'black swan events' and ascribes their achievements to the ability of entrepreneurs to leverage the 'place surplus' of their locations, while building connections to support networks outside their immediate geographies. Including case studies such as Skype in Estonia, SoundCloud in Germany and Bayt.com in Dubai, this insightful book gives a holistic and wide-ranging view of how technology start ups have, and can, succeed in less likely places.

Contents: Foreword * 1. Introduction * 2. Start Up Success and the Five Types of Place Surplus * 3. Skype in Tallinn * 4. SoundCloud in Berlin * 5. Sofizar in Lahore * 6. Rovio in Espoo * 7. Red Bull in Fuschl-Am-See * 8. TomTom in Amsterdam * 9. MAKTOOB in Amman * 10. StormGeo in Bergen * 11. 24symbols in Madrid * 12. Bayt.com in Dubai * Chapter 13. Atlassian in Sydney * 14. Unhappy start ups are alike, each happy start up is unique

April 2016 261pp 210x 148 mm
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POLITICS

Democratic Orators from JFK to Barack Obama



Edited by Andrew S. Crines, *University of Liverpool, UK*, David S. Moon, *University of Bath, UK*, Robert Lehrman, *American University, USA*

"Once a celebrated art, oratory is now more likely to be discussed as a lost or declining one. Yet as this volume demonstrates, oratorical skill remains a powerful tool for any politician. This illuminating collection examining orators

in the Democratic Party will be a must read for students and scholars of politics and communication." - Richard Hayton, *University of Leeds, UK*

"A powerful and impressive contribution to our understanding of the interlocking themes of oratory, rhetoric and leadership in the United States. Its authors combine detailed knowledge of the changing context of political speech making with a sensitive appreciation of the conceptual framework used in the study of communication." - Gillian Peele, *University of Oxford, UK*

This book examines the oratorical and rhetorical styles of leading figure in Democratic Party politics since the 1960s. It reveals how leading orators strove to connect their message with a variety of audiences from the Senate to the media.

Contents: Acknowledgements * Notes on Contributors * Introduction; Andrew S. Crines and Robert Lehrman * 1. The Oratory of John F. Kennedy; Robert Lehrman * 2. The Oratory of Lynton B. Johnson; Andrew Taylor * 3. The Oratory of Robert Kennedy; Brendan Evans * 4. The Oratory of Jimmy Carter; Donna Jackson and Robert Lehrman * 5. The Oratory of Edward Kennedy; Timothy Heppell * 6. The Oratory of Bill Clinton; Jon Herbert * 7. The Oratory of Al Gore; Robert Busby * 8. The Oratory of John Edwards; David S Moon * 9. The Oratory of John Kerry; Jon Roper * 10. The Oratory of Jessie Jackson; Felicia R. Stewart * 11. The Oratory of Hillary Clinton; Mark Bennister * 12. The Oratory of Barack Obama; Robert Lehrman and Andrew S. Crines * Conclusion; David S. Moon * Bibliography * Index

May 2016 336pp 138x 138 mm
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Who Runs the Economy?

The Role of Power in Economics



Edited by Robert Skidelsky, University of Warwick, UK, Nan Craig, Centre for Global Studies, UK

Since the financial crisis of 2008 and the following Great Recession, there has been surprisingly little change in the systems of ideas, institutions and policies which preceded the crash and helped bring it about. 'Mainstream' economics carries on much as it did before. Despite much discussion of what went wrong,

very little has substantially changed. Perhaps the answer has something to do with power; a subject on which economics is unusually quiet. Whilst economics may be able to discuss bargaining power and market power, it fails to explore the reciprocal connections between economic ideas and politics: the political power of economic ideas on the one side, and the influence of power structures on economic thought on the other. This book explores how the supposedly neutral discipline of economics does not simply describe human behaviour, but in fact shapes it.

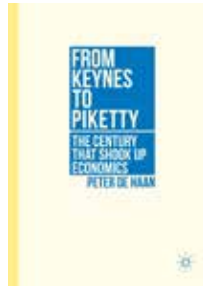
Contents: Acknowledgements * Introduction * PART I: Economics and Power: Basic Models of the Relationship * Power and Economics: * Steven Lukes * Jonathan Hearn * Economics as Superstructure: * Norbert Haring * Lucas Zeise * Economics as Science: * Nancy Cartwright * John Bryan Davis * PART II: Case Studies * The Keynesian Revolution and the Theory of Countervailing Powers: * Robert Skidelsky * Roger Backhouse * Neoclassical Counter-revolution and the Ascendancy of Business 1970–1990: * Daniel Stedman Jones * Ben Jackson * PART III: Applications to the Present * Economics and the Banks: * Adair Turner * Thomas Palley * Power and Inequality: * Jamie Galbraith * Anthony Heath

May 2016 120pp 210x 148 mm
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From Keynes to Piketty

The Century that Shook Up Economics



Peter de Haan, *Independent Consultant, The Netherlands*

From Keynes to Piketty provides the reader with an accessible and entertaining insight into the development of economic thought over the past century. Starting with John Maynard Keynes's bestseller, *The Economic Consequences of Peace* (1919), and ending with Thomas Piketty's blockbuster, *Capital*

in the Twenty First Century (2014), the author explains which dramatic political and economic events changed the way economists interpreted these events, and how they revolutionized the economic science. The book contains biographies of Keynes, Schumpeter, Galbraith, Hayek, Friedman, Hirschman, North, and Piketty, alongside others, and highlights their extraordinary lives and works, anecdotes about them, and their often sharp differences of opinion. Extensive summaries of their main works provide the interested scholar and student with an accurate presentation of their contents. A must-read for all those who wonder what happened to economics during the past century, and why.

Contents: 1. Political and Economic Developments 1914–2014 * 2. The Great War and the Great Depression * 3. Capitalism or Socialism: That's the Question * 4. Affluence * 5. The Return of Neoclassical Economics * 6. Capitalism Riding High * 7. The Great Recession * 8. Inequality Revisited * Epilogue.

March 2016 505pp 210x 148 mm
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The Shadow Banking System

Money Management in an Age of Financial Illiteracy

Creating Transparency in the Financial Markets



Valerio Lemma, *Marconi University of Rome, Italy*

Shadow banking has grown in importance, to even rival traditional banking. However, its role in fuelling real estate bubbles which burst in the later 2000s is commonly attributed as one of the major causes of the global financial crisis.

In this study, Valerio Lemma provides a complete overview of the shadow banking system from a legal and economic perspective. He defines the

current regulatory framework of shadow banking and explores its impact on financial firms. By analysing the rules governing this market based financial system, the author highlights the functions of the system, and investigates its entities, operations and risks. Focusing on the regulatory aspects of shadow banking, this book provides an original view, demonstrating that unregulated banking and finance and the current lack of supervision in shadow banking is a market failure. This core research identifies a need for transparency in the shadow areas of capital markets, and finally suggests a resolution for the strengthened control of shadow banking entities and operations.

The book shows the fundamentals of the shadow banking system and its entities, operations and risks. Focusing on the regulatory aspects, it provides an original view that is able to demonstrate that the lack of supervision is a market failure.

Contents: PART I: GENERAL OBSERVATION * PART II: THE SHADOW BANKING SYSTEM AS AN ALTERNATIVE SOURCE OF LIQUIDITY * PART III: SHADOW BANKING ENTITIES * PART IV: SHADOW BUSINESSES OF BANKS, INSURANCE COMPANIES AND PENSION FUNDS * PART V: SHADOW BANKING OPERATIONS * PART VI: NON STANDARD OPERATIONS IN THE SHADOW BANKING SYSTEM * PART VII: SHADOW BANKING RISKS AND KEY VULNERABILITIES * PART VIII: THE SHADOW BANKING SYSTEM AND THE NEED FOR SUPERVISION

February 2016 272pp 138x 138 mm
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W. Fred van Raaij, *Tilburg University, The Netherlands*

Government policies, marketing campaigns of banks, insurance companies and other financial institutions, and consumers' protective actions all depend on assumptions about consumer financial behavior. Unfortunately, many consumers have no or little knowledge of budgeting, financial products, and financial planning.

It is therefore important

that organizations and market authorities know why consumers spend, borrow, insure, invest, and save for their retirement - or why they do not.

Understanding Consumer Financial Behavior provides a systemic economic and behavioral approach to the way people handle their finances. It discusses the different types of financial behaviors consumers may engage in and explores the psychological explanations for their behavior and choices. This exciting new book is essential reading for scholars of marketing, finance, and management; financial professionals; and consumer policy makers.

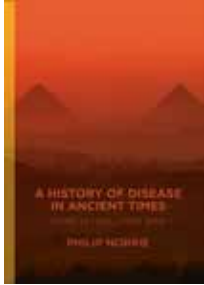
Contents: Part I. Consumer Financial Behaviors * 1. Money Management * 2. Saving Behavior * 3. Credit Behavior and Debt Problems * 4. Insurance and Prevention Behavior * 5. Pension Plans and Old-age Provisions * 6. Investment Behavior * 7. Tax Behavior: Compliance and Evasion * 8. Responsible Financial Behavior. * Part II. Psychological Concepts * 9. Comparisons and Perception of Gains and Losses * 10. Risk Preference. *11. Consumer Confidence and Trust * 12. Self-control * 13. Time Orientation

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A History of Disease in Ancient Times

More Lethal than War



Philip Norrie, *University of New South Wales, Australia*

This book shows how bubonic plague and smallpox helped end the Hittite Empire, the Bronze Age in the Near East and later the Carthaginian Empire. The book examines all the possible infectious diseases present in ancient times and show that life was a daily struggle for survival either avoiding or fighting against these infectious

disease epidemics. The book argues that infectious disease epidemics are a critical link in the chain of causation for the demise of most civilizations in the ancient world and that ancient historians should no longer ignore them, as is currently the case.

Contents: Foreword by Professor Craig Molgaard * Introduction * 1. Common Diseases in Ancient Times * 2. How Disease Affected the History of the Egyptian Empire * 3. How Disease Affected the History of the Hittite Empire * 4. How Disease Affected the End of the Bronze Age * 5. How Disease Affected the History of Ancient Carthage * Conclusion * Plague Prayers of King Mursili II * About the Author

April 2016 142pp 210x 148 mm
16 colour illustrations
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Edited by Poul Duedahl,
Aalborg University, Denmark



The mission of the United Nations Educational, Scientific and Cultural Organization (UNESCO), as defined just after the end of World War II, is to construct intellectual and moral solidarity in order to build 'the defenses of peace' in the minds of men and women. The Organization has therefore carried out a considerable amount of mental engineering. Historians have

so far uncovered the roots of many of the soft power initiatives launched to construct sincere solidarity between people, but we still know very little about their impact. In this publication, leading historians within the field trace the routes of selected initiatives from the center to the periphery from UNESCO's headquarters in Paris to the member states to assess UNESCO's global impact from World War II and up till today.

Contents: 1. Introduction * PART I: ROUTES OF KNOWLEDGE * PART II: REBUILDING A WORLD DEVASTATED BY WAR * PART III: EXPERTS ON THE GROUND * PART IV: IMPLEMENTING PEACE IN THE MINDS * PART V: PRACTICING WORLD HERITAGE

February 2016 288pp 216x 138 mm
35 illustrations
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Addiction

A Philosophical Perspective



Candice L. Shelby, *University of Colorado Denver, USA*

This book argues that addiction should be understood not as a disease but as a phenomenon that must be explored on many levels at once. Employing a complex dynamic systems approach and philosophical methodology, Shelby explains addiction as an irreducible neurobiological, psychological, developmental, environmental, and sociological phenomenon.

Contents: Introduction * 1.

Some Philosophical Questions (and a New Theory) * 2. Addiction and the Individual * 3. The Ecology of Addiction * 4. The Culture of Addiction * 5. Meaning and Addiction * 6. Phenomenology * 7. Possibilities for Change * 8. Conclusion

March 2016	240pp	216x 138 mm
Hardback	£63.00	9781137552846

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Approaching Infinity



Michael Huemer, *University of Colorado Boulder, USA*

Approaching Infinity addresses seventeen paradoxes of the infinite, most of which have no generally accepted solutions. The book addresses these paradoxes using a new theory of infinity, which entails that an infinite series is uncompletable when it requires something to possess an infinite intensive magnitude. Along the way, the author addresses the nature of numbers, sets, geometric

points, and related matters. It expresses the need for a theory of infinity, and reviews both old and new theories of infinity. It discusses the purposes of studying infinity and the troubles with traditional approaches to the problem, and concludes by offering a solution to some existing paradoxes.

Contents: PART I: THE NEED FOR A THEORY OF THE INFINITE * 1. The Prevalence of the Infinite * 2. Six Infinite Regresses * 3. Seventeen Paradoxes of the Infinite PART II: TRADITIONAL THEORIES OF INFINITY * 4. Impossible Infinite Series: Two False Accounts * 5. Actual and Potential Infinities * 6. The Cantorian Orthodoxy * PART III: A NEW THEORY OF INFINITY * 7. Philosophical Preliminaries * 8. Sets * 9. Numbers * 10. Infinity * 11. Space * 12. Some Paradoxes Mostly Resolved * 13. Some Infinite Regresses Assessed

March 2016	320pp	216x 138 mm
Hardback	£63.00	9781137560858

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Applied Cyberpsychology

Practical Applications of Cyberpsychological Theory and Research



Edited by Alison Attrill and Chris Fullwood both at University of Wolverhampton, UK

This book brings together overviews from a number of leading authorities in the field, to suggest how academic theory and research can be applied to a variety of online behaviours. Both positive and negative behaviours are considered, including topics as diverse as parenting the online child, age-related internet

usage and cultural considerations in online interactions. Psychological research can no longer view online and offline worlds as different entities, but must consider online behaviours as equally distinct as offline activities. It focuses on personal applications of the Internet, insight is also offered into the role that theory and research plays in training military personnel as well as the use of psychometric testing to select and retain employees.

Contents: Introduction * 1. Digital Inclusion and Disability; Darren Chadwick and Caroline Wesson * 2. Parenting the Online Child; Sally Quinn * 3. The Role of Culture in Online Behaviour; Alison Attrill * 4. Natives and Immigrants: Closing the Digital Generation Gap; Edward T. Asbury * 5. Technology Assisted Memory; Tom Mercer * 6. Internet Addiction: A Clinical Perspective; Daria Kuss * 7. Online Support Groups: Enhancing the User Experience with Cyberpsychological Theory; Chris Fullwood * 8. Counselling in Online Environments; Rachel Harrad and Nicholas Banks * 9. Romantic Relationships and Online Dating; Nicola Fox Hamilton * 10. Online Consumer Behaviour; Nicola Derrer-Rendall and Alison Attrill * 11. Applying Psychology with Games Development: What Can the Gaming Industry Learn from the Discipline?; Linda K. Kaye * 12. Military and Defence Applications; Coral J. Dando and Claire L. Tranter * 13. Social Media Impact on Organisations; Johanna Myddleton and Chris Fullwood * 14. Online Psychometric Assessment; Daniel P. Hinton and Debbie L. Stevens-Gill

March 2016	256pp	216x 138 mm
20 illustrations		
Hardback	£65.00	9781137517029

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The Metamorphoses of the Brain – Neurologisation and its Discontents



Jan De Vos, Ghent University, Belgium

Jan De Vos examines the different metamorphoses of the brain: the educated brain, the material brain, the iconographic brain, the sexual brain, the celebrated brain and, finally, the political brain. This first, protracted and sustained argument on neurologisation, which lays bare its lineage with psychologisation, should

be taken seriously by psychologists, educationalists, sociologists, students of cultural studies, policy makers and, above all, neuroscientists themselves.

Contents: 1. The Education Brain * 2. The Material Brain * 3. The Iconographic Brain * 4. The Sexual Brain * 5. The Celebrated Brain * 6. The Political Brain

April 2016	260pp	210x 148 mm
2 illustrations		
Hardback	£65.00	9781137505569

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Designing for Life

A Human Perspective on Technology Development



Pertti Saariluoma, *University of Jyväskylä, Finland*, José J. Cañas, *University of Granada, Spain*, Jaana Leikas, *VTT, Finland*

This book reviews the history of technology and suggests how it will continue to develop in relation to human use.

Technology and humans are bound together inextricably as more of our daily life, and even emotions, are influenced by objects which in turn are designed to reflect nature.

Throughout the chapters,

the authors take readers through the various uses of technology. They discuss artifact analysis, usability and cognitive engineering, as well as motivation and emotion in user interface design. The book also crucially introduces a new, holistic approach to designing human-technology interaction. The book is suitable for researchers, postgraduate and undergraduate students of cognitive and social psychology as well as all those who are interested in technological design and its societal impact.

Contents: 1. Technology in History * 2. Design Discourses * 3. The Logic of User Interface Design * 4. The Psychology of Fluent Use * 5. Emotions, Motives, Individuals and Cultures in Interaction * 6. Life-based Design * 7. Research and Innovation * Epilogue: Designing for Life

May 2016	225pp	210x 148 mm
15 illustrations		
Hardback	£65.00	9781137530462

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Transnational Popular Psychology and the Global Self-Help Industry

The Politics of Contemporary Social Change



Daniel Nehring, *University of Worcester, UK*; Emmanuel Alvarado, *Palm Beach State College, US*; Eric C. Hendriks, *Peking University, China*; Dylan Kerrigan, *University of the West Indies, Trinidad & Tobago*

"[This] is the book we have all been waiting for: Nehring and his co-authors chart the globalization of self-help culture from the US and the UK, to China, Mexico, Trinidad and Tobago, capturing the hybridization of the form

and the spread of therapeutic cultures and neoliberal ideology across the globe. While most studies of self-help culture to date have focused on the genre's prevalence in the Anglophone world, chiefly the US and the UK, *Transnational Popular Psychology and the Global Self-Help Industry* reveals just how prevalent the propaganda of entrepreneurial self-improvement has become." - Micki McGee, author of *Self-Help, Inc: Makeover Culture in American Life*, Associate Professor of Sociology and American Studies, Fordham University, USA

Self-help books aim to empower their readers, deliver happiness and personal fulfilment but do they really live up to this? This book offers a fresh perspective on self-help culture and popular psychology. It explores the production, circulation and consumption of self-help books from an innovative transnational perspective. Case studies on Trinidad and Tobago, Mexico, the People's Republic of China, the United Kingdom and the USA explore the roles which self-help's therapeutic narratives of self and social relationships play in the contemporary world. In this context, the book questions the extent to which self-help fulfils its promise of individual autonomy and contentment. At the same time, it addresses debates about contemporary processes of globalisation as sources of cultural standardization.

Contents: 1. Self-help Worlds * 2. Self-help and Society * 3. Self-help's Transnationalism * 4. Self-help Entrepreneurs in China * 5. Self-help in Crisis * 6. Cultural Struggles, Intimate Life and Transnational Narratives * 7. The Uses of Self-help Books in Trinidad * 8. The Politics of Self-help

February 2016	224pp	216x 138mm
9 b/w tables, 2 figures		
Hardback	£65.00	9780230370852

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Virtual Workers and the Global Labour Market



Edited by Juliet Webster, London School of Economics, UK, Keith Randle, University of Hertfordshire, UK

The emerging world of virtual work is not tied to physical workplaces or particular locations, but is dispersed and footloose. It is frequently precarious, and blurs the boundaries between work and non-work, production and consumption. Contributors to this wide-ranging volume of case studies identify the growing and diverse army of virtual workers. Building from an overarching introduction which discusses the salient features of virtual work, this collection considers the challenges in analysing the class position of virtual workers.

Virtual Workers and the Global Labour Market features international examples of emerging occupations and working conditions in new media, gaming, journalism, advertising and branding, software development and offshore services. Cross-disciplinary insights from across the social sciences inform contributions on labour market entry, employment relations, precariousness, the dynamics of virtual teams, and cyberbullying, in order to illustrate the diversity of virtual work, its circumstances and its labour force.

Contents: Part I: Who are Virtual Workers? * Part II: Virtual Occupations, Work Processes and Preparation for the Virtual Labour Market. * Part III: The Conditions and Experiences of Virtual Work

April 2016	279pp	235x 155 mm
4 illustrations		
Hardback	£65.00	9781137479181

All language rights available



Ben Fincham, University of Sussex, UK

What is fun? How is it distinct from happiness or pleasure? How do we know when we are having it? This book is the first to provide a comprehensive sociological account of this taken for granted social phenomenon. Fincham investigates areas such as our memories of fun in childhood, the fun we have as adults, our muted experiences of fun at work and our lived experiences

of having fun. It uses first-hand accounts and a new approach to interpreting fun, it exposes the paradox of fun as not serious or unimportant whilst at the same time essential for a happy life. It addresses questions of control, transgression and the primacy of social relationships in fun. *The Sociology of Fun* is intended to provoke discussion about how we want to have fun and who determines the fun we have.

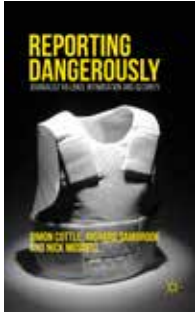
Contents: 1. Introduction * 2. Theorising Fun * 3. Fun in Childhood * 4. Fun in Adulthood * 5. Fun at Work * 6. Phenomenal Fun * 7. Fun and Recollections * 8. Conclusion

March 2016	200pp	210x 148 mm
2 illustrations		
Hardback	£55.00	9780230358577

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Reporting Dangerously

Journalist Killings, Intimidation and Security



Simon Cottle, Richard Sambrook and Nick Mosdell
all at Cardiff University, UK

Reporting Dangerously: Journalist Killings, Intimidation and Security examines the statistics and looks at the trends in journalist killings and intimidation around the world. It identifies what factors have led to this rise and positions these in historical and global contexts. This important study also provides case studies and first-hand accounts from

journalists working in some of the most dangerous places in the world today and seeks to understand the different pressures they must confront. It also examines industry and political responses to these trends and pressures as well as the latest international initiatives aimed at challenging cultures of impunity and keeping journalists safe. Throughout, the authors argue that journalism contributes a vital if often neglected role in the formation and conduct of civil societies. This is why reporting from 'uncivil' places matters and this is why journalists are often positioned in harm's way.

Contents: 1. Introduction * PART I: WHAT'S HAPPENING AND WHY IT MATTERS * 2. Reporting in Uncivil Societies and Why it Matters; Richard Sambrook * 3. Mapping the Parameters of Peril; Nick Mosdell * PART II: APPROACHED IN CONTEXT: HISTORY, VIOLENCE, JOURNALISM * 4. On the Violent History of the Globalized Present; Simon Cottle * 5. Journalism and the Civil Sphere; Simon Cottle * PART III: WE ARE THE FRONT LINE: JOURNALIST VOICES. * 6. Reporting from Unruly, Uncivil Places: Journalist Voices from the Frontline; Simon Cottle * 7. Keeping Safe(r) in Unruly, Uncivil Places: Journalist Voices in a Changing Communications Environment; Simon Cottle * PART IV: FROM PROTECTING TO SAFEGUARDING * 8. Protecting Journalists: An Evolving Responsibility; Richard Sambrook * 9. Safeguarding Journalists: And the Continuing Responsibility to Report; Richard Sambrook * 10. Conclusion: Ways Forward * Appendix 1 * Appendix 2 * Appendix 3

April 2016 215pp 216x138 mm
6 illustrations
Hardback £60.00 9781137406699

All language rights available

Languages and the First World War

Communicating in a Transnational War



Edited by Julian Walker, The British Library, UK, Christophe Declercq, University College London, UK

This book examines language change and documentation during the First World War. With contributions from international academics, the chapters cover all aspects of communicating in a transnational war including languages at the front; interpretation, translation and parallels between languages;

communication with the home front; propaganda and language manipulation; and recording language during the war. This book will appeal to a wide readership, including linguists and historians.

Contents: PART I: LANGUAGE AT THE FRONT * PART II: WRITING HOME * PART III: THE HOME FRONT * PART IV: COLLECTING CONFLICT WORDS *

Palgrave Studies in Languages at War

May 2016 280pp 216x138 mm
16 illustrations
Hardback £65.00 9781137550293

All language rights available

Neurotechnologies of the Self

Mind, Brain and Subjectivity



Jonna Brenninkmeijer,
*Radboud University Nijmegen,
The Netherlands*

Taking care of oneself is increasingly interpreted as taking care of one's brain. Apart from pills, books, food, and games for a better brain, people can also use neurotechnologies for self-improvement.

This book explores how the use of brain devices to understand or improve the

self changes people's subjectivity; how brains and selves interact in the work of early brainwave scientists and contemporary practitioners; how users of neurofeedback (brainwave training) constitute a new mode of self that is extended with a brain and various other (physiological, psychological, material, and sometimes spiritual) entities, and; how clients, practitioners and other actors perform a dance of agency during the neurofeedback process. Through these topics, Jonna Brenninkmeijer provides a historical, ethnographical, and theoretical exploration of the mode of being that is constituted when people use a brain device to improve themselves.

Contents: Preface * 1. Brain Devices and the Marvel * 2. Glancing Behind the Scenes * 3. Taking Care of One's Brain * Intermezzo: From Self to Others to Agents * 4. Neurofeedback as a Dance of Agency * 5. Reflection and Conclusion * Summary

March 2016	134pp	210x 148 mm
5 b/w illustrations, 4 colour illustrations		
Hardback	£63.00	9781137533852

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Fat Bodies, Health and the Media

Jayne Raisborough, *University of Brighton, UK*



Our televisions bulge with weight-loss shows, as the news warn of the obesity epidemic. Fat is such a villain that larger people are stigmatized and we all are seduced by life-changing claims of a multi-billion pound diet industry. Yet, when we question if our bathroom scales can really tell us about our health, we start to ask just why and how fat holds such

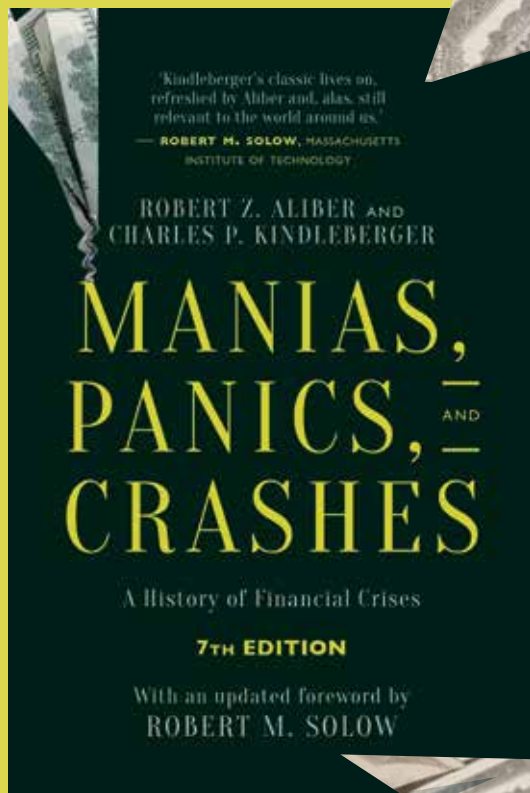
fascination.

In this book, Jayne Raisborough explores interpretations of fat bodies from Palaeolithic Europe to Poverty Porn TV to argue that fat's materiality makes it ripe for stigmatising associations. However, especially in a social context that presents health as a matter of choice, fat also emerges as an ideal redemptive substance to be pummelled and starved into submission. This book presents a 'fat sensibility' to demonstrate how fat is helping us all become responsibilised healthy-citizens.

Contents: Introduction: Fat, the Media and a Fat Sensibility * 1. The Matter of Fat * 2. Fat Gets Melodramatic: The Obesity Epidemic and the News * 3. Fat Finds Lifestyle: Introducing Reality Television * 4. The Before: Fat Gets Ready for a Makeover * 5. Sweat and Tears: Working at Redemption * 6. Fat and on Benefits: The Obese Turn Abese * 7. Conclusion: Fat Sensibility or Moral Panic?

May 2016	158pp	210x 148 mm
Hardback	£63.00	9781137288868

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