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The MBA Companion (Palgrave Student Companions Series)

The London School of Economics (LSE) has been and continues to be one of the most important global centres for economics. With six chapters on themes in LSE economics and 29 chapters on the lives and work of LSE economists, this volume shows how economics became established at the School, how it produced some of the world's best-

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known economists, including Lionel Robbins and Bill Phillips, plus Nobel Prize winners, such as Friedrich Hayek, John Hicks and Christopher Pissarides, and how it remains a global force for the very best in teaching and research in economics. With original contributions from a stellar cast, this volume provides economists - especially those interested in macroeconomics and the history of economic thought - with the first in-depth analysis of LSE economics.

The Handbook of Experiential Learning In

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International Business is a one-stop source for international managers, business educators and trainers who seek to either select and use an existing experiential learning project, or develop new projects and exercises of this kind.

Crises and scandals in the world of international management have brought a new spotlight onto how the subject is taught, studied and understood. There has been a plethora of literature on international management, but a lack of focus on how

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international management education (IME) can be shaped to respond to existing and future global business challenges. The Routledge Companion to International Management Education gathers together contributors from academia, industry and university administration involved in IME, to: introduce the domain of IME; describe the emerging state in new geographical areas; discuss the major issues and debates revolving around IME; explore the linkage of technology and international management,

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and shed light on the future of IME. The diverse background of the contributors provides a global perspective that challenges the dominant Anglo-American view, with up-to-date specific insights originating from their indigenous view points, which has often been neglected and inadequately covered. The volume answers important questions, such as: Do we need a vision in IME? What is the current state of IME? How has IME grown in emerging market segments? What roles does technology play in its recent

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development? The volume provides thought-provoking reading for educators, administrators, policy makers, human resources professionals and researchers. It will also give future international management students a glimpse of IME from a global inside-out perspective. Now with over 60 international case studies, 2 new chapters, coverage of CSR and ethics, video interviews with change practitioners and an improved guiding framework, the fourth edition of this best-selling change

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management textbook is more practical and immersive than ever.

The Palgrave Handbook of Deceptive Communication

Approaches, Practices and Cases for Integral Leadership Strategy

The English Literature Companion

The Routledge Companion to Mindfulness at Work

Strategic Performance Management

The English Language and Linguistics Companion

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Drawing upon research and practitioner narratives from management, leadership, organizational studies, entrepreneurship and sustainable business domains, this book explores the many pathways that enable emerging countries to transform knowledge into action to achieve economic and sustainable development. The authors take a holistic approach to 'transforming knowledge' that goes beyond the mere 'application of knowledge' to include the assimilation, adaptation, and contextualization of knowledge to suit the unique contexts, needs and conditions existing in emerging countries. They then

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presents success stories and case studies comprising innovative solutions for emerging economies that practitioners can utilize. Current research in management is highlighted by bringing together academics, practitioners, policy-makers and interest groups from diverse regions and perspectives.

MBA Companion Palgrave Macmillan

This popular textbook offers a broad and accessible introduction to the building blocks of modern finance: financial markets, institutions and instruments.

Focussing on the core elements of the subject, the

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author blends theory with real-life data, cases and numerical worked examples, linking the material to practice at just the right level of technical complexity. This new edition has updated data and cases throughout, ensuring that it is as up-to-date as possible in this fast-moving area. More assessment and self-test resources have been added to the book to help support students and lecturers. It is ideally suited to students at all levels who take economics, business and finance courses, as well as for those who want to understand the workings of the modern financial world. New to this Edition: - New case

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studies, including coverage of the Libor and foreign exchange rigging scandals, Bitcoin, the FinTech revolution and issues raised by Brexit - Fully updated data and relevant numerical examples - Coverage of derivatives such as futures, options and swaps - Extensive discussion of regulatory developments since the financial crisis - A companion website featuring teaching resources is available

Deception and truth-telling weave through the fabric of nearly all human interactions and every communication context. The Palgrave Handbook of Deceptive Communication unravels the topic of lying

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and deception in human communication, offering an interdisciplinary and comprehensive examination of the field, presenting original research, and offering direction for future investigation and application.

Highly prominent and emerging deception scholars from around the world investigate the myriad forms of deceptive behavior, cross-cultural perspectives on deceit, moral dimensions of deceptive communication, theoretical approaches to the study of deception, and strategies for detecting and deterring deceit. Truth-telling, lies, and the many grey areas in-between are explored in the contexts

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of identity formation, interpersonal relationships, groups and organizations, social and mass media, marketing, advertising, law enforcement interrogations, court, politics, and propaganda. This handbook is designed for advanced undergraduate and graduate students, academics, researchers, practitioners, and anyone interested in the pervasive nature of truth, deception, and ethics in the modern world.

A Relationship Marketing Perspective
Essential Maths for Business and Management
A Case Study Approach

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The Drama, Theatre and Performance Companion
Managing People in Organizations

The Economics Companion

The COVID-19 pandemic has permanently changed lives around the world and no dimension of life and leadership seems to have been spared from its wrath. It has also stirred us into thinking about novel approaches to lead organizations and societies toward a shared, sustainable future. This book offers novel perspectives on leadership and change management after the COVID-19 pandemic that

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take us beyond striving for thriving—perspectives that are grounded in emergent theory, research and practice. It highlights sustainable leadership and change management strategies to effectively deal with unpredictable and rapidly changing situations—particularly in a world that is increasingly volatile, uncertain, complex, and ambiguous (VUCA). This book also highlights engaging perspectives by specialists from different disciplines such as business, psychology, education, and health care. It serves as a practical guide in identifying and

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responding to leadership challenges and opportunities in each of the four VUCA categories of volatility, uncertainty, complexity, and ambiguity—and how they affect businesses, organizations, and societies as a whole.

The new edition of this highly successful and popular textbook is a comprehensive, easy-to-follow guide to using and interpreting all the quantitative techniques that students will encounter in their later business and financial careers; from fundamental principles through to more advanced applications. Topics are

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explained in a clear, friendly step-by-step style, accompanied by examples, exercises and activities, making the text ideal for self-tuition or for the student with no experience or confidence in working with numbers. This highly successful learning-by-doing approach, coupled with the book's clear structure, will enable even the most maths-phobic student to understand these essential mathematical skills. Comprehensive in both its scope of coverage and the range of abilities it caters for, this remains a core textbook for undergraduate students of

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business, management and finance, for whom Quantitative Methods modules will be a key component. It will also appeal to those on related MBA and postgraduate courses. New to this Edition: - Business Modelling 'Moving on...' feature with integrated web and book activities to promote student engagement with the application of mathematical techniques in real-life workplaces - Extensive revamp of two Statistics chapters based on student and lecturer feedback - Crucial updated practical guides to using Excel and SPSS - Integrated companion

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website resources helps relate theory to real world examples Accompanying online resources for this title can be found at [bloomsburyonline.com/resources/quantitative-methods-4e](https://www.bloomsburyonline.com/resources/quantitative-methods-4e). These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

This book guides managers and leaders toward greater insight and more deliberate practices in regards to diversity, equity, and inclusion addressing leadership, operations, and the educational environments. The authors consider

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the qualities of awakened leadership as critical components for establishing and nurturing a diverse, equitable and inclusive work environment. The book argues that the only way destructive conflicts can be resolved on a lasting basis is through profound collaboration, which can be embedded in performance structures by questioning biases, and becoming aware of limiting mindsets and traditions, that keep parts of society subjugated. It offers a wide range of constructive approaches that lead to higher awareness, thus, better understanding and focus

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on stakeholders. Finally, it presents examples of diversity-engendered issues and their resolutions from around the globe.

A coherent summary of theory and a route map through practical strategic management which will be very useful for students'. Alison Dean, Canterbury School of Business, University of Kent. Contemporary Strategic Management uses up-to-date organizations and situations such as Barbie, Rebuilding Iraq, Easy Jet and McDonalds to emphasise the practical side of strategy, while at the same time illustrating the theoretical

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issues involved. Richard Pettinger discusses strategic analysis and choice, strategic failures and successes, investment appraisals, ethics, implementation and the development of strategic management from a managerial perspective.

This approach will appeal especially to MBA and final year management students who appreciate the 'hands on' feel of the text. - Over 150 'Contemporary Insights' using organizations and situations to demonstrate strategy in practice. - End of chapter 'Work Assignments/Discussion Questions' to assess learning and encourage

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debate. - As an experienced business author, Pettinger has a warm, persuasive and student friendly style making this text accessible, appealing and well structured. Visit the companion website at www.palgrave.com/business/pettinger/strategy which offers guidance on building a course around the text, answers to questions, further discussion questions and powerpoint slides. Author Biography RICHARD PETTINGER teaches a wide variety of courses, including strategic management at the Management Studies Centre,

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University College London and is also an active Management Consultant. Also available is a companion website with extra features to accompany the text, please take a look by clicking below - <http://www.palgrave.com/business/pettinger/index.asp>

Leadership after COVID-19

Business Administration Education

for Business, Management and Finance

Timeless Lessons for Today's Managers

The Palgrave Companion to LSE Economics

MBA Marketing

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Presents a "buyer's guide" to MBAs, or at least shows how to construct one. The book is designed to help the reader to choose the "right" school to meet personal needs. The "professional" audience comprises those in management development and training in the corporate sector.

The one-stop guide to studying psychology at degree level. This book provides a thorough introduction to psychology as a discipline and offers

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guidance on what to expect from the course. An ideal study tool, the Companion includes advice on study skills, research methods, career pathways and helpful psychology organisations.

A comprehensive introduction that provides essential information and advice on study skills, research and careers for students of Health Studies. Ideal pre-course reading, it covers the core components of the course,

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reflective activities and stacks of useful resources to makes readers explore further and reflect on their learning.

English is now a global phenomenon no longer defined by fixed territorial, cultural and social functions. The Routledge Companion to English Studies provides an authoritative overview of the subject area. Taking into account the changing conceptualisations of English, this Companion considers both

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historical trajectories and contemporary perspectives whilst also showcasing the state-of-the-art contributions made by the established scholars of the field. The Routledge Companion to English Studies: provides a set of broad perspectives on English as a subject of study and research highlights the importance of the link between English and other languages within the concepts of multilingualism and polylingualism investigates the use

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of language in communication through the medium of digital technology covering key issues such as Digital Literacies, Multimodal Literacies and Games and Broadcast Language explores the role of English in education taking account of social, ethnographic and global perspectives on pedagogical issues. This collection of thirty-four newly commissioned articles provides a comprehensive and up-to-date picture of the dynamic and diverse field of

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English Studies and will be an invaluable text for advanced students and researchers in this area.

Marketing Management

Quantitative Methods

The Palgrave Handbook of Experiential Learning in International Business

Managing (e)Business Transformation

The Palgrave Handbook of African Entrepreneurship

MBA Companion

Are you thinking about studying nursing? Do

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you have an upcoming interview? Or have you just been accepted on a course? Do you need a guide? Then this book is for you. The number of students applying for nursing is increasing every year, making each place more competitive and more precious. This book will give you the edge in your application, knowledge for your interview, and support throughout your course. This trusty companion will answer your queries and settle your concerns, giving you an insight into the world of nursing. The experienced team of authors:

- Introduce the different branches of nursing*
- Define the key concepts you will*

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study on your course - Give you an insight into specialist study skills - Help you to understand research - Offer advice on professional development and life after university. Using case studies, activities and incorporating four end-of-part glossaries, this one-stop resource will prepare you for the experience of being a student nurse and equip you for the challenges of the profession.

This book covers all of the core topics in marketing and is written and designed specifically for the needs of MBA students. Assuming no prior knowledge, this text covers

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the basics before quickly moving on to explore more advanced issues and concepts. It is strongly grounded in theory and linked to best practice, and is the ideal MBA course text.

A key course text for advanced undergraduates and MBA students of human resource management. By using a thematic rather than a techniques-based structure, this book provides an opportunity to engage with current problems and issues by going beyond the normal emphasis on best practice and techniques and developing an awareness of the wider context. Accompanied by a website at

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<http://www.palgrave.com/business/newell> containing lecturer support materials, this text presents the key themes underpinning an understanding of human resource management through the use of detailed research-based case studies. Also available is a companion website with extra features to accompany the text, please take a look by clicking below - <http://www.palgrave.com/business/newell/index.asp>

Marketing Management: A Relationship Marketing Perspective is an introduction to the principles of marketing management with a relationship perspective integrated

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*throughout. Through the book contributors explore five key areas: * The Role of Relationship Marketing in Business * The Customer Retention Audit * Creating Customer Value Through the Expanded Marketing Mix * Planning and Organising for Relationship Marketing * Relationship Marketing in Action* With insightful graphics, mini case studies and numerous real-world examples, *Marketing Management* is an ideal text for MBA students, postgraduates and professionals seeking a topical introduction to leading edge management and marketing thinking. Final year undergraduates of business will also benefit

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from this well-written, highly accessible text. Also available is a companion website with extra features to accompany the text, please take a look by clicking below
-<http://www.palgrave.com/business/cranfield/>
The Routledge Companion to English Studies
A Global Perspective
The Nursing Companion
for Business and Management
Finance and Financial Markets
A Managerial and Behavioural Approach
This volume bridges the gap between management strategy, management

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accounting, and strategic human resource management to analyze the link between organizational strategy and systems of planning and control. Taking a managerial approach, particularly suited to MBA students, it helps students to identify problems and construct solutions based on proffered theory and industry practice. The problem-based approach adopted by the book engages students and challenges them to consider the range of factors required for the development of a performance management system and

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asks them to evaluate the use of different systems in different organizations. There is an on-going case which is developed across a range of chapters, helping students to develop a complete performance management system across the company.

Companion Website: <http://www.palgrave.com/business/deWaal/index.html>

This comprehensive handbook offers a state-of-the-art guide to new frontiers of African entrepreneurship. Written from a Pan-African perspective by a cast of international authors,

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the book addresses the rapid modernisation and evolution of African entrepreneurship and business practices. It maps new developments in entrepreneurial ecosystems, technology and digital entrepreneurship, entrepreneurship in conflict zones, and gender and diversity issues. It proposes new models for entrepreneurial financing and explores the contrast between entrepreneurship in high-technology urban centers with peripheral rural districts and conflict zones. Bringing together empirical

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insights and case studies from countries across Africa, the Handbook illuminates regional and contextual differences and shares theoretical and practical insights which inform policy and practice. It is an ideal guide for researchers and students working on international business, entrepreneurship and emerging economies. It will also inform policymakers in developing context-informed entrepreneurial policies and initiatives in Africa.

This text places the study of managerial

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economics firmly in a European context. Managerial Economics offers a lively and readable account of how economic theory can be used to make effective business decisions. With numerous case studies and examples, it guides students through the concepts and applications of the subject to provide a comprehensive understanding of the complexities of economic decision making in business. Managerial Economics is an excellent course text for business and economics undergraduates, as well as MBA

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students, taking a course in managerial economics.

This complete companion to the study of drama, theatre and performance studies is an essential reference point for students undertaking or preparing to undertake a course either at university or at drama school. Designed as a single reference resource, it introduces the main components of the subject, the key theories and thinkers, as well as vital study skills. Written by a highly regarded academic and practitioner with a

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wealth of expertise and experience in teaching, Mangan takes students from studio to stage, from lecture theatre to workshop, covering practice as well as theory and history. Reliable and comprehensive, this guide is invaluable throughout a degree or course at various levels. It is essential reading for undergraduate students of Drama, Theatre and Performance Studies at universities, drama schools and conservatoires, as well as AS and A Level students studying Drama and Theatre who are considering studying the

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subject at degree level.

The Psychology Companion

Working Together Toward a Sustainable Future

Managing by the Bhagavad Gītā

The Politics Companion

The Palgrave Handbook of Natural Gas and Global Energy Transitions

Changes in Management and Leadership Strategies

An invaluable resource for those considering and starting degree courses in Economics. It introduces readers to the core theories

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and techniques of economics and presents some of the most interesting controversies and wider themes. It is an essential guide for those wanting to study the subject successfully.

Assuming no prior mathematical knowledge, this approachable and straightforward text covers the essential mathematical skills needed by business and management students at undergraduate and MBA level. Clare Morris uses a clear and informal narrative style with examples, painlessly leading the reader through fundamental mathematical principles. Also available is a companion website with extra features to accompany the text, please take a look by clicking below -

<http://www.palgrave.com/business/morris/index.html>

Drawing upon the timeless wisdom of the Bhagavad Gītā, a philosophical-spiritual world classic, this professional book

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highlights the spiritual and moral dimensions of management using an inside-out leadership development approach. It interprets the Bhagavad Gītā's teachings on the personality types and psychological makeup of managers and employees; self-knowledge and self-mastery; and the leadership concepts of vision, motivation, and empowerment. This book covers topics such as training of the mind, ethical leadership, communication, stress management, and corporate social responsibility (CSR). Collectively, the enclosed contributions provide managers with an enhanced outlook on management functions such as leading, planning, organizing, and controlling in today's organizations, particularly those run by knowledge workers. Management research in the 20th century has mainly focused on the industrial paradigm characterized by a hierarchical structure of authority

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and responsibility with an individualistic focus on the personality of the manager. However, this traditional paradigm cannot solve many of the problems that confront leaders and managers today. Recent studies have shown that values traditionally associated with spirituality—such as integrity, honesty, trust, kindness, care, fairness, and humility—have a demonstrable effect on managerial effectiveness and success. Although traditionally interpreted as a religious-spiritual text, the Bhagavad Gītā teaches these values which can be extrapolated and applied to practical management lessons in today's corporate boardrooms. Applying the text of the Bhagavad Gītā to the context of management, this book views a manager as an "enlightened sage" who operates from a higher stance, guided by self-knowledge and self-mastery. It demonstrates how character is the key ingredient for effective

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management and leadership. This book is therefore applicable to all managers, from first-line to CEOs, in their management and leadership roles in organizations.

The position and role of the business school and its educational programmes have become increasingly prominent, yet also questioned and contested. What management education entails and how it is enacted, has become a matter of profound concern in the field of higher education and, more generally, for the development of the organized world. Drawing upon the humanities and social sciences, *The Routledge Companion to Reinventing Management Education* imagines a different and better education offered to students of management, entrepreneurship and organization studies. It is an intervention into the debates on what is taught and how learning takes place

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demonstrating both the potential and the limits of what the humanities and social sciences can do for management education. Divided into six sections, the book traces the history and theory of management education, reimagining central educational principles and outlining an emerging practice-based approach.

With an international cast of authors, *The Routledge Companion to Reinventing Management Education* has been written for contemporary and future educators and for students and scholars who seek to make a difference through their practice.

Leading With Diversity, Equity and Inclusion

The Routledge Companion to International Management Education

The Palgrave Handbook of Learning and Teaching International Business and Management

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Human Resource Management in Context

The Routledge Companion to Reinventing Management Education

MBA Futures

Given the ever-growing interest in the benefits of mindfulness to organizations and the individuals who work in them, this Companion is a comprehensive primary reference work for mindfulness (including creativity and flow) in the workplace, including business, healthcare, and educational settings. Research shows that mindfulness boosts creativity through greater insight, receptivity, and balance, and increases energy and a sense of wellbeing. This Companion traces the genesis and growth of this

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burgeoning field, tracks its application to the workplace, and suggests trends and future directions. With contributions from leading scholars and practitioners in business, leadership, psychology, healthcare, education, and other related fields, The Routledge Companion to Mindfulness at Work is an extensive reference work which will be a vital resource to the fields of management and organizational studies, human resource management, psychology, spirituality, cultural anthropology, and sociology. Each chapter will present a listing of key topics, a case or situation that illustrates the application of the themes, workplace lessons, and reflection questions.

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Interested in discovering how language works? Daunted by the prospect of studying linguistics at university? The English Language and Linguistics Companion is a tool-kit for the novice linguist. Integrating study skills with substantive coverage, it offers an innovative approach to the study of English language and linguistics, helping students see how their chosen discipline 'fits together'. A one-stop resource, this practical and highly accessible guide: - Provides a comprehensive overview of contemporary approaches to the study of language and outlines the contribution of significant scholars to the development of the field. - Introduces the core topics and concepts of linguistics and the study of language

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and summarizes key issues in applied linguistics. - Defines and illustrates the key terms and concepts in the discipline of linguistics. - Offers practical advice on the skills required when studying linguistics and suggests a range of possible career pathways. - Illustrates approaches to linguistic research and recommends resources for linguistic inquiry and the study of language. Packed full of information and guidance, this is an essential resource for prospective linguistics students and anyone with an interest in the study of language.

What does it mean to study English Literature? Have can you navigate and get the most from your degree? The English Literature Companion is your

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comprehensive introduction to, and exploration of, the discipline of English and Literary Studies. It is your advisor on key decisions, and your one-stop reference source throughout the course. It combines:

- A wide-ranging introduction to the nature, breadth and key components of the study of English Literature**
- Essays by experts in the field on key topics, periods and critical approaches**
- A glossary of critical terms and a chronology of literary history**
- Guidance about study skills, from using your time effectively to the practical mechanics of writing essays**
- Extensive signposting to wider reading and further sources of information**
- Advice on key decisions taken during a degree and on subsequent**

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career direction and further study Giving you the foundation and resources you need for success in English Literature, this book is essential pre-course reading and will be an invaluable reference resource throughout your degree.

This handbook, which serves as a follow-up text to The Palgrave Handbook of Experiential Learning In International Business, reviews theoretical and empirical approaches of experiential learning pedagogy, and its role in increasing the effectiveness in teaching and learning of international business, and also, in the incorporation of international business-related concepts and competences in business and non-business programs. This edition

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offers a broader and updated perspective on experiential learning pedagogy for international business and management, and beyond. The first part provides an updated overview of the theories of experiential learning and effectiveness of teaching and learning in international business through the use of experiential learning projects. Part two provides a collection of specific applications of experiential learning in International Business and related fields. This handbook is a one-stop source for international managers, business educators, and trainers seeking to either select and use an existing experiential learning project or develop new projects and exercises of this kind.

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Contemporary Strategic Management Econometrics by Example Managerial Economics Innovative Case Studies and Solutions for Emerging Economies Essential Maths

This new and engaging core textbook offers a unique line manager perspective that presents students with HRM topics and issues that they will be confronted with once they enter the world of work in a managerial role. It is a concise text that focuses on providing students with all they need to know to equip them with a comprehensive understanding of the role the (non-HR) manager plays in the day-to-day running of an organization. The author's deep understanding and wide-ranging knowledge of the subject matter

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means that the text is firmly founded on the latest research, while the case studies, topical and international examples, and experiential exercises that form a fundamental part of the book ensure that theory is always clearly applied to real-world practice. This text is an essential companion for MBA and postgraduate students who are studying modules on Human Resource Management or Managing People but who are non-HRM specialists and do not require the exhaustive detail found in other HRM texts. It is also suited for use alongside upper-level undergraduate modules on these topics on mainstream business degrees.

A dynamic collaboration of nine experienced scholars, this timely work shares their rich blend of experiences and insights on emerging paradigms. This multifaceted work will assist students, scholars, and practitioners in attaining and maintaining excellence in an evolving

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world.

The second edition of this bestselling textbook retains its unique learning-by-doing approach to econometrics. Rather than relying on complex theoretical discussions and complicated mathematics, this book explains econometrics from a practical point of view by walking the student through real-life examples, step by step.

Damodar Gujarati's clear, concise, writing style guides students from model formulation, to estimation and hypothesis-testing, through to post-estimation diagnostics. The basic statistics needed to follow the book are covered in an appendix, making the book a flexible and self-contained learning resource. The textbook is ideal for undergraduate students in economics, business, marketing, finance, operations research and related disciplines. It is also intended for students in MBA programs across the social sciences, and for

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researchers in business, government and research organizations who require econometrics.

The MBA Companion both maps out the academic terrain covered on an MBA, exploring the context in which management ideas have developed and how the disciplines inter-relate and it provides a developmental tool that can help students extract the maximum benefit from their MBA--both during their time at Business School and in the longer term with regard to their career.

The Theory and Practice of Change Management
Managing MBAs in the 1990s

The Health Studies Companion

New Horizons in Management, Leadership and Sustainability

This student companion covers all the main aspects of political science from the nature and main

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components of the subject and key theories, thinkers and concepts to study skills and learning resources. Truly international in scope, it will be the ideal complement for students around the world to Palgrave's highly successful range of course texts. Assuming no prior mathematical knowledge, this approachable and straightforward text covers the essential mathematical skills needed by business and management students at undergraduate and MBA level. Clare Morris uses a clear and informal narrative style with examples painlessly leading the reader through basic mathematical principles. Exercises and activities enable students to check

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their learning and reflect on their progress and understanding. Providing a supportive learning environment which minimizes students' fear of mathematics, Essential Mathematics for Business and Management includes: u Chapters on Mathematics in Business and Solving Practical Problems highlighting important learning techniques and demonstrating different approaches to implementing theory in practice. u Business examples and quotations to keep students' interest and emphasize the competitive advantage that can be gained by business professionals who improve their mathematical skills. u Reflective and critical

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learning points to encourage students to consider their own approach to mathematics. u "For Excel users" sections illustrating how spreadsheet functions and capabilities relate to theory. Online lecturer support includes PowerPoint lecture slides and additional questions for class use. Companion Website:

***<http://www.palgrave.com/business/morris/index.html>
Managing (e)Business Transformation comprises text and cases designed to show students how a business can be transformed into an internetworked enterprise where IT infrastructures are used to link customers, suppliers, partners and employees to***

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create superior economic value. The book is written based on the premise that integrating internet technologies throughout the value chain is crucial to building and managing customer relationships. Importantly, it underscores the centrality of basic business and economic principles within the context of a networked environment. The book builds on established business and economic theories, concepts and fundamentals to show that 'e-business' will soon be synonymous with 'business'. The book takes a strong managerial perspective, especially popular with MBA students, to argue that the internet is simply an enabling technology, which

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allows firms to build the infrastructure needed to operate in an evolving business world. The application of theory/concepts is emphasized throughout and contains a range of international case studies enhance the learning experience. This book is a must for all students studying e-business strategy at undergraduate, MBA and postgraduate level. Also available is a companion website with extra features to accompany the text, please take a look by clicking below - <http://www.palgrave.com/business/farhoomand/index.asp>