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October - December 2021  
New Titles Update

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THOUGHTFUL INDEPENDENT PUBLISHING

## BUSINESS & MANAGEMENT TITLES, OCT-DEC 2021

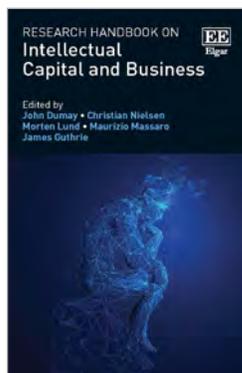


### Research Handbook on Intellectual Capital and Business

Edited by John Dumay, Macquarie Business School, Australia; University of Bologna, Italy; Nyenrode Business Universiteit, the Netherlands and Aalborg University, Denmark, Christian Nielsen, Morten Lund, Aalborg University, Denmark, Maurizio Massaro, Ca' Foscari University of Venice, Italy and James Guthrie, Macquarie Business School, Australia

*'This is an invaluable resource for both new and seasoned scholars interested in the field of intellectual capital (IC). The impressive range of topics arranged under the four themes – content analysis, visual methodologies, Value Added Intellectual Capital (VAIC) and novel approaches – does not only highlight some of the critical issues in measuring IC but also offer some fresh approach that can be adopted when researching IC.'*

– Roszaini Haniffa, Heriot-Watt University, UK



Dec 2021 c 416 pp Hardback 978 1 78536 531 7 c £155.00 / c \$225.00  
eBook • Elgaronline

### Handbook of Sustainability-Driven Business Strategies in Practice

Edited by Stefan Markovic, Copenhagen Business School, Denmark, Cristina Sanja, Universitat Ramon Llull, Spain and Adam Lindgreen, Copenhagen Business School, Denmark and University of Pretoria, South Africa

*'Sustainability is high on the corporate and public agenda but developing and implementing strategies for sustainability often remains challenging. In this edited volume, Markovic, Sanja, and Lindgreen bring together a rich collection of chapters examining sustainability-driven business strategies from a holistic perspective. Considering sustainability strategies across the main functional business areas, the different chapters offer an inspiring set of ideas and experiences that can guide both research and practice on this important theme.'*

– Frank de Bakker, IESEG School of Management, France



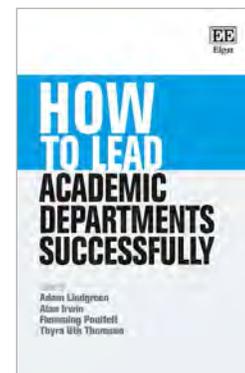
Dec 2021 c 608 pp Hardback 978 1 78990 834 3 c £225.00 / c \$325.00 • eBook

### How to Lead Academic Departments Successfully

Edited by Adam Lindgreen, Copenhagen Business School, Denmark and University of Pretoria, South Africa, Alan Irwin, Flemming Poulsen and Thyra Uth Thomsen, Copenhagen Business School, Denmark

*'Few colleagues plan (and prepare) to be an academic leader at the start of their career. But, almost inevitably, many of us will be asked to take up a major leadership role at some point, and often unexpectedly. Managing professionals within a distinct organisational climate, with unique practices and politics, against the backdrop of a dynamic marketplace is no small matter. It is, in fact, often a sink-or-swim experience. But, have no fear, How to Lead Academic Departments Successfully is here. The book is a rich source of information that offers actionable advice and perhaps comfort for those of us who are about to face the challenges of academic leadership or are trying their very best at it every day. The book's content provides lucid and eclectic answers to the question posed in its title. It will be an inspiring companion of travel for any colleague on a leadership journey.'*

– Ko de Ruyter, King's College London, UK



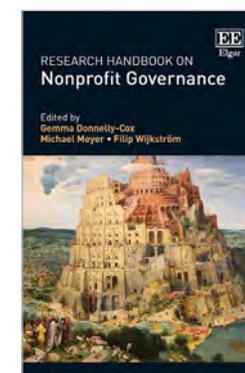
Dec 2021 c 416 pp Hardback 978 1 78990 714 8 c £125.00 / c \$180.00  
eBook • Elgaronline How To Guides

### Research Handbook on Nonprofit Governance

Edited by Gemma Donnelly-Cox, Trinity College Dublin, Ireland, Michael Meyer, WU Vienna, Austria and Filip Wijkström, Stockholm School of Economics, Sweden

*'The Research Handbook examines nonprofit governance at multiple levels from the organisational to the societal, using a wide variety of theoretical perspectives. It contains chapters by many of the leading researchers in the field. It is stimulating and thought provoking. A must read for anyone interested in nonprofit governance.'*

– Chris Cornforth, The Open University, UK



Dec 2021 c 480 pp Hardback 978 1 78811 490 5 c £165.00 / c \$240.00  
eBook • Elgaronline  
Research Handbooks in Business and Management series

## Research Handbook of Innovation for a Circular Economy

Edited by Siri Jakobsen, Thomas Lauvås, Nord University Business School, Norway, Francesco Quatraro, University of Torino, Italy, Einar Rasmussen, Marianne Steinmo, Nord University Business School, Norway

The transition to a circular economy requires innovation at all levels of society. This insightful Research Handbook is the first comprehensive edited work examining how innovation can contribute to a more circular economy.



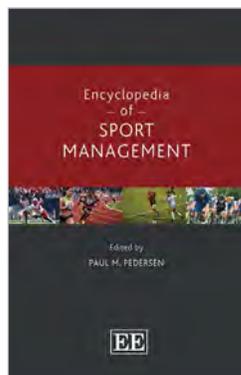
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eBook • Elgaronline Research Handbooks in Business and Management series

## Encyclopedia of Sport Management

Edited by Paul M. Pedersen, Indiana University, US

'With over 300 topics covered, written by some of the best scholars in the world, the Encyclopedia of Sport Management is the most comprehensive and up to date collection of information relevant to our field. I am particularly impressed with the breadth of the topics selected for this compilation. The Encyclopedia will be a great reference tool for everyone interested in sport management. Congratulations to editor Paul M. Pedersen for compiling such an invaluable resource.'

– Brian Turner, The Ohio State University, US



Dec 2021 c 576 pp Hardback 978 1 80088 327 7 c £280.00 / c \$410.00  
eBook • Elgaronline Elgar Encyclopedias in Business and Management series

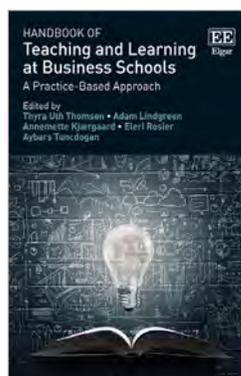
## Handbook of Teaching and Learning at Business Schools

A Practice-Based Approach

Edited by Thyra Uth Thomsen, Copenhagen Business School, Adam Lindgreen, Copenhagen Business School, Denmark and University of Pretoria, South Africa, Annemette Kjærgaard, Copenhagen Business School, Denmark, Eleri Rosier, Cardiff University and Aybars Tuncdogan, King's College London, UK

'The modernization of student learning experiences has never been more pressing than post-COVID. This thought-provoking book provides a plethora of perspectives on how to achieve better and more modern learning, through teams, through technology, through cases and through the continuous professional development of educators. This volume is a useful handbook both for educational practitioners and for researchers in educational research and development. Highly recommended!'

– Peter Møllgaard, Maastricht University School of Business and Economics, the Netherlands



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## TEXTBOOK Advanced Introduction to Advertising

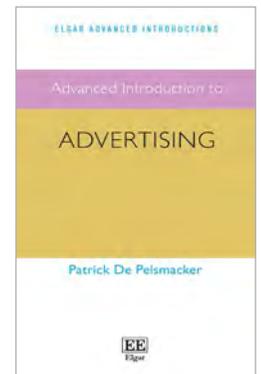
Patrick De Pelsmacker, University of Antwerp, Belgium

'Patrick De Pelsmacker managed to produce an excellent research-driven, theoretically informed yet very practical, up-to-date and engaging book about advertising. A must read for all who want to understand how advertising really works in today's world.'

– Martin Eisend, European University Viadrina Frankfurt (Oder), Germany

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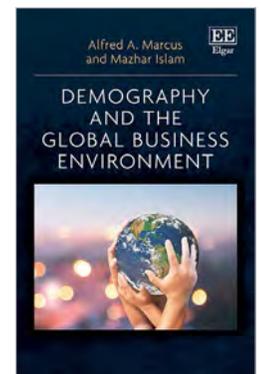


## Demography and the Global Business Environment

Alfred A. Marcus, University of Minnesota and Mazhar Islam, Loyola University New Orleans, US

'Marcus and Islam provide business leaders with some of the most important forecasts and market analysis one can find. Few tools are more important in analyzing the future of global markets than mapping demographic changes and their consequences. By showing how the world is divided into demographic "zones" – aging countries, middle countries, and very young countries – and laying out the political and economic dynamics for each type, they provide essential guidance into the future behavior of nations around the world.'

– Jack A. Goldstone, George Mason University, US

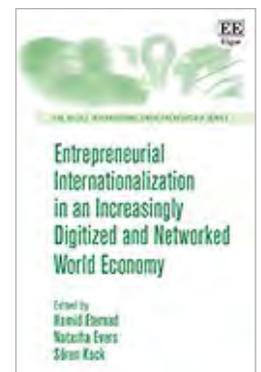


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## Entrepreneurial Internationalization in an Increasingly Digitized and Networked World Economy

Edited by Hamid Etemad, McGill University, Canada, Natasha Evers, The University of Dublin, Ireland and Sören Kock, Hanken School of Economics, Finland

Providing cutting-edge material from a range of perspectives on entrepreneurial internationalization, this insightful book develops contemporary concepts and business models to engage with a rapidly changing and diversifying world economy. Chapters build a conceptual and theoretical illustration of the field, providing key frameworks for the analysis of entrepreneurial internationalization, including insights into strategy and organization, as well as fundraising strategies for early internationalizing startups.



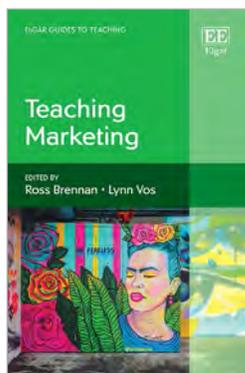
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The McGill International Entrepreneurship series

**Teaching Marketing**

Edited by Ross Brennan, formerly University of Hertfordshire, UK and Lynn Vos, Southern Alberta Institute of Technology, Canada

*'Whether you are new to teaching marketing or have more experience than you want to admit, Teaching Marketing has something for you. The authors bring you back to the historical development of some marketing sub-disciplines, including more recent developments such as social marketing and the triple bottom line, and ground marketing concepts in their academic context. New instructors can find inspiration and contemporary techniques that are more palatable to today's students. A go-to reference manual to keep yourself motivated and your students engaged!'*

– Martine Spence, University of Ottawa, Canada



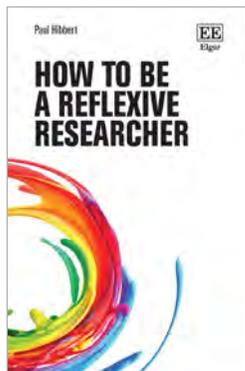
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eBook • Elgaronline Elgar Guides to Teaching

**How to be a Reflexive Researcher**

Paul Hibbert, University of St Andrews, UK

*'Reflexivity is an often misunderstood concept and an art that few have mastered but everybody would benefit from. In this informative and inspiring book, Professor Paul Hibbert, in an accessible and engaging manner, discusses theoretical debates on reflexivity and demonstrates what it means, in practical terms, to be a reflexive researcher. The book combines intellectual rigour – underpinned by a thorough reading of sources drawing on a range of disciplines – with a mature authenticity, built on personal experience. An absolute must-read for all academics, students and practitioners interested in reflexivity.'*

– Martyna Iiwa, Durham University, UK



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**New Movements in Academic Entrepreneurship**

Edited by Päivi Eriksson, University of Eastern Finland, Ulla Hytti, University of Turku, Katri Komulainen, Tero Montonen, and Päivi Siivonen, University of Eastern Finland, Finland

*'This book illuminates the routes that academic entrepreneurship has taken, the encounters it has made, and asks us as academics to reconsider both how it has shaped us and the institution of knowledge. This laudable book seeks to move us to take a sceptical approach to praise of academic entrepreneurship, but also to remain hopeful for our ability to nurture academia as a place for desire, joyfulness and curious experimentation that makes space for intellectual work.'*

– Karin Berglund, Stockholm University, Sweden



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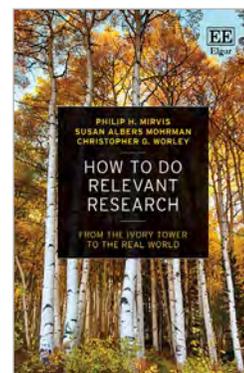
**How to Do Relevant Research**

From the Ivory Tower to the Real World

Philip H. Mirvis, Global Network on Corporate Citizenship and Babson College, Susan Albers Mohrman, University of Southern California and Christopher G. Worley, Pepperdine University, US

*'This book is a very powerful statement of how management research can be relevant for management practice and why that is important. I used a preprint with my doctoral students to enable them to think about how their scholarship can be both rigorous and relevant. The reflective questions scattered throughout the book are an added bonus that guide students to reflect for themselves about what matters to them about research. I strongly recommend this book for academics pondering their links with practice.'*

– Jean M. Bartunek, Boston College, US



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**Handbook of Research Methods for Marketing Management**

Edited by Robin Nunkoo, Viraiyan Teeroovengadam, University of Mauritius and Christian M. Ringle, Hamburg University of Technology, Germany

*'The Handbook takes an up-to-date and fresh look at a variety of topics quite relevant in business research. In particular, it not only provides updates for many traditionally covered topics, but also extends to other areas often overlooked in the past thereby expanding researchers' methodological toolbox. The balance in topics emphasizing not just the role of quantitative methods but also qualitative and mixed methods is unique compared to other books published in the last few decades. Students and faculty will appreciate this book in a variety of methods-oriented courses. Congratulations on this useful, applied book!'*

– Joe Hair, University of South Alabama, US



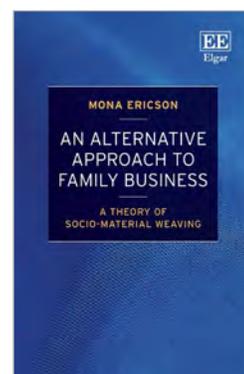
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**An Alternative Approach to Family Business**

A Theory of Socio-Material Weaving  
Mona Ericson, Jönköping International Business School, Sweden

*'Mona Ericson continues to explore the most lived form of business – the family business. This time, her attention to stories is extended to a phenomenological and (I would say) anthropological sensitivity before the material, bodily and spatial in the family business world. This is a rich, multivoiced study that offers the reader new, intimately grounded, and precise insights into a world we thought was familiar.'*

– Daniel Hjorth, Copenhagen Business School, Denmark



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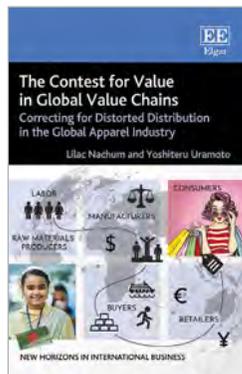
## The Contest for Value in Global Value Chains

Correcting for Distorted Distribution in the Global Apparel Industry

Lilac Nachum, City University of New York, US and Yoshiteru Uramoto, Sophia University Tokyo, Japan

*'This captivating book addresses one of the great challenges of our era: how to achieve sustainable value creation and distribution in global value chains. The lucid analysis, inspired by Bangladesh's Rana Plaza factory collapse, sheds light on what can go wrong in global value chains. The authors develop a credible roadmap for companies, policy makers and consumers to achieve a more balanced value distribution. This book is truly a must read for students in international business and global affairs, and for senior managers of firms with global ambitions.'*

– Alain Verbeke, University of Calgary, Canada and Editor-in-Chief, *Journal of International Business Studies*



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## Handbook of Research on Creativity and Innovation

Edited by Jing Zhou, Rice University and Elizabeth D. Rouse, Boston College, US

*'This outstanding Handbook brings together leading scholars who show us, across different levels of analysis and methodological approaches, how creativity and innovation relate to topics as diverse as leadership, social networks, and loneliness. The intersection of different research trajectories is woven throughout. The book is structured to provide foundations for understanding existing research, social contexts in which creativity and innovation occur, and directions for future work. This volume captures the current universe of leading ideas concerning a vital research area.'*

– Martin Kilduff, University College London, UK



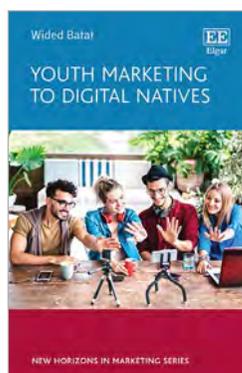
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## Youth Marketing to Digital Natives

Wided Batat, Professor of Marketing, Entrepreneur and Keynote Speaker

*'Based on solid original research, Dr. Batat has crafted a must-read for anyone who must understand pre-teens and teenagers. Her results point to a new approach for marketing, whether promoting products or healthy choices, a new approach that takes into account the sometimes-rapid changes that young people go through. Practical and thorough, with clear recommendations and case studies.'*

– Jeff Tanner, Old Dominion University, US



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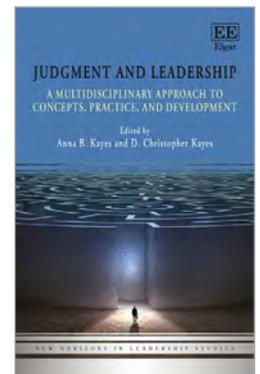
## Judgment and Leadership

A Multidisciplinary Approach to Concepts, Practice, and Development

Edited by Anna B. Kayes, Stevenson University and D. Christopher Kayes, The George Washington University, US

*Judgment and Leadership* presents original thinking and addresses age-old concerns regarding the relationship between judgment and leadership. These two concepts are inseparable. Judgment guides every action that a leader takes and underlies every thought, emotion, or justification that leaders form. This volume extends the study of judgment and leadership across disciplinary and conceptual boundaries.

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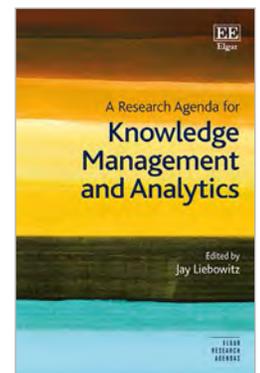
### A Research Agenda for Knowledge Management and Analytics

Edited by Jay Liebowitz, Seton Hall University and formerly Harrisburg University of Science and Technology, US

*'Knowledge Management and analytics originate from different viewpoints. One focuses on people and organizations knowing (or not knowing); the other on people and organizations doing (or hoping to do). As there is little point in knowing without doing, let alone doing without knowing, the potential for synergy is tremendous. This book identifies the variety of directions in which analytics might be integrated into knowledge management to give an even more powerful approach for coping with the challenges of uncertain times.'*

– John S. Edwards, Aston University, UK and Founding Editor in Chief, *Knowledge Management Research and Practice Journal*

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## Managing AI Wisely

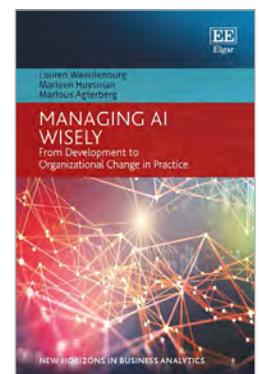
From Development to Organizational Change in Practice

Lauren Waardenburg, IESEG School of Management, France, Marleen Huysman and Marloux Agterberg, Vrije Universiteit Amsterdam, the Netherlands

*'Wonderfully written, this book will resonate with every manager who is currently grappling with implementing AI in their organization. By analyzing real-life case studies, the authors go way beyond the AI hype and dive into the intricate organizational and work challenges that arise with the introduction of AI in the workplace, providing actionable insights. A must read for all decision makers, developers and technology brokers at incumbent organizations!'*

–Stella Pachidi, University of Cambridge, UK

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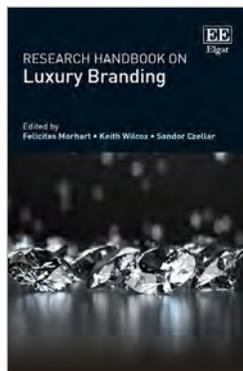
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**Research Handbook on Luxury Branding**

Edited by Felicitas Morhart, University of Lausanne, Switzerland, Keith Wilcox, Texas A&M University, US and Sandor Czellar, University of Lausanne, Switzerland

*'Previously limited to the wealthiest, luxury is now a central phenomenon of our modern societies. Luxury brands reflect the diffusion of materialism across social classes and generations, the extent of social competition and self-branding and the aestheticization of desire. As a result, luxury branding is now studied by researchers from around the world and different angles. It is high time that a handbook brought these researchers together, summarized current research and paved the way for future research. Well done!'*

– Jean-Noël Kapferer, INSEEC U. Luxury Research Center, France



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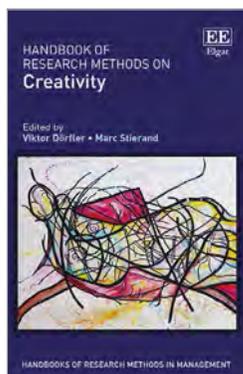
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**Handbook of Research Methods on Creativity**

Edited by Viktor Dörfler, University of Strathclyde Business School, UK and Marc Stierand, HES-SO University of Applied Sciences and Arts Western Switzerland

*'A comprehensive, insightful and informative guide to the elusive concept of creativity and how to research it. A must for all organizational researchers.'*

– Catherine Cassell, University of Birmingham, UK



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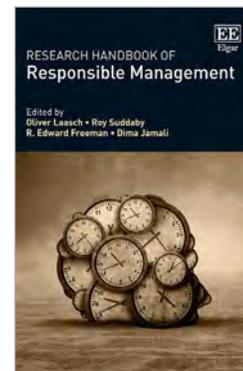
**NEW IN PAPERBACK**

**Research Handbook of Responsible Management**

Edited by Oliver Laasch, University of Manchester and Center for Responsible Management Education, UK, Roy Suddaby, University of Liverpool Management School, UK and University of Victoria, Canada, R. Edward Freeman, University of Virginia, US and Dima Jamali, University of Sharjah, UAE

*'This Research Handbook includes the "who's who" of responsible management, from the most established senior scholars who have shaped the field to the new emerging voices who will shape the future of the field. This Research Handbook is a critical resource for any serious scholar in responsible management.'*

– Tima Bansal, Western University, Canada



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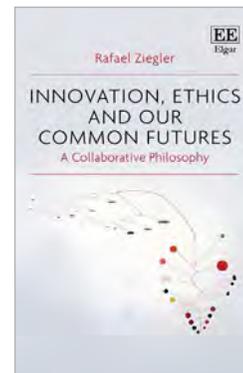
**Innovation, Ethics and our Common Futures**

**A Collaborative Philosophy**

Rafael Ziegler, HEC Montréal, Canada and Universität Greifswald, Germany

*'Innovation, Ethics and Our Common Future provides a timely contribution to the critical reflection of the role of innovation in the light of the unsustainability of modern-day (western) societies.'*

– Rick Hölsgens, NOvation



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