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Business, Ethics and Society

Key Concepts, Current Debates and Contemporary Innovations

John G. Cullen

SSAGE | TEX

Business, Ethics and Society

Key Concepts, Current Debates and Contemporary Innovations

John G. Cullen, Maynooth University, Ireland

A comprehensive textbook that gives a clear and engaging overview of business ethics and the role of business in society. This textbook provides an invaluable introduction to the field of business ethics while addressing contemporary issues and debates around the impacts of artificial intelligence, social media, the gig economy and populist politics on business and society.

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SAGE | TEXTS

Global Talent Management

An Integrated Approach

Dean Hristov, United Kingdom **Sonal Minocha**, Nexford University

This textbook discusses the current organisational approaches to the attraction, development and retention of global talent, and encourages critical reflection of how global talent management is affected by policy, society and the economy.

SAGE | 9789353289324 | PB | 296 PP | 2025 | **INR 695.00 Business and Management**



ne Sadler-Smith

SSAGE TEXTS

Human Resource Development

From Theory into Practice

Eugene Sadler-Smith, University of Surrey, United Kingdom

This textbook combines theoretical rigour and pedagogical innovation to give students and teachers alike an accessible guide to human resource development and its fundamental theories and practices. Human Resource Development will guide its readers on how to maximize employees' potential using systematic and systemic approaches to drive individual and organizational performance.

SAGE | 9789354794797 | PB | 432 PP | 2025 | **INR 795.00 Business and Management**

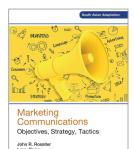


Management Decision-Making, Big Data and Analytics

David J. Pauleen (PhD), Massey University, New Zealand Nazim Taskin, Massey University, New Zealand Simone Gressel (PhD), The Hague University of Applied Sciences. Netherlands

Accessible and concise, this exciting new textbook examines data analytics from a managerial and organizational perspective and looks at how they can help managers become more effective decision-makers. The book successfully combines theory with practical application, featuring case studies, examples and a critical incidents' feature for students of business and management

SAGE | 9789354793943 | PB | 304 PP | 2025 | **INR 799.00 Business and Management**



Marketing Communications

Objectives, Strategy, Tactics

John R Rossiter, University of Wollongong, Australia Larry Percy, Copenhagen Business School, Denmark Lars Bergkvist, Zayed University, Abu Dhabi, UAE

Marketing Communications is the natural successor to Rossiter and Percy's well-known textbook that was recommended by internationally renowned management institutes worldwide. This book combines marketing communications with a branding perspective to provide students with a seven-step approach that will help them create their own comprehensive marketing plan.

SAGE | 9789354792564 | PB | 596 PP | 2025 | **INR 1095.00 Business and Management**



Project Management

A Value Creation Approach

Stewart R. Clegg, University of Technology, Sydney Torgeir Skyttermoen, Oslo Metropolitan Universityn Norway Anne Live Vaagaasar, BI Norwegian Business School, Norway

Project Management: A Value Creation Approach guides its readers through the entire life cycle of a project, from conception to completion. It draws on the latest research and practices to provide a contemporary understanding of the subject that encourages readers to take an active learning journey through the field.

SAGE | 9789354790447 | PB | 656 PP | 2024 | **INR 1095.00 Business and Management**



International Human Resource Management

Anne-Wil Harzing, Research Professor and Research Development Advisor, at ESCP Europe, London Ashly H. Pinnington, Dean of the Faculty of Business at the British University in Dubai

This bestselling textbook has guided thousands in International Human Resource Management. The fourth edition retains its critical edge and breadth, with enhanced depth, expanded coverage on key topics, and new reflective features.

Sage | 9789386062895 | PB | 568 pp | 2024 | **INR 799.00 Business and Management**



Organization Design

Creating Strategic & Agile Organizations

Donald L. Anderson, PhD, University of Colorado

This book discusses the fundamental and theoretical roots of organization design while bringing in fresh, cutting-edge thinking and new literature reviews that other books only passingly cover. Organization Design: Creating Strategic & Agile Organizations prepares students to make smart strategic decisions when designing and redesigning organizations.

Sage | 9789391138578 | PB | 344 pp | 2024 | **INR 799.00 Business and Management**



Organization Development

The Process of Leading Organizational Change Donald L. Anderson, PhD, University of Colorado

This new edition of Organization Development introduces both classical and contemporary techniques, focusing on modern applications. It provides a rigorous academic foundation and practical instructions in OD ethics. Essential for students and practitioners, it covers global issues, includes case studies, and features individual practitioners' experiences.

Sage | 9789354791680 | PB | 516 pp | 2024 | **INR 995.00**Business and Management



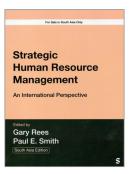
Strategic Corporate Social Responsibility

Sustainable Value Creation

David Chandler, University of Colorado Denver Business School

Strategic Corporate Social Responsibility, 4th edition, is a comprehensive guide emphasizing CSR's strategic role in global business. It integrates theoretical insights with real-world case studies, covering sustainability and contemporary issues essential for students and practitioners.

Sage | 9789354791253 | PB | 496 pp | 2024 | **INR 995.00** Business and Management



Strategic Human Resource Management

An International Perspective

Gary Rees, Portsmouth Business School

enrich its content.

Paul E. Smith, University of Hertfordshire Business School

This textbook offers a strategic perspective on human resource management, emphasizing confidence-building in complex terminologies and models. It includes practical examples, global case studies, and reflective activities on current HR issues. Contributions from leading HRM experts

Sage | 9789353286231 | PB | 508 pp | 2024 | **INR 895.00 Business and Management**

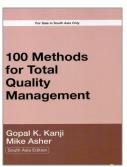


The Essential Guide to Doing Your Research Project

Zina O'Leary, Australia and New Zealand School of Government

The Essential Guide to Doing Your Research Project gives students the knowledge and skills they need to get from `clueless` to `completed`. This highly engaging text guides the reader through each stage of their research project, from getting started to writing up, with each chapter clearly explaining the steps along the way.

Sage | 9788132106463 | PB | 320 pp | 2024 | **INR 950.00 Business and Management**



100 Methods for Total Quality Management

Gopal K. Kanji, Emeritus Professor of Applied Statistics, Sheffield Hallam University

Mike Asher, an independent consultant working in the area of TOM

This book is a succinct and very accessible reference to the 100 most frequently adopted methods for implementing total quality management (TQM) in organizations. Ranging from the technique of brainstorming to the Deming Wheel, the spread of the methods is deliberately wide and inclusive to reflect the range of processes involved.

Sage | 9788170365716 | PB | 244 pp | 2024 | **INR 895.00 Business and Management**



KEYS for Workplace Excellence

Business and Professional Communication

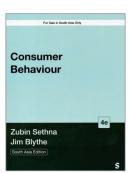
KEYS for Workplace Excellence

Kelly M. Quintanilla, Dean, College of Liberal Arts, Texas A&M University-Corpus Christi

Shawn T. Wahl, Dean, Judith Enyeart Reynolds College of Arts and Letters (RCOAL); Professor of Communication, Missouri State University (MSU)

This text presents a simple and well-organized system to help students become great communicators in a business or professional environment. The present edition is designed to guide students in understanding the basic concepts and skills required for communication and improving them to excel in the workplace.

Sage | 9789354791871 | PB | 544 pp | 2024 | **INR 995.00 Business and Management**

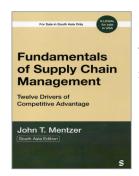


Consumer Behaviour

Zubin Sethna, University of Plymouth, UK **Jim Blythe**, Entrepreneurial Marketing at Regent's University London

A comprehensive yet accessible guide for students of international consumer behavior, blending sociology and psychology. Covers contemporary cases, brand experiences, sustainability, and offers online resources for instructors and students.

Sage | 9789353885366 | PB | 520 pp | 2024 | **INR 895.00 Business and Management**



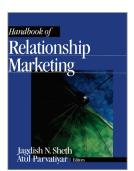
Fundamentals of Supply Chain Management

Twelve Drivers of Competitive Advantage

John T. Mentzer, Department of Marketing, Logistics and Transportation, at the University of Tennessee

Fundamentals of Supply Chain Management has been designed as a comprehensive text for any course dealing with strategy and supply chains. Written in an accessible and entertaining style, Mentzer identifies twelve drivers of competitive advantage as clear strategic points managers can use in their companies.

Sage | 9788178294575 | PB | 304 pp | 2024 | **INR 995.00 Business and Management**



Handbook of Relationship Marketing

Jagdish N. Sheth, Center for Sales & Customer Relationship Excellence, Rawls College of Business, Texas Tech University

Atul Parvatiyar, Charles H. Kellstadt Professor of Marketing, Emory University, Goizueta Business School

The field of Human Resource Development is one of the most dynamic areas of business and management. Despite the mosaic of topics, debates and approaches available, existing textbooks overlook important topics and the variety of strands involved in the study of HRD.

Sage | 9788178291048 | PB | 670 pp | 2024 | **INR 1,595.00 Business and Management**



International Business

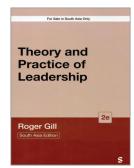
Theory and Practice

Ehud Menipaz, Ira Center for Business, Technology and Society at Ben Gurion University, Israel

Amit Menipaz, currently Vice President, Structured Data, eBay Shiv S Tripathi, Management Development Institute, Gurgaon

International Business: Theory and Practice provides a broad overview of the multidimensional aspects of international business by using examples and cases from around the world. It gives a comprehensive coverage and in-depth analysis of the fundamental challenges and emerging trends of international business practices in contemporary times.

Sage | 9789386446114 | PB | 600 pp | 2024 | **INR 795.00 Business and Management**



Theory and Practice of Leadership

Roger Gill, Durham Business School, Durham University.

This engaging text explores leadership across profit and non-profit contexts, with refined theories and new developments in areas like change, politics, and leadership assessment. It includes practical examples and an integrative model, making it valuable for students and managers alike.

Sage | 9788132110859 | PB | 552 pp | 2023 | **INR 895.00 Business and Management**



Digital Marketing

Strategic Planning & Integration

Annmarie Hanlon, Cranfield School of Management Bedfordshire, UK

Covering all aspects of digital marketing, the book provides a roadmap for a digital marketing journey and an unbiased approach to the latest digital marketing models

Sage | 9789353885403 | PB | 396 pp | 2023 | **INR 695.00 Business and Management**

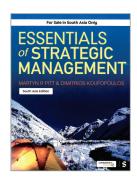


Business-to-Business Marketing

Ross Brennan, University of Hertfordshire, UK Louise Canning, Kedge Business School, France Raymond McDowell, University of West England, Bristol, UK

This comprehensive yet concise textbook covers both the theory and practice of business-to-business (B2B) marketing in a globalized world from a European perspective.

Sage | 9789386062734 | PB | 408 pp | 2023 | **INR 725.00 Business and Management**

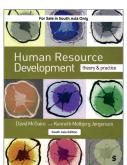


Essentials of Strategic Management

Martyn R. Pitt, Brunei University, London, UK Dimitrios Koufopoulos, University of London, UK

This exciting new textbook offers a clearly articulated coverage of the key topics of strategic management, encouraging critical reflection and deeper exploration on your own terms.

Sage | 9788132110378 | PB | 472 pp | 2023 | **INR 895.00 Business and Management**



Human Resource Development

Theory & Practice

David McGuire, Edinburgh Napier University, Scotland **Kenneth Mølbjerg Jørgensen,** Malmö University, Sweden

This book encourages students and academics out of their comfort zones by offering the first comprehensive overview that encompasses all the constituent components of HRD, allowing the reader to clearly separate concepts within the field and provide a meaningful basis for detailed discussion and debate.

Sage | 9788132107453 | PB | 264 pp | 2023 | **INR 750.00 Business and Management**



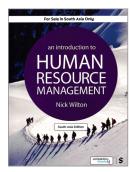
Recruitment and Selection

Strategies for Workforce Planning and Assessment

Carrie A. Picardi, University of Bridgeport, Connecticut, USA

This textbook unpacks the best practices for designing, implementing, and evaluating hiring strategies. Using a proven job analysis framework, the author uses her academic and industry experience to teach students how to assess candidates accurately, legally and ethically.

Sage | 9789353885434 | PB | 280 pp | 2024 | **INR 625.00 Business and Management**



An Introduction to Human Resource Management

Nick Wilton, Oxford Brookes Business School, Oxfordshire, UK

This introductory text in human resource management moves beyond a prescriptive approach to provide a holistic overview of the role of HRM. The author offers critical discussion of the theoretical and practical issues surrounding the topic.

Sage | 9788132108924 | PB | 544 pp | 2023 | **INR 895.00 Business and Management**



Organizational Behavior

Afsaneh Nahavandi, University of San Diego, California Robert B. Denhardt, Arizona State University, USA Janet V. Denhardt, University of Southern California, USA Maria P. Aristigueta, University of Delaware, USA

This book discusses the major topics of organizational behavior and challenges the readers to develop greater personal, interpersonal, and organizational skills, and utilize these strengths competently in a professional environment.

Sage | 9789353884802 | PB | 548 pp | 2023 | **INR 850.00 Business and Management**



Human Resource Information Systems

Basics, Applications, and Future Directions Michael J. Kavanagh, University at Albany, New York, USA Mohan Thite, Griffith University, Queensland, Australia Richard D. Johnson, Washington State University, USA

An introduction and practical guide to Human Resource Information System (HRIS) with real-world problems and problem-solving perspectives. Designed with pedagogical inclusions to be an accessible and comprehensive read for students of Management.

Sage | 9789353287528 | PB | 654 pp | 2023 | **INR 995.00 Business and Management**



Organization Change

Theory and Practice

W. Warner Burke, Fordham University, New York, USA

Effective organization change is grounded in sound knowledge about human behavior in the workplace. This book reviews various models and cases to integrate theory and research with application for insight into all aspects of organization change.

Sage | 9788132110149 | PB | 348 pp | 2023 | **INR 795.00 Business and Management**



Theory and Practice

Peter G. Northouse

Leadership

Theory and Practice

Peter G. Northouse, Western Michigan University, USA

This textbook analyses major leadership theories with special attention on their application in real-world organizations. Adopted by numerous colleges and universities worldwide, it explains academically robust accounts of leadership models through practical examples.

Sage | 9789353287344 | PB | 396 pp | 2023 | **INR 850.00 Business and Management**



Negotiation

Communication for Diverse Settings Michael L. Spangle, Regis University, Colorado, USA Myra Warren Isenhart, University of Denver, Colorado, USA

This book provides a comprehensive overview of the negotiation process as applicable to a variety of contexts through interpersonal relations, consumer settings, community relations, and international affairs.

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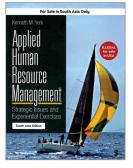
Strategic Corporate Social Responsibility

Stakeholders in a Global Environment

William B. Werther, Jr., University of Miami, Florida, USA David Chandler, University of Colorado Denver, USA

Blending theory with practice, this textbook supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, public policy and CSR issues with detailed case studies of established firms.

Sage | 9788132105725 | PB | 446 pp | 2023 | **INR 850.00 Business and Management**

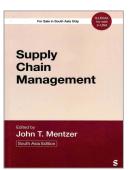


Applied Human Resource Management

Strategic Issue and Experiential Exercises
Kenneth M. York, Oakland University, Michigan, USA

This book provides in-depth experiential learning applications to develop the skills needed as human resource professionals. Each chapter presents ten different issues that organizations must resolve to manage their human resources effectively.

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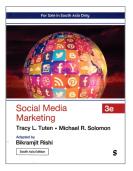


Supply Chain Management

John T. Mentzer, University of Tennessee, USA

Drawing on in-depth interviews with expert supply chain executives in twenty companies and a thorough review of supply chain management research, the book presents a comprehensive model of supply chain management.

Sage | 9788178298429 | PB | 524 pp | 2023 | **INR 895.00 Business and Management**



Social Media Marketing

Tracy L. Tuten, Sofia University, California, USA
Michael R. Solomon, Haub School of Business, Pennsylvania, USA
Bikramjit Rishi, National Productivity Council, Delhi, India

Social Media Marketing blends theory with practice, covering core skills important for the brand's marketing communications and harnessing social media data to yield consumer insights.

Sage | 9789353883485 | PB | 448 pp | 2023 | **INR 850.00 Business and Management**



Introducing Research Methodology

Uwe Flick, Free University of Berlin, Gemany

This textbook outlines the process of doing a research project covering the fundamental characteristics alongside associated research questions. It helps develop data collection and analysis skills and a thorough understanding of the research process.

Sage | 9789386062901 | PB | 320 pp | 2023 | **INR 650.00 Research Methods**



Designing and Managing a Research Project

A Business Student's Guide Michael Jay Polonsky, Deakin University, Victoria, Australia David S. Waller, University of London, UK

A practical research guide for business students to successfully conduct a research project, from choosing the topic to presenting the results. It is divided into sections on preparing and planning projects, undertaking research, and communicating results.

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Research Design
Qualitative, Quantitative, and
Mixed Methods Approaches

John W. Creswell

South Asia Edition

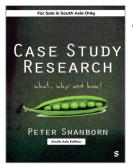
Research Design

Qualitative, Quantitative, and Mixed Methods Approaches

John W. Creswell, University of Michigan, USA

This book provides a unique comparison of the three approaches to research inquiry: qualitative, quantitative and mixed methods. It addresses key elements of research writing, identifying research questions, hypotheses and advancing methods for data collection and analysis.

Sage | 9789353287351 | PB | 244 pp | 2024 | **INR 750.00 Research Methods**



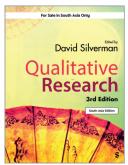
Case Study Research

What, Why and How?

Peter Swanborn, University of Amsterdam, North Holland, Netherlands

This book is an authoritative and nuanced exploration of case-based research methods with a focus on practical applications to its design, collection, analysis and presentation, providing researchers with the knowledge to make an informed research strategy.

Sage | 9788132110293 | PB | 188 pp | 2023 | **INR 595.00 Research Methods**

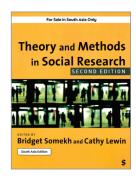


Oualitative Research

David Silverman, University of London, UK

This textbook covers key topics, including grounded theory, research ethics and systematic review, taken from the works of leading qualitative researchers. It also provides additional features like internet links, questions and recommended readings for the benefit of readers.

Sage | 9788132110385 | PB | 464 pp | 2023 | **INR 1295.00** Research Methods



Theory and Methods in Social Research

Theory, Research and Practice

Bridget Somekh, Manchester Metropolitan University, UK **Cathy Lewin,** Manchester Metropolitan University, UK

This book is an introduction to key qualitative and quantitative research methodologies and methods and enables new researchers to reflect on their needs and receive guidance on research design, through examples of real research studies.

Sage | 9788132110002 | PB | 366 pp | 2023 | **INR 995.00 Research Methods**

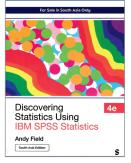


A Critical Introduction to Social Research

Matt Henn, Nottingham Trent University, UK Mark Weinstein, Nottingham Trent University, UK Nick Foard, Nottingham Trent University, UK

This book introduces the key ideas and issues that inform research practice, acting as a guide to the theory and practice of research. Recent debates and developments in the field are included to supplement the study.

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Discovering Statistics Using IBM SPSS Statistics

Andy Field, University of Sussex, UK

This book introduces statistics with the help of real research examples, covering both basic principles, advanced concepts and applications. It can help readers understand and use statistics to conduct data analysis in the best possible way.

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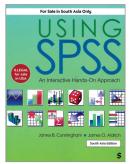


Developing Research Proposals

Pam Denicolo, University of Reading, Berkshire, England Lucinda Becker, University of Reading, Berkshire, England

This book helps you develop an effective research proposal by improving writing skills through practical activities. It helps structure the literature review, develop research questions and hypotheses and handle methods and methodology in your proposal.

Sage | 9788132110231 | PB | 152 pp | 2023 | **INR 495.00 Research Methods**



Using SPSS

An Interactive Hands-On Approach

James O. Aldrich, California State University, USA James B. Cunningham, California State University, USA

This is a supplementary text for readers to learn to use SPSS on their own by interacting with the software and learning by inquiry and discovery. It covers descriptive statistics, inferential statistics, and building graphs.

Sage | 9788132110163 | PB | 257 pp | 2024 | **INR 595.00 Research Methods**



Discovering Statistics Using R

Andy Field, University of Sussex, England Jeremy Miles, RAND Corporation, California, USA Zoë Field, University of Sussex, England

This book introduces statistics with the help of real research examples, covering basic principles, advanced concepts and applications. It includes the updated versions of IBM SPSS Statistics and helps readers understand and use statistics well.

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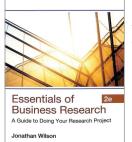
Research Methodology

A Step-by-Step Guide for Beginners

Ranjit Kumar, University of Western Australia

This book has been written specifically for those with no experience of research or methodology. It breaks down the doing and designing of research projects into manageable operational steps, guiding the reader from beginning to end.

Sage | 9789351501336 | PB | 428 pp | 2024 | **INR 850.00 Research Methods**



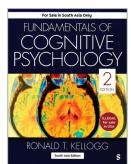
Essentials of Business Research

A Guide to Doing Your Research Project

Jonathan Wilson, Lord Ashcroft International Business School, Anglia Ruskin University, Cambridge

Essential for business and management students, this interactive guide covers each research stage. It provides practical advice, easy tips, and detailed diagrams to help you choose a topic and write a proposal.

Sage | 9789386062758 | PB | 376 pp | 2024 | **INR 695.00** Research Methods



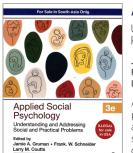
Fundamentals of Cognitive Psychology

Ronald T. Kellogg, Saint Louis University, Missouri, USA

This book offers a solid introduction to the fundamental concepts of cognitive psychology, integrating the latest developments in the field, including the transformational findings of cognitive neuroscience, neuroimaging, emotions and cognitive development.

Sage | 9788132110170 | PB | 376 pp | 2024 | **INR 950.00 Psychology & Counselling**

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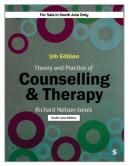
Applied Social Psychology

Understanding and Addressing Social and Practical Problems

Jamie A. Gruman, University of Guelph, Ontario, Canada Frank W. Schneider, University of Windsor, Ontario, Canada Larry M. Coutts, L. M. Coutts & Associates, Ottawa, Canada

An introduction to the subject of applied social psychology, this book balances theory, research and application, explaining the development of intervention strategies. It contains the latest research in the field and detailed examples of qualitative research.

Sage | 9789354791826 | PB | 648 pp | 2024 | **INR 995.00 Psychology & Counselling**

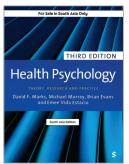


Theory and Practice of Counselling & Therapy

Richard Nelson-Jones, British Psychological Society

This book provides an essential introduction to major theoretical approaches in counselling and psychotherapy. Each chapter covers the origin of therapeutic approaches and its originator, its theory and practice, material cases and further developments.

Sage | 9788132110347 | PB | 512 pp | 2023 | **INR 1350.00 Psychology & Counselling**



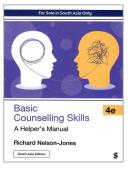
Health Psychology

Theory, Research and Practice

David F. Marks, International Society of Critical Health Psychology Michael Murray, University of Keele, Staffordshire, England Brian Evans, Middlesex University London, England Emee Vida Estacio, University of Keele, Staffordshire, England

This bestselliling textbook examines critical perspectives in health psychology, incorporating research from a fuller range of perspectives including more mainstream health psychology and a wider international focus, providing students with a broader understanding of the field.

Sage | 9788132107491 | PB | 616 pp | 2024 | **INR 1495.00 Psychology & Counselling**

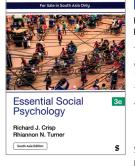


Basic Counselling Skills

A Helper's Manual
Richard Nelson-Jones, British Psychological Society

This book introduces the basics of counselling in a comprehensive manner. It helps students develop a range of key skills essential for contemporary mental health professionals, applicable across a range of setting including nursing, social work and youth work.

Sage | 9789391370404 | PB | 240 pp | 2023 | INR 795.00 Psychology & Counselling

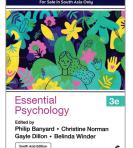


Essential Social Psychology

Richard J. Crisp, Durham University, UK **Rhiannon N. Turner,** Queens University Belfast, UK

This book builds a strong groundwork through discussions on essential theories and research in social psychology. It introduces major theoretical debates, new approaches and findings in the discipline, incorporating a range of available approaches.

Sage | 9789386446138 | PB | 432 pp | 2023 | **INR 795.00 Psychology & Counselling**

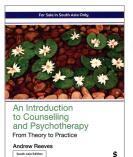


Essential Psychology

Philip Banyard, Nottingham Trent University, UK Christine Norman, Nottingham Trent University, UK Gayle Dillon, Nottingham Trent University, UK Belinda Winder, Nottingham Trent University, UK

This book introduces the essential concepts of psychology. It gives an overview of the different branches of psychology through an accessible narrative, encouraging students of psychology to think critically and independently about contemporary issues.

Sage | 9789354790942 | PB | 856 pp | 2024 | **INR 1150.00 Psychology & Counselling**



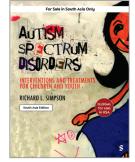
An Introduction to Counselling and Psychotherapy

From Theory to Practice

Andrew Reeves, Senior BACP Accredited Counsellor/Psychotherapist

This book provides an authoritative introduction to professional therapy. It takes readers through the entire therapeutic process by introducing the theory and applying it in practice, representing a benchmark in the understanding of counselling and psychotherapy.

Sage | 9789353285265 | PB | 440 pp | 2023 | **INR 775.00 Psychology & Counselling**



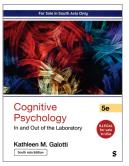
Autism Spectrum Disorders

Interventions and Treatments for Children and Youth

Richard L. Simpson, University of Kansas, USA

This book responds directly to the difficulty school professionals and families face in selecting and applying appropriate and effective interventions and treatments for the children with Autism Spectrum Disorder (ASD) in their care.

Sage | 9788178299129 | PB | 258 pp | 2023 | **INR 695.00 Psychology & Counselling**



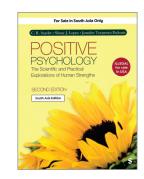
Cognitive Psychology

In and Out of the Laboratory

Kathleen M. Galotti, Carleton College, Minnesota, USA

This textbook studies various cognitive processes and their development through a balanced theoretical approach with practical examples. It covers the development of cognition from infancy through adolescence, accounting for individual differences and cross-cultural approaches.

Sage | 9789351502777 | PB | 500 pp | 2024 | **INR 850.00 Psychology & Counselling**



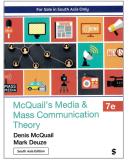
Positive Psychology

The Scientific and Practical Explorations of Human Strengths

C. R. Snyder, University of Kansas, USA Shane J. Lopez, University of Kansas, USA Jennifer Teramoto Pedrotti, California Polytechnic State University. USA

Bringing together the theory and practice of positive psychology, this book presents new frameworks for understanding positive emotions and human strengths. It explains the application of psychological science to improve schooling, the workplace, and cooperative lifestyles among people.

Sage | 9788132107507 | PB | 588 pp | 2024 | **INR 1095.00 Psychology & Counselling**

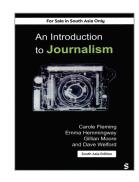


McQuail's Media & Mass Communication Theory

Denis McQuail, University of Amsterdam, Netherlands **Mark Deuze,** University of Amsterdam, Netherlands

This book provides a thorough foundational knowledge of mass communication theory, extensively covering contemporary research and debates. Each chapter contains information that will help students explore the background, relevance and current research in the topic.

Sage | 9789354791017 | PB | 628 pp | 2023 | **INR 895.00 Media & Communication**

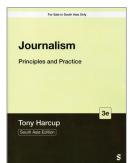


An Introduction to Journalism

Carole Fleming, Nottingham Trent University, UK Emma Hemmingway, Nottingham Trent University, UK Gillian Moore, Nottingham Trent University, UK Dave Welford, Nottingham Trent University, UK

This book is an authoritative introduction to journalism in all its forms. Its focus is on ground-level work, explaining the process through case studies that take into account the dramatic changes in the field of journalism.

Sage | 9788178296449 | PB | 256 pp | 2024 | **INR 725.00 Media & Communication**



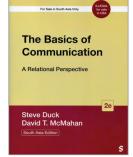
Journalism

Principles and Practice

Tony Harcup, Emeritus Fellow, University of Sheffield

Journalism: Principles and Practice is an essential textbook for understanding journalism's theory and practice. It covers social media, digital media, and ethics, using real-life stories and examples. Key features include contemporary topics, simple explanations, real-world exercises, and industry tips for aspiring journalists.

Sage | 9789354790874 | PB | 320 pp | 2024 | **INR 799.00 Media & Communication**



The Basics of Communication

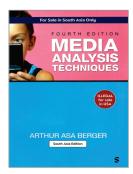
A Relational Perspective

Steve Duck, College of Liberal Arts and Sciences, University of Iowa

David Travis McMahan, President, National Communication Association

An introductory book on the theory of communication and its application in everyday and professional life. Written in a warm and vibrant style and packed with learning tools, The Basics of Communication an engaging look at the inseparable connection between relationships and communication.

Sage | 9789354791048 | PB | 468 pp | 2024 | **INR 895.00 Media & Communication**

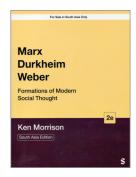


Media Analysis Techniques

Arthur Asa Berger, San Francisco State University, California, USA

This book provides students with a clear, practical guide to media analysis techniques. Written in an accessible style with creative illustrations, it introduces readers to the most important methods of analyzing and interpreting our mass mediated culture.

Sage | 9788132110132 | PB | 280 pp | 2023 | **INR 750.00 Media & Communication**



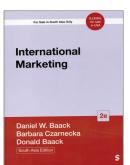
Marx, Durkheim, Weber

Formations of Modern Social Thought

Ken Morrison, Assistant Professor, Department of Sociology, Wilfred Laurier University, Ontario, Canada

Thoroughly revised and expanded, this bestselling text offers an accessible guide to three pivotal classical figures. It explains their key ideas, historical context, and relevance, with over 150 glossary entries. Essential for students of sociology, social theory, and politics.

Sage | 9788178299198 | PB | 465 pp | 2024 | **INR 1,295.00** Religion and Philosophy



International Marketing

Daniel W. Baack, Assistant Professor of Marketing, University of Denver

Barbara Czarnecka, London South Bank University, UK

Donald Baack, University Professor of Management, Pittsburg
State University

International Marketing delves into global marketing concepts with an integrated approach, blending theory and case studies. It covers culture, language, political/legal systems, economic systems, technology, and contemporary issues. Key features include new chapters on culture, digital advances, updated theories, and a global focus.

Sage | 9789354793899 | PB | 636 pp | 2024 | **INR 995.00 General Books**

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Marketing

An Introduction

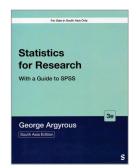
Rosalind Masterson, De Montfort University, UK Nichola Phillips, Associate Professor, Marketing,t De Montfort University

David Pickton, Associate Director, Strategic Partnerships

Marketing: An Introduction is an easy-to-read and engaging textbook that would help students not only to understand the theoretical principles but also to learn how to apply them in practice.

Sage | 9789354794629 | PB | 568 pp | 2024 | **INR 995.00 General Books**

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Statistics For Research

With a Guide to SPSS

George Argyrous, University of New South Wales, Australia

Statistics For Research: With a Guide to SPSS (3rd Edition) is a fully updated edition of Statistics for Research explains statistical concepts in a straightforward and accessible way using practical examples from a variety of disciplines.

Sage | 9788132110354 | PB | 607 pp | 2024 | **INR 950.00 Mathematics and Statistics**

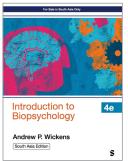


100 Statistical Tests

Gopal K. Kanji, Emeritus Professor of Applied Statistics, Sheffield Hallam University

The third edition of Gopal K. Kanji's best-selling guide on statistical tests covers commonly used tests, offering how-to's, interpretations, and examples. Includes a new introduction, real-world applications, a Classification of Tests table, and critical statistical tables.

Sage | 9788178297316 | PB | 252 pp | 2024 | **INR 895.00**Mathematics and Statistics



Introduction to Biopsychology

Andrew P. Wickens, Former Faculty, University of Central Lancashire

A comprehensive textbook that provides a clear, engaging introduction to the theories and research in biopsychology. Introduction to Biopsychology offers everything you need to know about the brain and its behaviour—from sensory systems, eating disorders and sleep to drugs, language and memory.

Sage | 9789354792083 | PB | 768 pp | 2025 | **INR 1050.00 Education & Psychology**



Psychological Testing

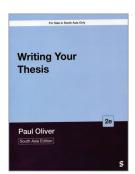
A Practical Approach

Leslie A. Miller, LanneMTM LLC

Robert L. Lovler, Consultant, Wilson Learning Corporation, Florida Sandra A. McIntire, Ex-faculty, Rollins College, Florida

Psychological Testing: A Practical Approach introduces basic concepts in testing and psychometrics, emphasizing their application in educational, clinical, and organizational contexts. Includes clear explanations and hands-on learning activities for students

Sage | 9789351502838 | PB | 620 pp | 2024 | **INR 1,195.00 Education & Psychology**

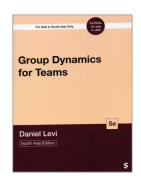


Writing Your Thesis

Paul Oliver, University of Huddersfield

This updated edition guides postgraduate and research students through thesis preparation, writing, and examination. It covers organizing work, incorporating theory, academic writing techniques, supervisor collaboration, publishing preliminary findings, and oral examination strategies.

Sage | 9788178299181 | PB | 184 pp | 2024 | **INR 695.00 Education & Psychology**



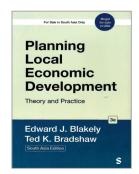
Group Dynamics for Teams

A Practical Approach

Daniel Levi, California Polytechnic State University, San Luis Obispo, CA, USA

The fifth edition of this well-known textbook incorporates the latest research and explains the basic psychological concepts of group dynamics, focusing on their application with teams in the workplace.

Sage | 9789353885397 | PB | 352 pp | 2024 | **INR 695.00 Education & Psychology**



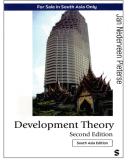
Planning Local Economic Development

Theory and Practice

Edward J. Blakely, University of Southern California, USA **Ted K. Bradshaw,** University of California, USA

This book explores theories of local economic development and addresses the dilemmas communities face. The authors investigate planning processes, analytical techniques, business and human resource development, low-cost and high technology economic development strategies.

Sage | 9788178292908 | PB | 416 pp | 2024 | **INR 650.00 Economic & Development Studies**

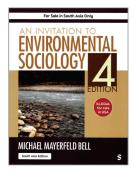


Development Theory

Jan Nederveen Pieterse, University of California, USA

In this book, the author brings a huge range of experience and knowledge about the relationship between the economically advanced and the emerging and developing nations, providing a guide to theories and key concepts.

Sage | 9788132105657 | PB | 272 pp | 2023 | **INR 695.00 Economic & Development Studies**

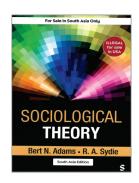


An Invitation to Environmental Sociology

Michael Mayerfeld Bell, University of Wisconsin, Madison, USA

The book discusses the sociology of environmental possibility, delving into this rapidly changing field and covering a broad range of topics in environmental sociology through ecological dialogue and notions of virtual environmentalism.

Sage | 9788132110118 | PB | 400 pp | 2024 | **INR 895.00** Sociology

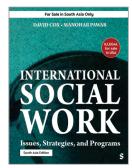


Sociological Theory

Bert N. Adams, University of Wisconsin, Madison, USA **R. A. Sydie,** University of Alberta, Edmonton, Canada

This book allows students to compare and relate foundational sociological theories. It to be as concise as possible while covering over 40 thinkers and their lasting impact on the discipline.

Sage | 9788178292199 | PB | 668 pp | 2024 | **INR 1295.00** Sociology



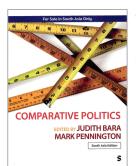
International Social Work

Issues, Strategies, and Programs

David Cox, (Formerly at) La Trobe University, Victoria, Australia **Manohar Pawar**, Charles Sturt University, New South Wales,

This book draws together the broad scope of international social work practice using an integrated perspectives approach, which incorporates global, human rights, ecological, and social development perspectives to prepare readers to respond to modern challenges.

Sage | 9788178296906 | PB | 440 pp | 2024 | **INR 1195.00** Social Work



Comparative Politics

Judith Bara, University of London, UK **Mark Pennington,** King's College London, England

This book is a new introduction to the study of comparative politics at undergraduate level. Rich in case studies and global in coverage, it outlines the theoretical and methodological foundations for studying different political systems.

Sage | 9788132102922 | PB | 344 pp | 2023 | **INR 895.00 Politics & International Relations**



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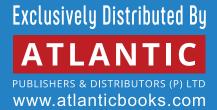
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