

A Very Short Fairly Interesting And Reasonably Cheap Book About Studying Leadership

A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Marketing
A Very Short, Fairly Interesting and Reasonably Cheap Book about Brand Management
A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Organizations
A Very Short, Fairly Interesting, Reasonably Cheap Book About... International Marketing
A Very Short, Fairly Interesting and Reasonably Cheap Book about International Business
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studying marketing is packed full of lively debate and funny anecdotes covering topics marketing students are familiar with such as key thinkers and concepts and some they are not it looks at areas most textbooks ignore such as the development of marketing as a discipline and as an academic subject and raises arguments that students haven't heard about in their lectures conceived by chris grey as an antidote to conventional textbooks each book in the very short fairly interesting and reasonably cheap series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal conversational and often humorous way suitable for marketing students at undergraduate and postgraduate level along with professionals involved in marketing and anyone interested in how marketing works

explore the controversies and debates leading thinkers and enduring challenges in brand management with this accessible introduction

indispensable and subversive simon caulkin the observer a highly entertaining polemic this slim volume more than lives up to its title stefan stern financial times conceived by chris grey and written to get you thinking the very short fairly interesting and reasonably cheap series offers informal conversational and critical overviews of popular areas of study updated throughout with examples from the biggest global news events including the trump presidency cost cutting at boeing working conditions at sports direct and the fallout of the covid 19 pandemic the fifth edition explores contemporary developments in organizations this book is ideal for students of organizational studies management professionals and anyone curious about the workings of organizations chris grey is emeritus professor of organization studies at the school of business and management at royal holloway university of london uk

conceived by chris grey the very short fairly interesting and reasonably cheap series offers an antidote to conventional textbooks each book takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated

overview of the key issues and debates in an informal conversational and often humorous way looking beyond the usual colonial narrative of the subject amanda earley encourages the reader to think reflectively and critically about overlooked aspects of international marketing such as power relations history ethics culture and politics examples are provided throughout with coverage of student friendly brands such as apple facebook and google and their role in international marketing practices today the author draws on history and the colonial era as well as illustrating the failure of american brands to break into other markets there are also gritty thought provoking examples around racial divides in asia and australia need another vsfi book browse the series here

selected as an outstanding academic title by choice magazine january 2010 conceived by chris grey and written to get you thinking the very short fairly interesting and reasonably cheap series offers an informal conversational accessible yet sophisticated and critical overview of what you find in conventional textbooks in international business the authors challenge the principles of business in the context of trading blocs protectionism and restricted trade the effects of international governing bodies like the wto the imf and the world bank looking at this very big and interesting field with humour and insightfulness ideal for undergraduate students in business and management this text will also appeal to anyone interested in the fast paced world of international business

we often think of mrs dalloway or a portrait of the artist as a young man as difficult books originally published in small print runs for a handful of readers but from the mid 1920s these texts and others were available in cheap format across europe uniform series of reprints such as the travellers library the phoenix library tauchnitz and albatross sold modernism to a wide audience thus transforming a little read quote highbrow quote movement into a popular phenomenon the expansion of the readership for modernism was not only vertical from quote high quote to quote low quote but also spatial since publisher s series were distributed within and outside metropolitan centres in britain continental europe and elsewhere many non english native speakers discovered texts by joyce woolf and others in the original language a fact that has rarely been mentioned in histories of modernism drawing on extensive work in neglected archives cheap modernism will be of interest to all those who want to know how the new literature became a global commercial hit

the eagerly awaited second edition of this successful highly praised textbook continues to provide an original and engaging introduction to organizational behavior now completely revised and restructured stewart clegg martin kornberger and tyrone pitis succeed in relating theory to practice at every step

to equip students with a real understanding of how to apply organizational behavior ideas in the real world student friendly case studies examples and boxed features will stimulate and challenge students encouraging them to develop critical thinking skills

helen moran is thirty two years old single childless college educated and partially employed as a guardian of troubled young people in new york she s accepting a delivery from ikea in her shared studio apartment when her uncle calls to break the news helen s adoptive brother is dead according to the internet there are six possible reasons why her brother might have killed himself but helen knows better she knows that six reasons is only shorthand for the abyss helen also knows that she alone is qualified to launch a serious investigation into his death so she purchases a one way ticket to milwaukee there as she searches her childhood home and attempts to uncover why someone would choose to die she will face her estranged family her brother s few friends and the overzealous grief counselor chad lambo she may also discover what it truly means to be alive a bleakly comic tour de force that s by turns poignant uproariously funny and viscerally unsettling this debut novel has shades of bernhard beckett and bowles and it announces the singular voice of patty yumi cottrell

deftly melding ethnography cultural history literary criticism and autobiographical reflection a feeling for books is at once an engaging study of the book of the month club s influential role as a cultural institution and a profoundly personal meditation about the experience of reading janice radway traces the history of the famous mail order book club from its controversial founding in 1926 through its evolution into an enterprise uniquely successful in blending commerce and culture framing her historical narrative with writing of a more personal sort radway reflects on the contemporary role of the book of the month club in american cultural history and in her own life her detailed account of the standards and practices employed by the club s in house editors is also an absorbing story of her interactions with those editors examining her experiences as a fourteen year old reader of the club s selections and later as a professor of literature she offers a series of rigorously analytical yet deeply personal readings of such beloved novels as marjorie morningstar and to kill a mockingbird rich and rewarding this book will captivate and delight anyone who is interested in the history of books and in the personal and transformative experience of reading

australian books and authors in the american marketplace 1840s 1940s explores how australian writers and their works were present in the united states before the mid twentieth century to a much greater degree than previously acknowledged drawing on fresh archival research and combining the approaches

of literary criticism print culture studies and book history david carter and roger osborne demonstrate that australian writing was transnational long before the contemporary period in mapping australian literature s connections to british and us markets their research challenges established understandings of national imperial and world literatures carter and osborne examine how australian authors editors and publishers engaged productively with their american counterparts and how american readers and reviewers responded to australian works they consider the role played by british publishers and agents in taking australian writing to america and how the international circulation of new literary genres created new opportunities for novelists to move between markets some of these writers such as christina stead and patrick white remain household names others who once enjoyed international fame such as dale collins and alice grant rosman have been largely forgotten the story of their books in america reveals how culture commerce and copyright law interacted to create both opportunities and obstacles for australian writers

this report is largely in opposition to the bill for uniformity of textbooks in all the public schools of the state generally known as the ray bill

written by experts in the field the seventh edition of this well established book provides a critical and academically rigorous exploration of the key functions practices and issues in hrm today the first part of contemporary human resource management covers fundamental hrm practices while the second half examines contemporary themes and issues such as technology and climate change the book contains over 50 thought provoking case studies showing you how theory relates to real world examples this substantially revised seventh edition includes three completely new chapters and case studies on remote working new technologies social media adrian wilkinson is professor of employment relations and human resource management at griffith university and visiting professor at the university of sheffield tony dundon is professor of hrm and employment relations at kemmy business school university of limerick and visiting professor at the work and equalities institute university of manchester edward yates is a lecturer in employment relations and human resource management at the university of sheffield

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