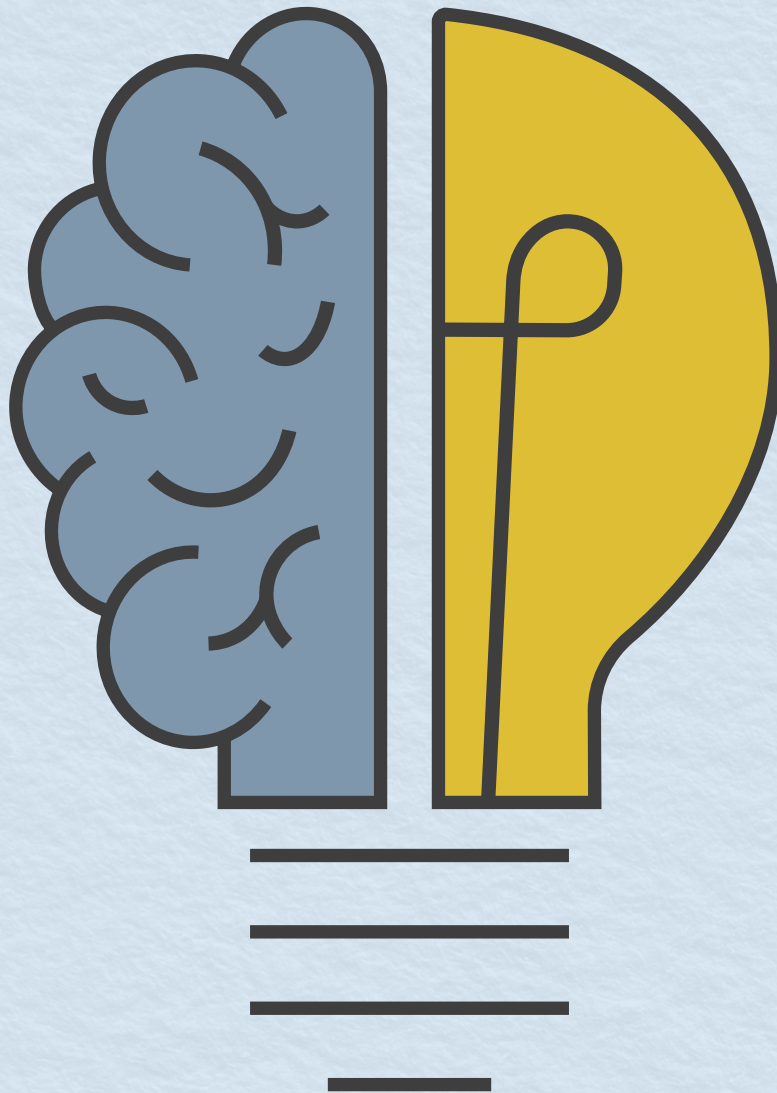


Marketing & Management



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Lecturer resources



Student resources

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Marketing & Consumer Behaviour



Services Marketing

Second Edition

William Chitty, Steven D'Alessandro, David Gray,
& Andrew Hughes

9780190303167

May 2019

oup.com.au/chitty2e



Services Marketing helps readers develop a practical understanding of services marketing through a problem-based, hands-on learning approach. It includes industry examples that highlight services marketing in action, and contemporary case studies that encourage reflection and the application of theory to real-life situations. With a focus on current theory and practice, this text explores marketing opportunities that arise from service-based economies and shows readers the need for services marketing in creating customer value.

NEW TO THIS EDITION

- Focused on the application of theory to practice, with an emphasis on the impact of electronic devices on services marketing in a post-GFC world
- New and updated chapters on: Developing Service Products (Ch.5), The Service Delivery Process and Self-Service Technology (Ch.6), Complaint Handling and Service Recovery (Ch.12)
- Updated to include relevant case studies and examples including emerging customer segmentation in banking, Australian tourism and its economic impact, and cyber security in the digital economy.

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Part 1: Service Organisations and their Customers

1. An Overview of Services Marketing
2. Market Segmentation and Service Positioning
3. Customer Decision-making
4. The Service Encounter

Part 1: Case Studies

- A. Nomads: A New Banking Customer Segment
- B. Tourism adds \$120 Billion to the Australian Economy

Part 2. Marketing Strategies for Services

5. Developing Service Products
6. The Service Delivery Process and Self-service Technology
7. Pricing Service Products
8. Managing Productive Capacity and Customer Demand
9. Marketing Communications for Service

Part 2: Case Studies

- C. Take a Break
- D. Trick or Treat: Cyber Security in Australia

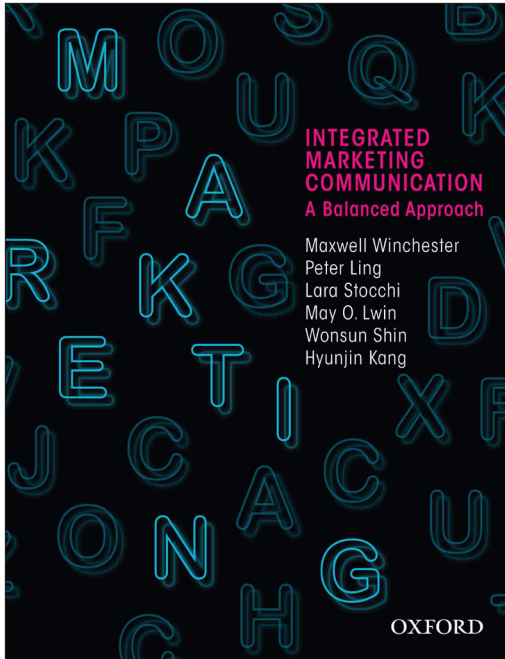
Part 3: Delivering Service Value

10. The Service Experience
11. Customer Satisfaction and Service Quality
12. Complaint Handling and Service Recovery
13. Customer Relationship Management

Part 3: Case Studies

- E. Google Home: The Smart-home Service
- F. Unruly Passengers

Marketing & Consumer Behaviour



Integrated Marketing Communication: A Balanced Approach

Maxwell Winchester, Peter Ling, Lara Stocchi, May O. Lwin,
Wonsun Shin, & Hyunjin Kang
9780195596717

April 2019

oup.com.au/winling



Integrated Marketing Communication: A Balanced Approach guide students through integrated marketing communication (IMC), introducing them to the principles that underpin its practice. This text considers the different theories of how IMC works, taking the empirical evidence available into account, and illustrating its real-world application with relevant industry examples. With expert commentary supported by contemporary case studies, this text explores communication theory, strategy and planning, and develops students understanding of consumer behaviour.

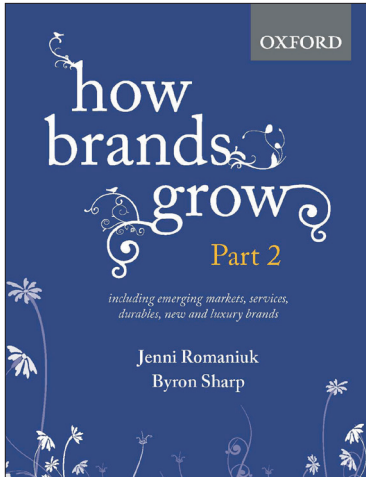
KEY FEATURES

- Critically reviews the theoretical base of IMC, with an exploration of both salience and persuasion (Strong and Weak) theories of advertising
- Focuses on the application of IMC theory to a broader marketing approach
- Revision questions encourage reflective learning and further develop understanding
- Practitioner profiles provide career and industry insights
- Case studies and 'IMC in Action' boxes provide real-world examples
- Suggested readings and key terms throughout support further learning.

TABLE OF CONTENTS

1. Introduction to IMC and Communication Models and Processes
2. Marketing Communication and Consumer Behaviour
3. Marketing Communication Strategy and Planning
4. Positioning Objectives
5. Advertising
6. Public Relations
7. Direct Marketing
8. Sales Promotions
9. Electronic and Social Media (ESM)
10. Media Decisions
11. Responsible Marketing Communication

Marketing & Consumer Behaviour

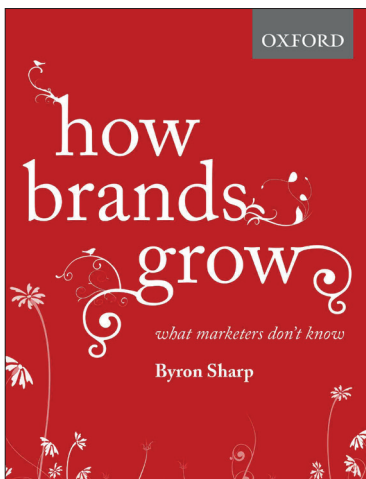


How Brands Grow: Part 2

Jenni Romaniuk & Byron Sharp
9780195596267
October 2015
oup.com.au/hbg2



How Brands Grow: Part 2 is about fundamentals of buying behaviour and brand performance - fundamentals that provide a consistent roadmap for brand growth, and improved marketing productivity. Ride the next wave of marketing knowledge with insights such as how to build Mental Availability, metrics to assess the strength of a brand's Distinctive Assets and a framework to underpin a brand's Physical Availability strategy.



How Brands Grow: What Marketers Don't Know

Byron Sharp
9780195573565
March 2010
oup.com.au/hbg



How Brands Grow provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising works, what price promotions really do and how loyalty programs affect loyalty, *How Brands Grow* presents decades of research in a style that is written for marketing professionals to grow their brands.



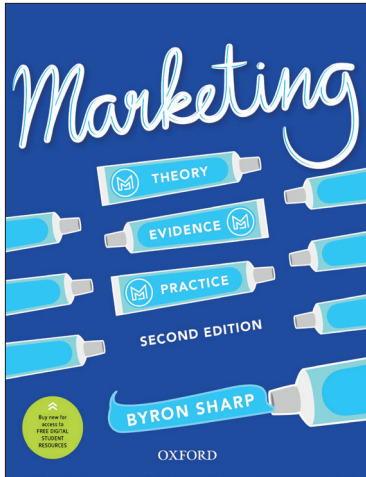
Building Distinctive Brand Assets

Jenni Romaniuk
9780190311506
March 2018
oup.com.au/bdba



Building Distinctive Brand Assets is for anyone with a brand logo, font or colour scheme, and is essential reading for those who have wondered if (or have been told) it's time for a change. Readers will learn how to set up a long-term strategy to build a strong brand identity, and how to make use of knowledge, metrics and management systems in order to build and protect a brand's Distinctive Assets.

Marketing & Consumer Behaviour

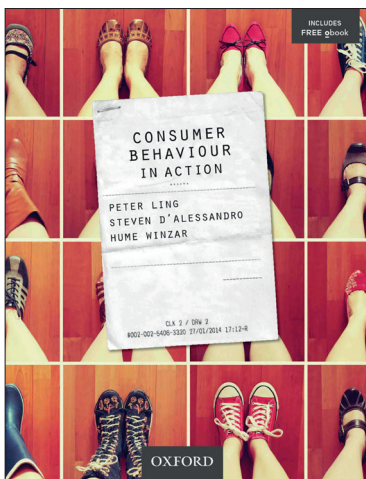


Marketing: Theory, Evidence, Practice

Second Edition
Byron Sharp
9780195590296
November 2017
oup.com.au/sharp2e



Marketing: Theory, Evidence, Practice tells the story of marketing, its theories, concepts and real-life applications, while providing a realistic overview of the marketing world. It demonstrates the practical application of marketing skills, illustrated by case studies and practitioner profiles, and gives readers industry insight that will support them in their careers.

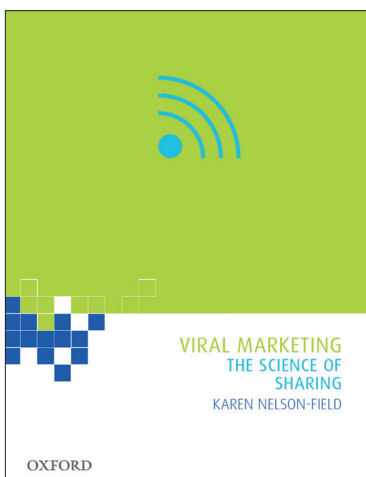


Consumer Behaviour in Action

Peter Ling, Steven D'Alessandro, & Hume Winzar
9780195525601
January 2015
oup.com.au/ling



Consumer Behaviour in Action introduces the fundamental concepts of consumer behaviour in a contemporary context. It provides a balanced approach and illustrates theory with practical applications and research methods for understanding consumers. It features a diverse range of organisations, goods, and services and covers the positive and negative social impacts of consumer behaviour.



Viral Marketing: The Science of Sharing

Karen Nelson-Field
9780195527988
August 2013
oup.com.au/nelsonfield



Viral Marketing suggests that contrary to current trends, the old scientific laws of buyer behaviour and advertising still apply to social media. Marketers who have read *How Brands Grow* (Sharp, 2010) will find the key research that underpins this new work familiar. Nelson-Field's research builds on the science behind brands and buying. It is a must read book for anyone working in the social media space.

Marketing & Consumer Behaviour



Strategic Brand Management

Fourth Edition

Richard Rosenbaum-Elliott, Larry Percy, & Simon Pervan

9780198797807

August 2018

oup.com.au/repp4e



Strategic Brand Management is the only textbook that builds upon the traditional branding models to fully explore the emotional, social, and cultural impact real-world brands have on contemporary consumers. It includes diverse and dynamic global examples such as Samsung, Lipton tea and Diesel, and Nintendo to explicitly link the theory to practice.



Consumer Behaviour

Second Edition

Isabelle Szmigin & Maria Piacentini

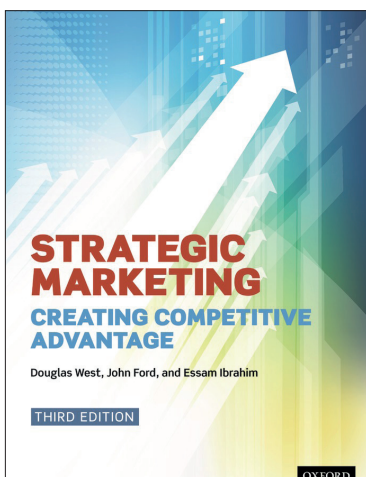
9780198786238

April 2018

oup.com.au/szmigin2e



Consumer Behaviour provides the most holistic consideration of consumer behaviour available, demonstrating how seminal theories and cutting-edge research impact on today's marketing professionals. It reflects the very latest research in consumer behaviour and contains substantially increased coverage of digital consumption and online consumer behaviour.



Strategic Marketing: Creating Competitive Advantage

Third Edition

Douglas West, John Ford, & Essam Ibrahim

9780199684090

April 2015

oup.com.au/west



Strategic Marketing: Creating Competitive Advantage examines key aspects of traditional marketing strategy combined with the presentation of a synthesis of recent thinking on the subject. The key focus of the text is how companies create and sustain competitive advantage through the employment of marketing strategies.

Leadership Titles



Leadership

Third Edition

Marian Iszatt-White & Christopher Saunders

9780198834298

April 2020

oup.com.au/iszattwhite3e



Leadership is written by an author team from one of Europe's leading management schools. It encourages critical appraisal of the mainstream viewpoints and personal reflection on leadership experience in a way that is both clear and highly engaging.

Divided into four parts, the book brings together core themes and debates within the field and provides a wealth of diverse real-world case studies to help students make the transition from theory to practice.

NEW TO THIS EDITION

- New chapter on leadership-as-practice highlights a movement that is still being developed within the field
- Content is further balanced to reflect both 'good' and 'bad' leadership, with a new chapter on followership, bad, and toxic leadership
- Links to the films, TV shows, books etc. used in the 'Leadership in the media' boxes are now included in the video links online resource, giving lecturers more opportunities to better tie the book to their teaching
- Revised case studies throughout now include contemporary figures, bodies and companies such as the Intergovernmental Panel on Climate Change, BP, Ray Kelvin, Ole Gunnar Solskjær and Theresa May.

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Part 1: Defining the Terrain

1. Why study leadership
2. Leadership, management and strategy
3. Leadership, power and influence
4. Critical approaches

Part 2: Essentialist Approaches

5. Born versus made
6. Transformational & charismatic
7. Leading teams and leading change
8. Authentic leadership

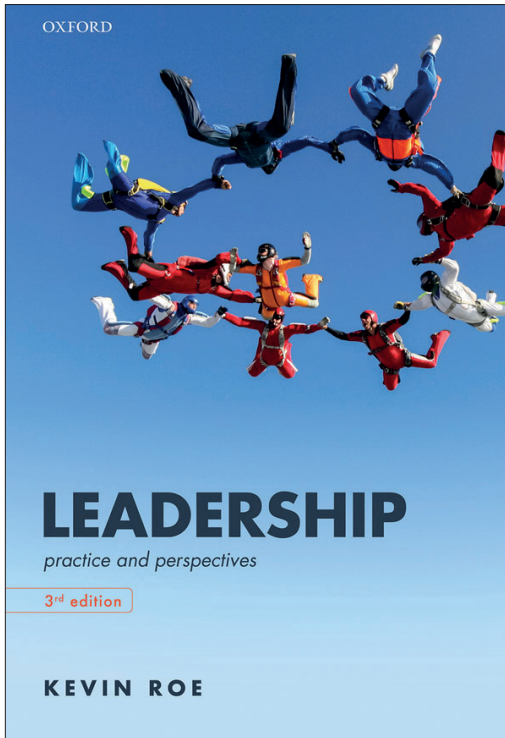
Part 3: Relational Approaches

9. Leaders and leading
10. Social construction of leadership
11. Leadership as practice
12. Responsible leadership for a sustainable world
13. Followership

Part 4: Developing Leaders: Developing as a Leader

14. Leadership development
15. Leadership identities

Leadership Titles



Leadership: Practice and Perspectives

Third Edition
Kevin Roe
9780198834304
April 2020
oup.com.au/roe3e



Leadership is an accessible and comprehensive textbook designed specifically to develop students' understanding of leadership in a variety of contexts. Assuming no prior executive experience, the third edition combines a wealth of diverse case studies with an engaging writing style to illustrate the practical application of leadership theory in the real-world.

The book is divided into two clear parts to help students navigate this topic, by starting with the basic leadership frameworks before moving on to explore the issues and themes that surround the subject. It is a must-read for students embarking on their study of leadership, while thinking ahead to their own future employment.

NEW TO THIS EDITION

- Added coverage on technological developments (such as virtual teams, AI, Big Data, VR/AR) and the impact on leadership practice
- Revised case studies include contemporary figures and events such as PewDiePie, Jacinda Arden, the Spice Girls and Boris Johnson
- The content is now further balanced to reflect both 'good' and 'bad' leadership styles, with new coverage on the negative or 'dark side' of leadership included in chapters 2, 6 and 11
- A new online test bank increases the variety of ways in which lecturers can assess student knowledge.

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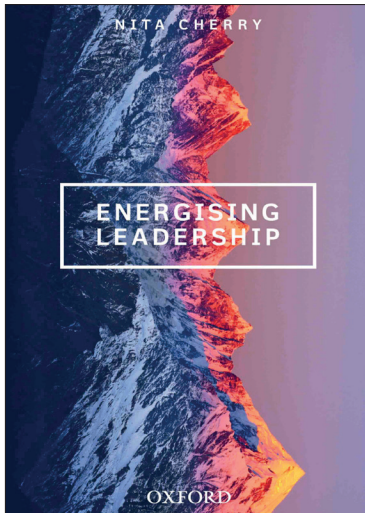
Part 1: The Basic Framework

1. Introduction
2. Trait Theory: Description, analysis, and use
3. Behavioural models
4. The style approach to leadership
5. Situational and contingent leadership
6. Charisma and transformational leadership
7. Authentic leadership
8. Followership

Part 2: Related Themes

9. Psychodynamic approaches to leadership
10. Emotional intelligence
11. Ethical leadership
12. Diversity and leadership
13. Power, influence, and authority
14. Leadership and teams
15. Leadership and change
16. Leadership development
17. Strategic leadership

Leadership Titles



Energising Leadership

Nitta Cherry
9780195596328
May 2015
oup.com.au/cherry



Energising Leadership is a practical book for anyone wishing to develop and refine their leadership practice. It opens up many opportunities for leadership that are often overlooked or underestimated. It will also help leadership teams make informed, deliberate choices that focus precious organisational energy on the things that matter. It offers a new perspective on leadership by presenting the mobilisation of human energy as a key organisational skill and covers a range of practices that are useful in dealing with common leadership dilemmas.



Be the Innovators: How to Accelerate Team Creativity

Peter Ling
9780195590173
February 2016
oup.com.au/betheinnovators



Be the Innovators is a practical book for private, public and non-profit organisations to develop and refine leadership skills through innovation. It will trigger new creative connections in readers' minds and accelerate their personal, team and group creative processes to help their organisation innovate in many ways.



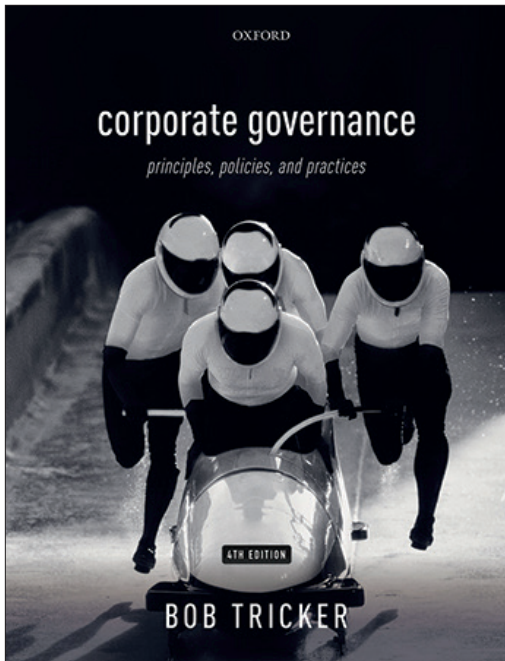
Innovation and Entrepreneurship: Creating New Value

Danny Samson & Marianne Gloet
9780190300630
November 2015
oup.com.au/samson



Innovation and Entrepreneurship: Creating New Value covers all of the major aspects of innovation strategy and capabilities, including leadership of innovation, creativity, design-led innovation, open innovation, management of innovation portfolios and new product development processes. It recognises the critical contribution of leadership and organisational culture to developing and promoting innovation behaviours.

Business & Management



Corporate Governance: Principles, Policies, and Practices

Fourth Edition

Bob Tricker

9780198809869

June 2019

oup.com.au/tricker4e



Corporate Governance: Principles, Policies, and Practices is an authoritative analysis of corporate governance, written by one of the world's leading academics on the subject.

The book is designed to equip students with a sound understanding of the frameworks that govern organisations. It offers comprehensive coverage of key principles combined with a strong practical focus through a clear, three-part structure.

NEW TO THIS EDITION

- Fully updated in light of the UK Corporate Governance Code (2018) and the World Economic Forum risk survey (2018)
- New coverage of non-listed entities—not-for-profits, cooperatives, and charities—to reflect the growing diversity of organisations
- Discussions of additional non-Western models such as the Keiretsu and Chaebol models used in Japan and South Korea, respectively
- New case studies including organisations such as Huawei, the NHS, and Unilever
- Increased coverage of board diversity, culture, corporate transparency, sustainability and business ethics, cyber risk, and digitisation.

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Part 1: Principles

1. Corporate governance: A frontier subject
2. Governance and management
3. Theories, philosophies, and concepts of corporate governance
4. The governance partnership: Investors, companies, and directors
5. The regulatory framework
6. Models of corporate governance

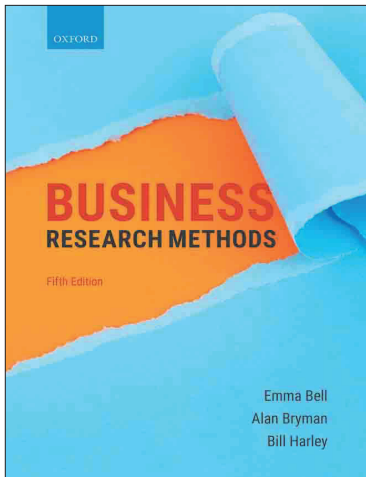
Part 2: Policies

7. Functions of the board
8. The governance of corporate risk
9. The board and business ethics
10. The governance of listed companies
11. The governance of non-listed corporate entities
12. Corporate governance around the world

Part 3: Practices

13. Board membership: Directors' appointment, roles, and remuneration
14. Board leadership: The reality of the boardroom
15. Board activities: Corporate governance in practice
16. Board effectiveness: Building better boards
17. Board evaluation: Reviewing directors and boards
18. Corporate governance: The next thirty years

Business & Management



Business Research Methods

Fifth Edition
Emma Bell, Alan Bryman, & Bill Harley
9780198809876
November 2018
oup.com.au/bell5e



Business Research Methods provides a complete and clear guide to the process of conducting business research. It includes examples from various business functions including marketing, strategy, and human resource management to clearly show the relevance of business research in the real world.

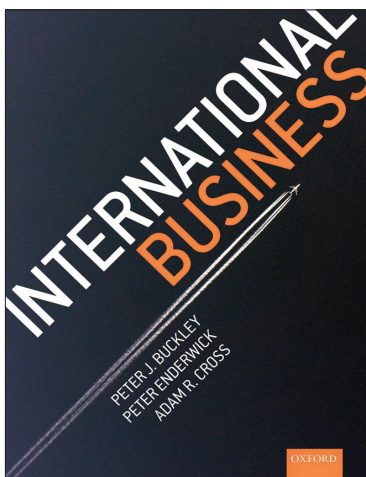


Corporate Social Responsibility

Fourth Edition
Michael Blowfield & Alan Murray
9780198797753
March 2019
oup.com.au/blowfield4e



Corporate Social Responsibility is the most trusted and applied textbook on corporate social responsibility. It equips students with comprehensive coverage of the interaction between business and society and reveals how corporate social responsibility is defined, negotiated, and managed in the twenty-first century.



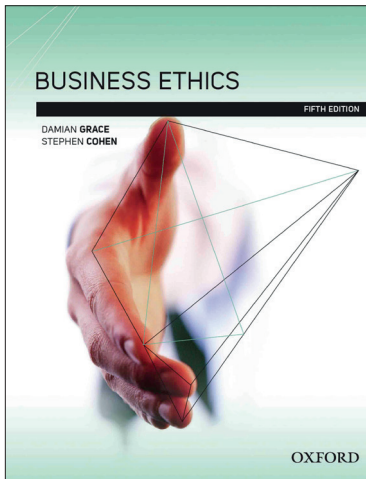
International Business

Peter J. Buckley, Peter Enderwick, & Adam R. Cross
9780199602094
April 2018
oup.com.au/buckley



International Business provides thorough grounding in economic and international business theory complemented by cases, examples, and IB insights from a diverse range of companies and cultures. It equips students with engaging examples and extended cases from a wide range of countries and cultures, including emerging markets, to provide a truly international approach to international business.

Business & Management

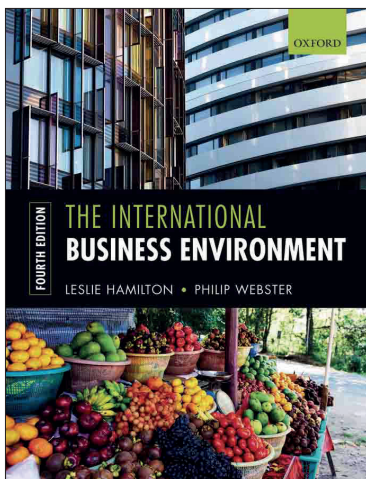


Business Ethics

Fifth Edition
Damian Grace & Stephen Cohen
9780195519549
October 2013
oup.com.au/grace5ebe



Business Ethics examines the ethics of business through issues related to common business situations. It provides students with the conceptual tools required for systematically considering and resolving ethical dilemmas with integrity. It offers a balanced approach combining theory and principles with practical examples.

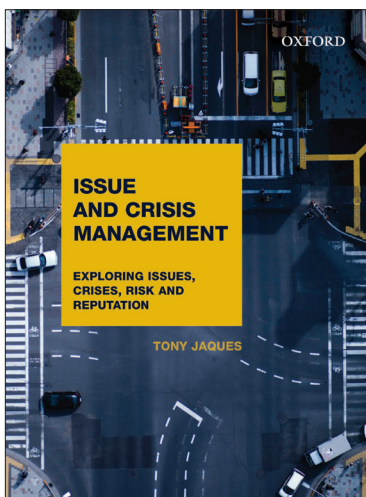


The International Business Environment

Fourth Edition
Leslie Hamilton & Philip Webster
9780198804291
December 2018
oup.com.au/hamilton4e



The International Business Environment is the most multi-perspective, succinct, and applied guide to international business environments. It provides a truly global approach with case studies and coverage from almost every continent, illustrating the theories at work and in practice across the globe.



Issue and Crisis Management: Exploring Issues, Crises, Risk and Reputation

Tony Jaques
9780195529081
October 2014
oup.com.au/jaques



Issue and Crisis Management examines each of these elements, and explores their relationship as an integrated model within the broader contexts of public relations, communication and management. It equips readers with key knowledge and skills to manage the communication process within organisations, and inform strategic responses to issues and crises.

Business & Management

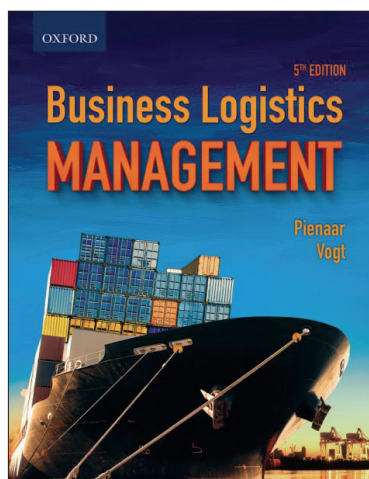


Crisis Proofing: How to Save your Company from Disaster

Tony Jaques
9780190303365
October 2016
oup.com.au/crisisproofing



Crisis Proofing is a highly readable conversation about creating a mindset committed to reducing the chances of a crisis from happening in the first place and about how to minimise the damage from any crisis which does occur. The book shows readers how responsibility to save a company from disaster lies absolutely in the executive suite and inspires managers to take the steps needed to make a difference.

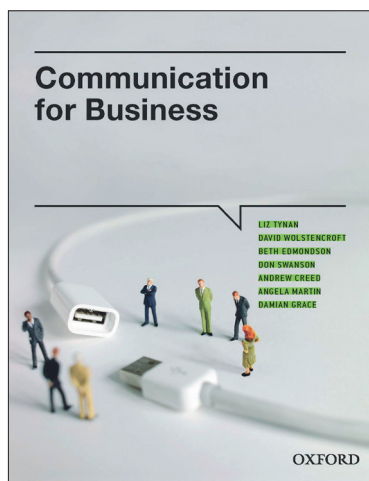


Business Logistics Management

Fifth Edition
Wessel Pienaar & John Vogt
9780190415662
September 2017
oup.com.au/pienaar5e



Business Logistics Management covers concepts and theories relating to the movement of goods, and the coordination of the supply chain. The fifth edition includes new content that deals with strategic logistics management and covers South African legislation and local industry examples throughout the text.



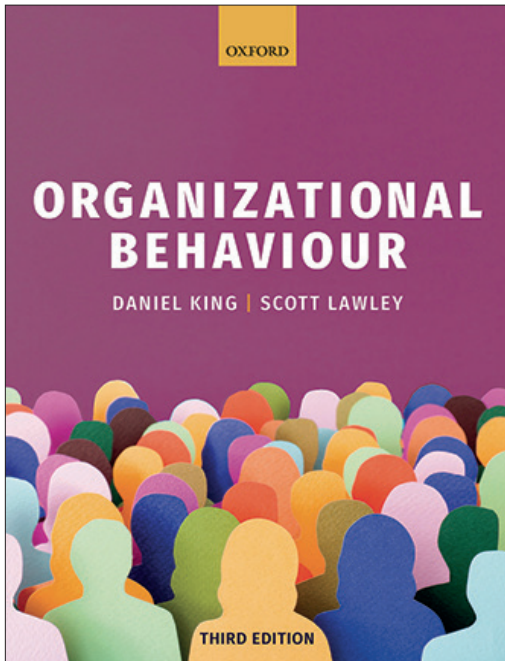
Communication for Business

Liz Tynan, David Wolstencroft, Beth Edmondson, Don Swanson,
Andrew Creed, Angela Martin, & Damian Grace
9780195575897
September 2013
oup.com.au/tynan



Communication for Business introduces students to the core topics necessary for their undergraduate studies in business communication and it is designed with the future professional in mind. It presents information that is practical and interesting in a style that is theoretical and accessible.

Organisational Culture



Organizational Behaviour

Third Edition

Daniel King & Scott Lawley

9780198807780

April 2019

oup.com.au/king3e



Organizational Behaviour offers the most critical, practical, and accessible approach to the subject. It includes a wealth of relatable, real-life cases drawn from multinational organizations and social enterprises across a range of industries that brings organizational behaviour to life, including: cases on the BBC, Deliveroo, and Adidas, as well as social movements and issues such as the Presidents Club scandal, and the gender pay gap. It encourages students to assess mainstream theories by analysing seminal works. The problem-based, active-learning style, along with the review questions, help students to develop their own critical and analytical abilities with support from the book.

NEW TO THIS EDITION

- New and extended coverage of artificial intelligence, automation, big data, emotional intelligence, and developments within the gig economy
- New end-of-chapter learning resource, 'Connecting case and theory', blends themes from the running case study with the theories discussed in the chapter to further strengthen the link between theory and practice
- New case studies including name-blind recruitment at Deloitte and Cora the customer-service AI bot used by Nat West
- A greater range of theorists is included in this edition, increasing the diversity of those featured throughout each chapter to better reflect the range of academics who contribute to this subject
- Coverage of ICT is now woven throughout the entire text rather than being confined to a single chapter to better represent how this topic is taught on courses, and viewed by organizations
- Online resources for students include podcasts recorded by the authors, personal development and study skills PDFs, guided reading, additional video interviews with practitioners, while a new guide to using the book is provided for lecturers.

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4. The human side of rational organization

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5. Discovering the social organization

6. Managing groups and teams

7. Organizational culture

Part 3: Managing the Individual

8. Personality and individual differences

9. Motivation and the meaning of work

10. Knowledge and learning

11. Communication, perception, and miscommunication

Part 4: Managing the Organization

12. Changing the organization

13. Leadership

14. Power and politics

Part 5: The Organization and its Environment

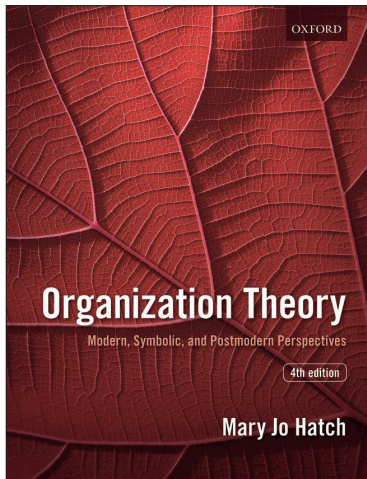
15. Work, emotion, and aesthetics

16. Globalization

17. Corporate social responsibility, sustainability, and business ethics

18. Conclusion

Organisational Culture

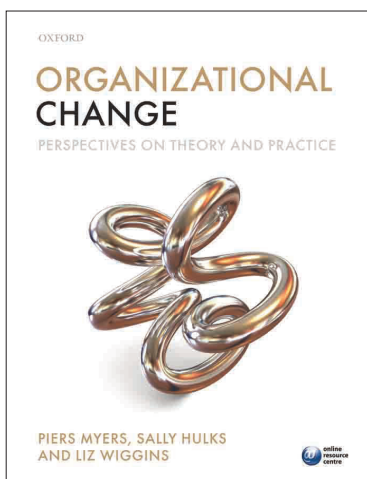


Organization Theory: Modern, Symbolic, and Postmodern Perspectives

Fourth Edition
Mary Jo Hatch
9780198723981
March 2018
oup.com.au/hatch4e



Organization Theory offers a clear and comprehensive introduction to the study of organizations and organizing processes. Through the unique three-perspective approach, students are challenged to explain, explore, and evaluate organizational theory, drawing on their own experiences as well as the book's diverse practical examples.

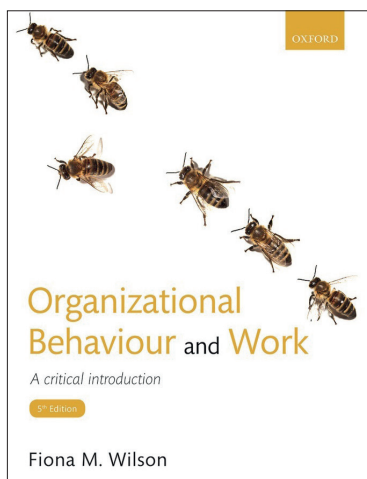


Organizational Change: Perspectives on Theory and Practice

Piers Myers, Sally Hulks, & Liz Wiggins
9780199573783
March 2012
oup.com.au/myers



Organizational Change offers a unique combination of rigorous theoretical exploration together with practical insights from working with those who are actually responsible for managing change. It aims to offer both breadth and depth, helping readers to navigate the landscape of change and, in order to do so, looks at organizational change from multiple perspectives rather than being firmly wedded to one.



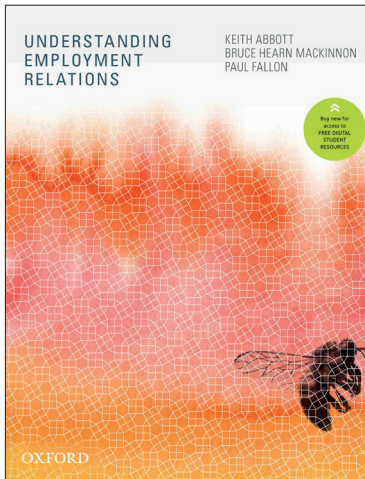
Organizational Behaviour and Work: A Critical Introduction

Fifth Edition
Fiona M. Wilson
9780198777137
April 2018
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Organizational Behaviour and Work: A Critical Introduction provides a concise introduction to organizational behaviour which is critical, yet accessible, in its approach, and ideal for those new to the subject. It challenges students to re-examine and question traditional views on organizational life and to use their analytical skills to further their own reading and research.

Human Resource Management

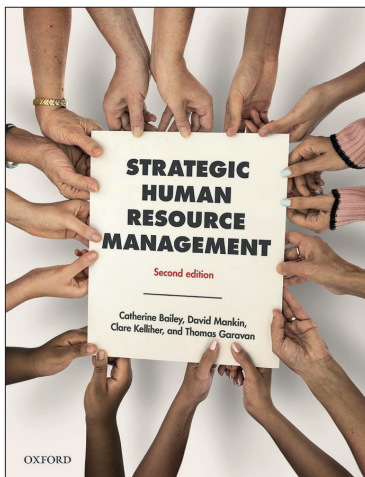


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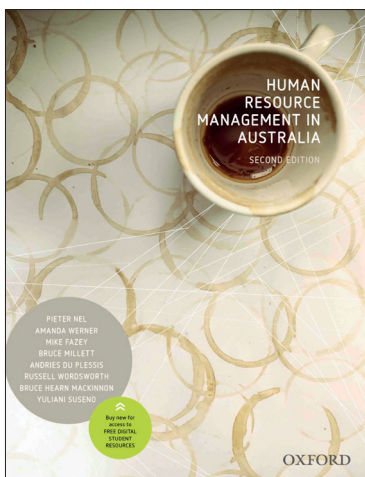


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