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All prices correct at the time of going to press.
This revised and updated third edition of Accounting for Managers builds on the success of the previous two editions in explaining how non-financial managers use accounting information. Accounting for Managers emphasises the interpretation rather than the construction of accounting information and encourages a critical, rather than unthinking acceptance of the underlying assumptions behind accounting. It links theory with practical examples and case studies drawn from real life business situations across a range of industries.

- Revised and updated examples throughout the book.
- Introduces three new chapters: Accounting for Inventory, Accounting Information Systems and Strategic Management Accounting.
- Includes new sections on professional ethics, customer profitability analysis, CVP for multiple products and weighted contribution margin for breakeven analysis, accounting for waste, environmental accounting.
- Expanded treatment of transfer pricing and budgeting sections.

Contents: PART I Context of Accounting; Introduction to Accounting; Accounting and its Relationship to Shareholder Value and Corporate Governance; Recording Financial Transactions and the Principles of Accounting; Management Control, Management Accounting and its Rational-Economic Assumptions; Interpretive and Critical Perspectives on Accounting and Decision-Making; PART II The use of financial reports for decision-making: Constructing Financial Reports: IFRS and the Framework of Accounting; Interpreting Financial Reports and Alternative Perspectives; Accounting for Inventory; PART III Using Accounting Information for Decision-Making, Planning and Control; Accounting and Information Systems; Marketing Decisions; Operating Decisions; Human Resource Decisions; Accounting Decisions; Strategic Investment Decisions; Performance Evaluation of Business Units; Budgeting; Budgetary Control; Strategic Management Accounting; PART IV Supporting Information.

Readership: postgraduate and undergraduate students who are taking courses in accounting, as well as non-financial managers who need a better understanding of the role of accounting in their organisations.

Supplements: A range of lecturer support materials will be available online at www.wileyeurope.com/college/collier

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Managerial Accounting, 4th Edition by Jerry Weygandt - 9780470234006
Managerial Accounting by Ram Balakrishnan - 9780471467854

9780470777640
552pp
Spring 2009
Pr
£34.99/€47.30

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Most books in this area are written for the professional market. They generally deal with the technicalities of the regulation of financial reporting in a relatively unchallenging and uncritical way and focus mainly on the implementation of the rules not the reasoning behind them. This book contains sufficient detail on the application of standards to enable the reader to appreciate the effects of the rules, and the logic behind them will be described in terms of the reasoning and history behind their development. This will give students a more informed insight of the regulations than many of the “practical” books currently on the market.

- Explains the meaning behind the rules of financial reporting, as opposed to just the implementation of these rules.
- International perspective in line with real business activities
- The combination of sufficient practical coverage with an approachable scholarly framework will appeal to both students and lecturers.
- Website containing solutions to questions in the text, as well as additional questions and solutions.

Contents: Published Accounts; Overview of Regulation; Form and Context of an Annual Report; Academic Research and Reporting Regulation; The Conceptual Framework; Reporting Earnings and Earnings Quality; Reporting Tax, Accounting for Property, Plant and Equipment; Accounting for Intangibles; Accounting for Inventory; Accounting for Liabilities; Introduction to Consolidation; The Mechanics of Regulation; In Summary.

Readership: Second year undergraduates on accounting degrees studying financial accounting and financial reporting.

Supplements: A Lecturer Companion Website will be available containing PowerPoint Slides, additional questions and solutions to end of chapter questions.
This book is about the design and working of management accounting and control from an organizational and sociological perspective. It focuses on how control systems are used to influence, motivate, and control what people do in organizations. The second edition of the book takes into account the need for a general update of the content and a change in the structure of the original text, and some of the comments received by the external reviewers. The new edition is organised into four thematic parts which seek to illustrate, respectively: the nature of Management Accounting and Control Systems (MACS), how and why these change, their function and use in practice, and how they are related to general issues of governance in contemporary organisations, economies and society.

- Includes a new chapter on MACS in networks and inter-organizational relationships.
- Case studies have been adapted and a new case on the Jesuits has been added.
- Adds new theoretical perspectives in order to make the text more in tune with current practices, teaching needs and academic developments.
- Expansion of the perspectives from which MACS can be seen and developed.
- New material is provided dealing with MACS role in relation to issues of governance and how recent scandals, such as Parmalat and Enron, can be seen as failures in terms of internal control.

Contents: Introduction; Issues; Cases; Perspectives; Part I The nature and structure of MACS: The nature of MACS; Formal structures of MACS; Uncertainty and informal structures of MACS; MACS in networks and interorganizational relationships (new); Part II MACS Change: Drivers of MACS; Information Technology and MACS; Perspectives on MACS Change; Part III How to Make Sense of MACS in practice: MACS in action; MACS in practice; The making of MACS: Visibility, Mobilization and Minimalist controls; Part IV MACS and Governance: MACS easily go wrong (Part I): The Parmalat scandal; MACS easily go wrong (Part II): The Enron scandal; Conclusions.

Readership: Advanced undergraduate and postgraduate courses in management accounting and control systems.

Supplements: A Lecturer Companion Website will be available containing PowerPoint Slides and Case Teaching Notes.

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3rd Edition

GRAHAM COSSERAT, Retired, (formerly Nottingham Trent University), NEIL RODDA, Manchester Metropolitan University

Third edition of a successful auditing textbook reflecting changes in International Accounting Standards!

Modern Auditing offers the reader a thorough coverage of the practice of auditing in context of auditing theory and concepts, and the professional responsibilities of the independent auditor. The structure of the book develops the auditing process in a logical and sequential manner, enabling students to progressively consolidate their understanding of the concepts and processes without excessive detail or repetition.

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Readership:
2nd/3rd year undergraduate course in Auditing, Principles of Auditing, or Introduction to Auditing.

Supplements: A Lecturer Companion Website will be available containing an Instructor’s Manual containing further questions and answers, and PowerPoint Slides.

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Also Available:

Principles of External Auditing, 3rd Edition
by Brenda Porter - 9780470018255

9780470319734
744pp
November 2008
Pr
£35.99/€48.60
Principles of External Auditing has become established as one of the leading textbooks for students studying auditing. Striking a careful balance between theory and practice, the book describes and explains, in non-technical language, the nature of the audit function and the principles of the audit process.

The book covers international auditing and accounting standards and relevant statute and case law. It also discusses topical aspects of auditing such as legal liability, audit risk, quality control, and the impact of information technology.

Includes new material on:
- International auditing standards
- International ethical standards
- Developments in the regulatory environment
- The impact upon auditing of the new international accounting standards
- Recent changes in case law affecting auditors

Contents:
- Preface; What Is Auditing? The Development Of Auditing And Audit Objectives; A Framework Of Auditing Concepts; Threats To, And Preservation Of, Auditors’ Independence; Legal And Professional Duties Of Auditors; Auditors’ Duties with Respect to Fraud and Non-compliance with Laws and Regulations; Overview Of The Audit Process, Audit Evidence: Staffing And Documenting An Audit; Commencing An Audit: Engagement Procedures, Understanding The Client and Identifying Risks; Planning The Audit And Assessing Audit Risk; Internal Controls And The Auditor; Testing The Financial Statement Assertions: Substantive Testing; Audit Sampling And Computer Assisted Auditing Techniques (Caats); Completion And Review; Auditors’ Reports To Users Of Financial Statements And To Management; Legal Liability Of Auditors; Avoiding And Limiting Auditors’ Liability; Environmental Management Systems and Audits; Corporate Responsibility Assurance Engagements; Appendix: Summary Of Steps In A Statutory Financial Statement Audit; Index.

Readership: Undergraduate and postgraduate accountancy students, as well as professional accountancy trainees taking courses in auditing.

Supplements: A Lecturer Companion Website will be available containing PowerPoint Slides

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Modern Auditing, 3rd Edition
by Graham Cosserat - 9780470319734

9780470018255
816pp
August 2008
Pp
£35.99/€48.60

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Accounting Information Systems and Internal Control covers traditional internal control systems and discusses these in conjunction with contemporary management control systems. There is less of a focus on technology and more on organizational issues, which contributes to the book’s managerial approach.

- Each chapter contains references to small and mid-sized organizations to highlight differences between the control systems in each of these.
- Has a new structure that provides an in-depth coverage of internal control together with a discussion of IT within a managerial perspective.
- Includes an extensive discussion of internal controls that are applicable in various types of organization, including trade, production, service, financial industry and governmental institutions.
- Discussion of Sarbanes Oxley and ethics is integrated throughout the text.

**Contents:** Part 1: Information and Control: Organizations and their Systems; Foundations of Internal Control; Processes in the Value Cycle; Control Systems Communications; Bridging the Gap Between Internal Control and Management Control; The Dynamics of Control and IT; Part 2: Internal Control in Various Types of Organization: Typology of Organizations; Trade Organizations; Production Organizations; Service Organizations with a Limited Flow of Goods; Organizations that put Space and Electronic Capacity at their Customers’ Disposal; Organizations that put Knowledge and Skills at their Customers’ Disposal.

**Readership:** For students taking AIS courses at advanced undergraduate and postgraduate levels.

**Supplements:** A Lecturer Companion Website will be available hosting additional case studies, PowerPoint Slides, and an Instructor’s Manual together with questions and answers.
Through thirty years and twelve best-selling editions, the text has built a reputation for accuracy, comprehensiveness, and student success. The Thirteenth Edition maintains the qualities for which the text is globally recognized, and continues to be your students’ gateway to the profession!

- NEW IFRS content: This new edition includes a Convergence Corner feature that teaches students how international financial reporting standards apply to each chapter topic. In addition, instructors and students will benefit from the new end-of-chapter content specifically related to IFRS

- Updated Fair Value discussions: Fair value has been expanded at both the introductory level in Chapter 2 and in subsequent chapters where appropriate.

- FASB Codification: This edition integrates the new FASB Codification throughout. References to the accounting pronouncements have been replaced by a numbering system in each chapter linked to the new Codification.

- Updated real-world focus: This edition contains many new chapter-opening stories and “What Do the Numbers Mean?” boxes. Such applications join theory and practice, and demonstrate to students the use of accounting in today’s business world.

**Contents:** Financial Accounting and Accounting Standards; Conceptual Framework Underlying Financial Accounting; The Accounting Information System; Income Statement and Related Information; Balance Sheet and Statement of Cash Flows; Accounting and the Time Value of Money; Cash and Receivables; Valuation of Inventories: A Cost-Basis Approach Inventories: Additional Valuation Issues; Depreciation, Impairments, and Depletion; Intangible Assets; Current Liabilities and Contingencies; Long-Term Liabilities; Stockholders’ Equity; Dilutive Securities and Earnings Per Share; Investments; Revenue Recognition; Accounting for Income Taxes; Accounting for Pensions and Postretirement Benefits; Accounting for Leases; Accounting Changes and Error Analysis; Statement of Cash Flows; Full Disclosure in Financial Reporting.

**Supplements:** WileyPLUS, WebCT and BlackBoard, Study Guide, Student Companion Site containing PowerPoint Slides, Web Quizzing, Solving Problems using Excel Workbook and Templates, Checklist of Key Figures and more, Instructor’s Companion Website consisting of Solutions Manual, Test Bank, Instructor’s Manuals, Algorithmic Computerized Test Bank, Narrated PowerPoint Slides and Standard PowerPoint Slides, Checklist of Key Figures, Solutions to Excel Workbook Problems

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Kimmel Accounting 3e, helps students hit the road with a practical set of tools, and the confidence they need to use those tools effectively in making business decisions. The goal is to introduce a new Principles of Accounting text that better reflects a more conceptual and decision-making approach to the material.

The authors have taken a new “macro- to micro-” approach to the Principles of Accounting course by starting with a discussion of real financial statements first, rather than starting with the Accounting Cycle (although the Accounting Cycle is thoroughly covered in Chapters 3 and 4). The objective is to establish how a financial statement communicates the financing, investing, and operating activities of a business to users of accounting information. They motivate students by grounding the discussion in the real world, showing them the relevance of the topics covered to their future career.

Contents: Introduction to Financial Statements; A Further Look at Financial Statements; The Accounting Information System; Accrual Accounting Concepts; Merchandising Operations and the Multiple-Step Income Statement; Reporting and Analyzing Inventory; Internal Control and Cash; Reporting and Analyzing Receivables; Reporting and Analyzing Long-Lived Assets; Reporting and Analyzing Liabilities; Reporting and Analyzing Stockholders’ Equity; Statement of Cash Flows; Performance Measurement; Managerial Accounting; Job Order Costing; Process Costing; Activity-Based Costing; Cost-Volume-Profit; Variable Costing; A Decision-Making Perspective; Budgetary Planning; Budgetary Control and Responsibility Accounting; Standard Costs and Balanced Scorecard; Incremental Analysis and Capital Budgeting; Appendices: Tootise Roll; Hershey; Time Value of Money; Payroll Accounting; Subsidiary Ledgers & Special Journals; Accounting for Sole Proprietorships; Accounting for Partnerships; Investments.

Readership: First year Principles of Accounting students.


For Lecturers: WileyPLUS, BlackBoard and WebCT, Instructor Companion Site containing Instructor’s Manual, Solutions Manual, Test Bank, Computerized Test Bank, Excel Workbook and Template Solutions, PowerPoint, Checklist of Key Figures, Image Gallery,

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PAUL D. KIMMEL, University of Wisconsin, Milwaukee,
JERRY J. WEYGANDT, University of Wisconsin,
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Financial
Accounting

PAUL D. KIMMEL, University of Wisconsin, Milwaukee,
JERRY J. WEYGANDT, University of Wisconsin,
Madison, DONALD E. KIESO, Northern Illinois
University

Financial Accounting, 5th Edition provides students with an understanding of fundamental concepts necessary to use accounting effectively. Starting with a "macro" view of accounting information, the authors present real financial statements. They establish how a financial statement communicates the financing, investing, and operating activities of a business to users of accounting information. Kimmel, Weygandt and Kieso motivate students by grounding the discussion in the real world, showing them the relevance of the topics covered to their future.

- More “Do It” problems throughout the chapters which will help to model the problems for students as they complete their homework.
- Enhanced demo problems, “Comprehensive Do it” at the end of the chapter are updated to work in conjunction with the Do It’s throughout the chapter.
- NEW “Using Cash Flows for Decisions” feature at the end of each chapter will give students a better understanding of how cash flows factor into business decision-making. Both majors and non-majors will benefit from this perspective given the importance of cash to small businesses and all corporations.

Contents: Introduction to Financial Statements; A Further Look at Financial Statements; The Accounting Information System; Accrual Accounting Concepts; Merchandising Operations and the Multiple-Step Income Statement; Reporting and Analyzing Inventory; Internal Control and Cash; Reporting and Analyzing Receivables; Reporting and Analyzing Long-Lived Assets; Reporting and Analyzing Liabilities; Reporting and Analyzing Stockholders’ Equity; Statement of Cash Flows; Performance Measurement; Appendices: Specimen Financial Statements: Tootsie Roll Industries, Inc.; Specimen Financial Statements: Hershey Foods Corporation; Time Value of Money; Reporting and Analyzing Investments.

Readership: Students taking an introductory course in Financial Accounting


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ACCOUNTING

Weygandt Accounting Principles introduces challenging accounting concepts with examples that are familiar to the student. This connection to their everyday lives helps build student motivation, a key driver of student time spent on assignments and ultimately their mastery of the concept.

• MORE “Do It” problems throughout the chapters which will help to model the problems for students as they complete their homework.

Contents:
- Accounting in Action
- The Recording Process
- Adjusting the Accounts
- Completion of the Accounting Cycle
- Accounting for Merchandising Operations
- Inventories
- Accounting Information Systems
- Internal Control and Cash
- Accounting for Receivables
- Plant Assets
- Natural Resources
- Intangible Assets
- Current Liabilities
- Payroll Accounting
- Accounting Principles
- Accounting for Partnerships
- Corporations: Organization and Capital Stock Transactions
- Corporations: Dividends, Retained Earnings, and Income Reporting
- Long-Term Liabilities
- Investments
- The Statement of Cash Flows
- Financial Statement Analysis
- Managerial Accounting
- Job Order Cost Accounting
- Process Cost Accounting
- Cost-Volume-Profit Relationships
- Budgetary Planning
- Budgetary Control and Responsibility Accounting
- Performance Evaluation through Standard Costs
- Incremental Analysis and Capital Budgeting

Readership: Students taking a first course in Accounting.


Accounting Principles
9th Edition
JERRY J. WEYGANDT

Weygandt Accounting Principles starts with what students know. In the new Ninth Edition, students clearly see the relevance of accounting in their everyday lives and are therefore motivated to do the work assigned.

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Most managerial accounting texts emphasize the mechanics of managerial accounting. While important, mechanics are not enough. To solve business problems, students need to understand how managerial accounting can improve decision-making, and when and where a particular tool or technique is appropriate.

**Balakrishnan’s Managerial Accounting 1st edition** presents accounting information in the context of business decision making. It combines the traditional topics of managerial accounting with a strategic framework that shows students how to construct decision models and measure information. By linking business decisions with accounting information students will be motivated to learn and make more informed decisions. Balakrishnan will appeal to courses where there is a true focus on decision making and accounting is placed within a business context.

**Contents:** Accounting: Information For Decision Making; Identifying And Estimating Costs And Benefits; Cost Flows And Cost Terminology; Techniques For Estimating Fixed And Variable Costs; Cost-Volume-Profit Analysis; Decision Making In The Short Term; Operating Budgets: Bridging Planning And Control; Budgetary Control And Variance Analysis; Cost Allocations; Activity-Based Costing & Management; Capital Budgeting; Performance Evaluation In Decentralized Organizations; Strategic Planning And Control; Job-Costing Systems; Process-Costing Systems; Refining Systems: Support Activity And Dual-Rate Allocations.

**Readership:** Second year undergraduate courses in Managerial Accounting

**Supplements:** For Students: WileyPLUS, Online Study Guide
For Lecturers: WileyPLUS, PowerPoint Slides; Computerized Test Bank; Test Bank; Instructor’s Manual; Solutions Manual

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Financial Accounting As A Second Language

DAVID P. WEINER

Accounting may be challenging, but with training and practice students can come out of a financial accounting course having achieved success! With David Weiner’s *Financial Accounting as a Second Language*, students will get the practice and training they need to better understand fundamental principles, build confidence, and solve problems.

The goal of this title is to: introduce the language of accounting, explain the core concepts of accounting, and learn how to apply these core concepts to solve accounting problems. Developed by David Weiner through his forty year teaching career, this text is filled with study skills, techniques, and strategies used help students learn the core concepts of accounting and get the grades they deserve.

- Chapter Roadmap: Each chapter begins with a “Roadmap” to inform the reader as to what will be covered in the following section. These serve as a guide to the core concepts throughout the text.
- End-of-chapter practice questions: The author has included a number of practice multiple choice questions & answers at the end of each chapter to help students prepare for exams and reinforce the basic accounting principles.
- “Frequently Asked Questions”: This section was included to clarify any difficult material and provide a firm understanding of the material, located at the end of each chapter.
- Exam Tips: A series of tips are integrated within the text to help student improve upon their study skills and prepare for the highest grade possible on exams.
- Extensive Glossary: Includes all of the accounting terminology used throughout the book, to gain a complete understanding of an accounting term or concept.

**Contents:**
- Basic Accounting Concepts
- The Accounting Cycle And Accrual Accounting
- Internal Control, Cash, And Receivables
- Inventory
- Long Term Assets, Intangible Assets, And Depreciation/Amortization
- Liabilities
- Current And Non-Current
- Owners’ Equity
- Statement Of Cash Flows
- Review Of Financial Statements And Financial Statement Analysis
- Appendices: Basic College Skills; The Time Value Of Money; The Gross Profit Method; Advanced Topics For Chapter Five; The Audit Report.

**Readership:** Students taking an introductory Financial Accounting course.

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Small Business Accounting

LITA EPSTEIN, MBA, University of Phoenix, SUSAN MEYERS

Designed primarily for non-Accounting majors, this new text covers the accounting cycle; debits and credits; cash, banking, and internal controls; employee payrolls; managing inventory; and financial statements.

**Contents:**
- Accounting for Your Business
- Mastering Debits and Credits
- Beginning the Accounting Cycle
- Journalizing Transactions
- Posting Transactions and Preparing a Trial Balance
- Adjustments and the Worksheet
- APPENDIX A: Depreciation
- Financial Statements and the Closing Process
- APPENDIX B: Statement of Cash Flows
- Cash, Banking, and Internal Controls
- Employee Payroll and Deductions
- Employer Payroll Responsibilities
- Special Journals: Sales and Cash Receipts
- Special Journals: Purchases and Cash Disbursements
- Appendix C: The Combined Journal
- Managing Inventory
- Adjustments and the Worksheet for a Merchandising Business
- Financial Statements and the Closing Process for a Merchandising Business
- Appendix D: Income T

**Supplements:** Instructor’s Resource Manual, Test Bank, Image Gallery, PowerPoint Presentations.

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As more businesses in today’s economy are moving towards a global reach, it is essential for finance students to understand how the fundamentals of corporate finance relate to multinational firms. Shapiro’s *Multinational Financial Management 9th Edition* provides that conceptual framework within which key financial decisions of a multinational firm can be analyzed. The author’s comprehensive approach is to treat international financial management as a natural extension of the principles learned in the first course in financial management. The book builds its coverage of international finance on the framework of valuation established by domestic corporate finance.

- New updates throughout, including new illustrations, questions, and problems.
- Enhanced discussion of current topics, such as: the nature and benefits of globalization and Euro currency and Eurobond markets.
- New Mini-cases added throughout the chapters that feature a short case with a series of questions for students to answer.
- New discussion of the debate over outsourcing, the deindustrialization of America, and the political economy of trade policy.

**Contents:** Introduction: Multinational Enterprise And Multinational Financial Management; The Determination Of Exchange Rates; The International Monetary System; Parity Conditions In International Finance And Currency Forecasting; The Balance Of Payments And International Economic Linkages; Country Risk Analysis; The Foreign Exchange Market; Currency Futures And Options Markets; Swaps And Interest Rate Derivatives; Measuring And Managing Translation And Transaction Exposure; Measuring And Managing Economic Exposure; International Financing And National Capital Markets; The Euromarkets; The Cost Of Capital For Foreign Investments; International Portfolio Investment; Corporate Strategy And Foreign Direct Investment; Capital Budgeting For The Multinational Corporation; Financing Foreign Trade; Current Asset Management And Short Term Financing; Managing The Multinational Financial System.

**Supplements:** Test Bank, Instructor’s Manual with Solutions, PowerPoint Slides, Excel Files, Answers to End-Of-Chapter Questions, Additional Questions, Problems and cases online for students.

**Readership:** It can be used in courses in International Financial Management and International Finance at the upper-level undergraduate or MBA level.

Please click here to order your inspection copy or access resources:

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Also Available:

Multinational Finance, 4th Edition
by Kirt Butler - 9781405181181

9780470450352
770pp
Summer 2009
Pr
£40.95/€55.10
Based on class-tested material, the authors link theory and real world issues in their coverage of equity, bond and FX strategies including methods such as chartism, neural networks and chaos theory. Raising funds in the money markets and via equity and debt securities, as well as dividend and merger policy provide further practical illustrations of theoretical ideas. Futures, options and swaps and their use in speculation, hedging and arbitrage are also examined.

The authors include a vast array of pedagogy, including chapter objectives summaries; end of chapter exercises; numerous real-world examples and case vignettes; Excel spreadsheets providing simulations for the reader; a glossary of terms; clear, simple and consistent mathematical notation.

- The mathematical level of the text is lowered in order to make the text more accessible to a wider audience
- New material has been added on behavioural finance, mutual hedge funds, private equity, weather and energy derivatives and their risk management.
- Material on Corporate Finance has been removed.
- A real-world flavour throughout

**Contents:** PART 1: FINANCIAL MARKETS: Markets and Players; Raising Finance; Financial Instruments; Trading Securities; Investment Companies; PART 2: VALUATION: Valuation Techniques; Cost of Capital; Valuing Firms; PART 3: ASSET RETURNS AND PORTFOLIO THEORY: Measuring Asset Returns; Portfolio Theory; International Portfolio Diversification; Single-Index Model; CAPM and APT 265; PART 4: EQUITY MARKETS: Stock Valuation and the EMH; Behavioural Finance and Anomalies; Predicting Stock Returns; Technical Trading Rules; PART 5: FOREIGN EXCHANGE MARKET: Spot and Forward Markets; PART 6: FIXED-INCOME MARKETS: Money Markets; Bond Markets; Term Structure of Interest Rates; Bond Market Strategies; PART 7: DERIVATIVES: Derivative Securities; Futures Markets; Options Markets; Options Pricing; Energy and Weather Derivatives; PART 8: PORTFOLIO MANAGEMENT: Private Equity; Performance of Mutual Funds; Hedge Funds; Market Risk and Value at Risk.

**Readership:** MBA and advanced undergraduate students of business and related degrees taking a course in investments.

**Supplements:** A Lecturer Companion Website will be available hosting questions and answers, excel data sets, an image archive containing tables from the book and PowerPoint slides.
‘Behavioural Finance’ builds on the knowledge and skills that students have already gained on an introductory finance or corporate finance course. The primary focus of the book is on how behavioural approaches extend what students already know. At each stage the theory is developed by application to the FTSE 100 companies and their valuation and strategy. This approach helps the reader understand how behavioural models can be applied to everyday problems faced by practitioners at both a market and individual company level. The book develops simple formal expositions of existing attempts to model the impact of behavioural bias on investor/managers’ decisions. Where possible this is done grounding the discussion in practical, numerical, examples from the financial press and business life.

- Explains how individuals’ attitudes and behavior affect their financial decisions and financial markets e.g. the Dotcom bubble
- Uses psychological evidence to model investor behavior in order to get better understanding of financial markets.
- Provides a range of UK and European examples.

**Contents:** Preface; Part 1: Introduction: Expected Utility – Financial Decision Making In Traditional Finance; Are Investors Irrational Or Just Learning; Are Discount Rates Constant Or Declining?; A Brief History Of Bubbles Old And New; Noisy Financial Markets; Optimism In Financial Markets; Prospect Theory And Asset Pricing; Overreaction, Under Reaction And Noise Trading; Momentum, Prospect Theory And Revisions In Investor Reference Points; Herding; Insider Trading Earnings Selection And Market Manipulation; The Equity Premium Puzzle; Incorporation: Legal Fictions And Business Realities; The Market For Information, Noise And Deception; Dividends As Prospects And As A Means Of Self-Control; Self Knowledge And Entrepreneurship; Regulating Conflicts In Investment Advice; Accounting Information And Fundamental Values Behavioural Bias And Its Implication For Accounting Reform; Conclusion.

**Readership:** Final year undergraduate and postgraduate courses in behavioural finance.

**Supplements:** A Lecturer Companion Website will be available containing PowerPoint Slides, spreadsheets, a document containing web links and references.

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9780470028049
320pp
Spring 2009
Pr
£29.99/€40.50

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Parrino/Kidwell, *Fundamentals of Corporate Finance* offers an innovative integration of conceptual understanding and problem-solving... of intuition and decision-making... of the authors’ industry and classroom/research experience... with current real-world examples and online practice.

- Building Intuition boxes provide a statement of an important finance concept along with an intuitive example or explanation to help the student “get” the concept.
- Learning by Doing applications contain standard quantitative problems with step-by-step solutions to help students better understand how to apply their intuition and analytical skills to solve important problems.
- Decision-Making Examples emphasize the decision-making process along with computation and provide students at all levels with experience in financial decision-making.
- Learning Objectives identify the most important material for students to understand while reading the chapter.
- Chapter Opener Vignettes describe a real company application to illustrate concepts that will be presented in the chapter.

*Contents:* The Financial Manager and the Firm; The Financial Environment and the Level of Interest Rates; Financial Statements, Cash Flows, and Taxes; Analyzing Financial Statements; The Time Value of Money; Discounted Cash Flows and Valuation; Risk and Return; Bond Valuation and the Structure of Interest Rates; Stock Valuation; The Fundamentals of Capital Budgeting; Cash Flows and Capital Budgeting; Evaluating Project Economics and Capital Rationing; The Cost of Capital; Working Capital Management; How Firms Raise Capital; Capital Structure Policy; Dividends and Dividend Policy; Business Formation, Growth, and Valuation; Financial Planning and Forecasting; Options and Corporate Finance; International Financial Management.

*Readership:* Suitable for a 3rd year undergraduate/MBA/MSc course in Corporate Finance, Financial Management or Managerial or Business Finance

*Supplements:* For Students: Student Web Quizzes, WileyPLUS, Study Guide, Student Companion Website, WebCT and Angel

*For Lecturers:* WileyPLUS, Aplia, Instructor’s Companion Website including Test Bank, Computerized Test Bank, Instructor’s Manual, PowerPoint Slides, Business Extra Select, WebCT and Angel

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**Also Available:**

- Corporate Finance: Theory and Practice, 2nd Edition by Pierre Vernimmen - 9780470721926
- Corporate Finance: Theory and Practice, 2nd Edition by Aswath Damodaran - 9780471283324

9780470721926
768pp
October 2008
Hb
£45.95/€62.10
Corporate Finance
Theory and Practice, 2nd Edition
PIERRE VERNIMMEN, PASCAL QUIRY, YANN LE FUR, HEC, France, MAURIZIO DALLOCCHIO and ANTONIO SALVI, both of Bocconi University, Italy

A well established textbook with a European focus!
The book, the website www.vernimmen.com and the Vernimmen.com newsletter are all written and created by an author team who are both investment bankers/corporate financiers and academics. It covers the theory and practice of Corporate Finance from a truly European perspective. It shows how to use financial theory to solve practical problems and is written for students of corporate finance and financial analysis and practising corporate financiers. Corporate Finance is split into four sections and covers the basics of financial analysis; the basic theoretical knowledge that you will need to value a firm; the major types of financial securities: equity, debt & options and finally financial management which shows you how to organise a company’s equity capital, buying and selling companies, M&A, bankruptcy and cash flow management.

- New coverage on shareholder value
- Expanded coverage of Leveraged Buyouts
- Expanded discussion of management of risk
- New chapter on corporate governance
- All graphs and examples will be updated with latest figures
- Countries to be covered by statistics and examples: China, Japan, India, USA, France, Germany, Italy, Spain, United Kingdom, Brazil, Russia. (Netherlands, Poland, Scandinavia, Switzerland to be deleted).

Readership: Core courses in Corporate Finance taken by MBA, Masters in Finance and final year undergrads

Supplements: Vernimmen Community Website featuring: Recent statistics, charts, formulas and spreadsheets. A corporate finance glossary with over 1200 terms. Financial lexicon with translations of key terms in English/American, French, German, Italian and Spanish. Company profiles, articles, public offer filings and thesis topics. Case studies and quizzes. Free monthly e-newsletter featuring new research, features, Q&A’s.

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Introduction to Capital Markets
Products, Strategies, Participants, 2nd Edition
ANDREW A. CHISHOLM, Consultant, UK

Describing how the key products and markets work, who the principal participants are and their overall goals and objectives, Andrew Chisholm provides a thorough overview of the global capital markets. The book covers both equity and debt instruments as well as the principal derivative products. In a step-by-step fashion, making extensive use of real-world cases and examples, it explains the application of interest rate and equity swaps, financial futures, equity options and options on currencies and interest rates. An extensive glossary explains concisely many of the ‘jargon’ expressions used in the financial markets.

Contents: Introduction: The Market Context; The Money Markets; The Foreign Exchange Market; Bond Markets; Bond Price Sensitivity; The Yield Curve; Credit Markets and Securitization; Equity Markets; Equity Analysis and Valuation; Cash Flow Models in Equity Valuation; Interest Rate Forwards and Futures; Bond Futures; Interest Rate Swaps; Interest Rate Swap Valuation; Equity Index Futures and Swaps; Fundamentals of Options; Option Valuation Models; Option Pricing and Risks; Option Strategies; Currency and Interest Rate Options; Credit Derivatives; Glossary of Financial Terms; Useful Internet Sites; Further Reading.

Readership: MBA finance students.

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Analysis of Economic Data

3rd Edition

PROFESSOR GARY KOOP, University of Strathclyde

A new edition of a successful textbook on the analysis of economic data!

Analysis of Economic Data teaches methods of data analysis to students whose primary interest is not in econometrics, statistics or mathematics. It shows students how to apply econometric techniques in the context of real-world empirical problems. It adopts a largely non-mathematical approach relying on verbal and graphical intuition and covers most of the tools used in modern econometrics research e.g. correlation, regression and extensions for time-series methods. It contains extensive use of real data examples and involves readers in hands-on computer work.

- The text has been revised to include more examples throughout.
- Chapter 2 has been expanded to include instruction on how to set up graphs and tables, as well as more material on descriptive statistics and related topics such as index numbers.
- More material on financial volatility has been provided in Chapter 11.
- Additional empirical project topics and data sets are provided in Appendix A.
- A clear departure from traditional econometric textbooks, relying less on mathematics and more on verbal intuition and graphical methods for understanding.
- Covers most of the tools and models used in modern econometrics research e.g. correlation, regression and extensions for time-series methods.
- Contains extensive use of real data examples and involves readers in hands-on computer work.

Contents: Introduction; Basic Data Handling; Correlation; An Introduction to Simple Regression; Statistical Aspects of Regression; Multiple Regression; Regression with Dummy Variables; Regression with Time Lags: Distributed Lag Models; Univariate Time Series Analysis; Regression with Time Series Variables; Applications of Time Series Methods in Macroeconomics and Finance; Limitations and Extensions; Appendices; Index.

Readership: Analysis of Economic Data is written primarily for undergraduate students taking introductory courses in the analysis of economic data. These courses can appear at different stages of the undergraduate curriculum i.e. first, second or third year. It is also highly relevant for students taking this course at MBA level.

Supplements: A Lecturer Companion Website will be available containing datasets, PowerPoint Slides, sample exam questions, and answer sheets for problems.

Please click here to order your inspection copy or access resources: www.wileyeurope.com/college/koop

Also Available:

Introduction to Econometrics by Gary Koop - 9780470032701
Undergraduate Econometrics, 3rd Edition by R. Carter Hill - 9780471723608

9780470713891
216pp
Spring 2009
Pr £28.99/€39.20
Introduction to International Economics

2nd Edition
DOMINICK SALVATORE, Fordham University

Introduction to International Economics, 2nd edition has been revised and updated to deliver the most current information on today’s global economy for a one-semester course. Renowned educator and author, Dominick Salvatore provides a clear presentation with several case studies per chapter to make difficult economic principles easy to understand, in a real-world context.

- Five NEW sections have been added to reflect the further globalization of the world economy. These are: We live in a Global Economy, the Globalization Challenge, The International Flow of Labor and Capital, International Organizations and the World Economy, and Outsourcing, Off shoring, and Fear of Globalization.
- In-depth analysis of the most serious economic problems facing the world today and an evaluation of the policy options available to deal with them.
- NEW content on the benefits and challenges of the rapid globalization of the world economy, competition from emerging markets, dollar-euro exchange rates, and the increased interdependence of world financial markets, is now included in several trade and finance sections and case studies

Contents: Introduction; Comparative Advantage; The Standard Trade Model; The Hecksher-Ohlin and Other Trade Theories; Trade Restrictions: Tariffs; Nontariff Trade Barriers and the Political Economy of Protectionism; Economic Integration; Growth and Development with International Trade; International Resource Movements and Multinational Corporations; The Balance of Payments; The Foreign Exchange Market and Exchange Rates; Exchange Rate Determination; Automatic Adjustments with Flexible and Fixed Exchange Rates; Adjustment Policies; Fixed versus Flexible Exchange Rates, European Monetary System, and Macroeconomic Policy Coordination; The International Monetary System: Past, Present, and Future.

Supplements: For Students: Study Guide, WebCT/BlackBoard/Angel
For Lecturers: Test Bank; WebCT/BlackBoard/Angel, Business Extra Select, Instructor’s Companion Website containing an Instructor’s Manual with Tests and PowerPoint Presentations.

Readership: 3rd year undergraduate International Economics course

Please click here to order your inspection copy or access resources: www.wiley europe.com/college/salvatore

Microeconomics

Theory & Applications, 10th Edition
EDGAR K. BROWNING, Texas A & M University, MARK A. ZUPAN, University of Arizona

The 10th edition of Browning and Zupan’s Microeconomics: Theory and Applications continues to motivate students and introduce them to current thinking in the field. This book appeals to students and instructors alike because of its accessibility, large number of applications, and the clear step-by-step manner in which graphs are introduced. In this new edition, the authors have included more applications and mathematical material to reinforce students’ understanding of basic microeconomic principles. This knowledge of microeconomic theory will serve as an essential foundation any business major or those preparing for a future career as a business professional.

- Greater emphasis on mathematics. Optional mathematical sections previously found in chapter appendices have now been integrated into chapter content for a greater emphasis and coordination with real-world content.

Contents: An Introduction to Microeconomics; Supply and Demand; The Theory of Consumer Choice; Individual and Market Demand; Using Consumer Choice Theory; Exchange, Efficiency, and Prices; Production; The Cost of Production; Profit Maximization in Perfectly Competitive Markets; Using the Competitive Model; Monopoly; Product Pricing with Monopoly Power; Monopolistic Competition and Oligopoly; Game Theory and the Economics of Information; Using Noncompetitive Market Models; Employment and Pricing of Inputs; Wages, Rent, Interest, and Profit; Using Input Market Analysis; General Equilibrium Analysis and Economic Efficiency; Public Goods and Externalities.

Readership: Students taking an intermediate microeconomics course.


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Managerial Economics
6th Edition
WILLIAM F. SAMUELSON and STEPHEN G. MARKS, both of Boston University

Known for its consistent emphasis on decision-making, Samuelson & Mark’s 6th edition provides a detailed introduction of managerial economics for undergraduates, MBAs, and executives, alike. Each chapter opens with a description of a managerial problem that challenges the reader and concludes by revisiting and analyzing the decision.

In addition to its inclusion of real-world applications and problems, The 6th Edition has been revised to incorporate up-to-date coverage of international topics and e-commerce. This new edition offers the framework and economics tools necessary to prepare students for better decision-making in a future managerial role.

Contents: Introduction to Economic Decision Making; Optimal Decisions Using Marginal Analysis; Demand Analysis and Optimal Pricing; Estimating and Forecasting Demand; Production; Cost Analysis; Perfect Competition; Monopoly; Oligopoly; Game Theory and Competitive Strategy; Regulation, Public Goods, and Benefit-Cost Analysis; Decision Making under Uncertainty; The Value of Information; Asymmetric Information and Organizational Design; Bargaining and Negotiation; Auctions and Competitive Bidding; Linear Programming.

Readership: Students taking a course in Managerial Economics

Supplements: Lecturer Supplements: WebCT/BlackBoard/Angel, Business Extra Select, Instructor’s Companion Website, Instructor’s Manual with Tests, Test Bank, Computerized Test Bank, PowerPoint Slides

Student Supplements: Study Guide, WebCT/BlackBoard/Angel, Business Extra Select

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International Macroeconomics
PETER J. MONTIEL, Williams College, USA

International Macroeconomics provides students with an analytically rigorous introduction to exchange rates and their impact in macroeconomics.

• Presents a uniquely unified, single model approach to macroeconomics
• Guides the reader through a broad range of policy issues, historic cases, institutions, and specific countries
• Offers an extensive overview of macroeconomics within an international context
• Provides a strong policy orientation by an author who worked for many years at the IMF
• Is supported by a website with extensive solutions for the problem sets, PowerPoint slides, and updated key data

Contents: Overview of the Book; Open-Economy Macroeconomic Accounting; Macroeconomic Influences on the Foreign Exchange Market; The Macroeconomic Framework; The Classical Gold Standard; Gold Standard Macroeconomics; The Bretton Woods System; Macroeconomics under Soft Pegs and Imperfect Capital Mobility; Fixed Exchange Rates in a Financially Integrated World; Floating Exchange Rates I: Transitory Shocks; Floating Exchange Rates II: Intermediate and Permanent Shocks; Floating Exchange Rates III: Exchange Rate Dynamics; Long-Run Equilibrium under Floating Exchange Rates; Floating Exchange Rates with Short-Run Price Flexibility; Choosing an Exchange Rate Regime; The International Financial Architecture; G-8 Policy Coordination; Monetary Unification; Intertemporal Issues in International Macroeconomics.

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Poverty and Income Distribution
EDWARD N. WOLFF, New York University, USA

“The quality of this text is outstanding, both as a textbook and as a reference for professional economists.”
KEITH BENDER, University of Wisconsin-Milwaukee

Written by a leading scholar in the field, this updated edition provides a thorough introduction to the topic of income distribution and poverty, with additional emphasis on the issues of inequality and discrimination.

- Features an empirical focus throughout, with optional econometric studies and sections on basic statistics to aid students learning
- International in scope, with comparisons between the US, Canada, Western Europe, and Japan
- Will appeal to a broad range of readers in economics, sociology, public policy, and political science
- Supplies a self-contained course on income distribution, inequality, and poverty
- A website is available containing PowerPoint slides and solutions to problem sets

Brief Contents: Preface; Introduction: Issues and Scope; Part I. Inequality, Poverty, and Mobility: Measurement an Trends; Income, Earnings, and the Standard of Living; Income Inequality: Its Measurement, Historical Trends, and International Comparisons; Poverty: Definitions and Historical Trends; Household Wealth; Economic Mobility; Part II. Explanations of Inequality and Poverty; The Labor Force, Employment, and Unemployment; The Role of Education and Skills; Unions, Dual Labor Markets and Structural Models of Earnings; The Role of Savings and Intergenerational Transfers in Explaining Wealth Inequality; Sources of Rising Earnings Inequality; Part III. Discrimination; Discrimination: Meaning, Measurement, and Theory; Racial Discrimination: Progress and Reversal for African-Americans; The Gender Wage Gap and Occupational Segregation; Part IV. The Role of Public Policy on Poverty and Inequality; 15. Public Policy and Poverty Alleviation; The Redistributional Effects of Public Policy; Index.

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Microeconomics for Public Managers
BARRY P. KEATING, University of Notre Dame, USA & MARYANN O. KEATING, Indiana University, USA

Designed for students, this unique text presents a rigorous introduction to the study of microeconomics for managers of not-for-profit enterprises and public institutions.

- Provides an introduction to the economist’s toolkit for students destined for philanthropic organizations, universities, various levels of government, and other non-profit entities
- Topics are selected for their relevance to the non-profit sector, enabling key issues to be covered in greater depth than standard microeconomic textbooks
- Utilizes pertinent case studies and cost-benefit analysis throughout
- Features end-of chapter problem sets and study questions
- Describes economic decision-making applicable to non-profit managers

Contents: List of Figures; List of Tables; Preface; Acknowledgments; Organizational Alternatives; Part I: Institutional Setting; Managerial Economics in Public and Nonprofit Administration: An Overview; Characteristics of the Government and Private Nonprofit Sectors; Part II: Consumer Theory and Public Goods; Demand and Supply; Estimating Client Choice; Market Failure and Public Choice; Part III: Production Theory and Public Administration; Production and Costs; Market Structure in Government and Nonprofit Industries; Selecting the Right Niche and Setting Client Fees; Strategic Goals: If Not Profit, What?; Part IV: Input Markets and Cost–Benefit Analysis; Employing Labor and Capital; Cost–Benefit Analysis; Index.

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Presenting an up-to-date and complete exploration of international business issues and practice, the text is built upon a strong foundation of theory and includes current examples, cases and insights showing how global businesses apply these concepts. The text examines the role and impact of culture and also includes numerous current world maps, helping learners develop and refine a global perspective.

Building on the strengths of the original work, the new text takes a more critical approach and covers topics that are included in European international business courses, eg, The Nature of International Business, Economic Integration, International Financial Markets and Emerging Issues in International Business.

- New European and global examples throughout
- European and global case studies with questions at the end of each chapter
- Condensed from 20 to 14 chapters to better fit course structures
- Includes a part dedicated exclusively to fifteen case studies which detail relevant cases from around the world
- Full colour presentation


Readership: Essential reading for students studying International Business at undergraduate and/or postgraduate level

Supplements: Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides, self quizzing, video and audio clips

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Also Available:

Global and Transnational Business: Strategy and Management, 2nd Edition by George Stonehouse - 9780470510292

688pp
Spring 2009
Pb
£39.99/€54.00

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The authors combine a managerial approach, aimed to help existing and aspiring managers meet increasingly challenging performance targets, with a rounded and critical perspective, that questions and looks deeper into the research behind the theories. Their concise coverage of the core topics can be applied to both one-semester and year-long teaching and learning patterns. In addition, this colourful and well-presented text includes full journal articles at the end of each section and excellent case material.

- Reinforces the critical approach
- Refers to alternative theoretical perspectives, in parallel to the introduction of worldwide cases and examples
- Includes examples from across all sectors including small businesses and not-for-profit organizations
- Features real world examples in Opening Vignettes, OB in Action boxes, and numerous short and longer case studies
- Includes ‘Effective Manager’ boxes that offer practical advice and checklists
- Research in Action boxes link to additional journal articles available on the book companion website

**Brief Contents:**

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**Readership:** Core Organizational Behaviour course for undergraduate and postgraduate students

**Supplements:** Instructor and Student Companion websites including solutions to all exercises and questions, case teaching notes, powerpoint slides, testbank, additional journal articles with accompanying questions, and audio and video resources. Students can also access self assessments, quizzes and an online glossary.

"At last we have a text which is strong on both theory and productive, meaningful examples.”

Tony Dawson, Liverpool John Moores University

**Also Available:**

- Organization: Contemporary Principles and Practice by John Child - 9781405116589
- A Primer on Organizational Behavior, 7th Edition by James L. Bowditch - 9780470086957

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Operations Management is a modern success story that plays an essential role in any organisation. Andrew Greasley provides a clear and accessible introduction to this important area of study, focusing on all key areas of operations in both manufacturing and service industries.

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Supplements: Instructor and Student Companion Websites including WileyPlus, powerpoint slides, instructors manual, solutions, testbank and quizzes.

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£38.99/€52.70

Operations Management
2nd Edition

ANDREW GREASLEY, Aston University Business School

“A concise and well written introduction to operations management.”

Dr John D. Lamb,  
University of Aberdeen Business School
Meredith and Mantel have drawn from personal experiences in the workplace to develop a text that teaches the reader how to build upon skills necessary to selecting, initiating, operating, and controlling all types of projects. Suitable for students and professionals alike, *Project Management 7th Edition* equips the reader with the tools essential to effective project management.

- The project life cycle remains the primary organizational guideline of the book
- Includes material concerning the major areas of the Project Management Body of Knowledge (PMBOK) as defined by the PMI
- Text material is based on the managers and students who helped solidify ideas about proper methods for managing projects and proper ways of teaching the subject
- Free trial editions of ‘Crystal Ball’ and ‘Microsoft Project’ are included in each new copy of the book

Updated and revised, the new edition features current coverage of topics such as: Six-Sigma, Ethics, Charting and Partnering, The Role of the Project Management Office, SAP and Stage Gates


**Readership:** 1 or 2 Semester undergraduate courses in project management. MBA Students

**Supplements:** Instructor and Student Companion Websites including powerpoint slides, instructors manual, additional cases, testbank and simulations.

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/meredith

Also Available:

Project Management in Practice, 3rd Edition by Samuel J. Mantel - 9780470121641

9780470400265
704pp
Spring 2009
Pb
£39.95/€54.00
Students are already strategists in their personal lives. This concise text, intended primarily for advanced undergraduate and MBA students, provides students with the know-how to apply effective strategies in their future careers. *Strategic Management: Logic and Action* provides a wide range of organizational examples along with worksheets at the end of each chapter. Students are encouraged to use the Web as a source of information, but to also interview people to assess actions within the context of organizations.

- Chapter Case Vignettes to inspire class discussion and facilitate critical thinking
- Chapter Worksheets to facilitate analysis from cases, online resources, and first-hand experience
- Web Exercises to give students the opportunity to explore and apply what they have learned.

**Contents:**

**Readership:** Advanced undergraduate and MBA courses in Strategic Management

**Supplements:** Instructor Companion website including instructors manual, testbank, powerpoint slides and suggested cases.

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**Also Available:**

- Contemporary Strategy Analysis, 6th Edition by Rob Grant - 9781405163095
- Cases to Accompany Contemporary Strategy Analysis, 6th Edition by Rob Grant - 9781405163101
- Strategic Management Dynamics by Kim Warren - 9780470060674

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9780471017936
448pp
September 2008
Pb
£34.95/€47.20
Managing Innovation

Integrating Technological, Market and Organizational Change, 4th Edition

JOE TIDD, (SPRU) University of Sussex, JOHN BESSANT, Imperial College

“Innovation matters and this book by two leaders in the field which is clear and practical as well as rigorous should be essential reading for all seeking to study or to become involved in innovation.”

Chris Voss,
Professor of Operations and Technology Management,
London Business School

Managing Innovation is an established best-selling text for MBA, MSc and advanced undergraduate courses on management of technology, innovation management and entrepreneurship. The 4th edition continues to offer a complete framework for thinking about innovation across technological, market and organizational perspectives, while integrating the latest developments in the management of innovation field. Building on extensive user feedback, the new edition features new globally-focused case illustrations, expanded discussion of contemporary issues in innovation and improved online lecturer support.

- Provides a balanced approach to the management of innovation including market and organizational as well as technological issues
- Draws on the latest research in innovation management and includes case studies

Improvements and new features of the 4th Edition are based on the feedback of faculty, students and other users of the first three editions, and the authors own collective experiences:
- Research and case studies fully updated
- A clearer model of innovation, structure to the text and mapping of the key topics
- Throughout the text, ‘Views from the Front Line’ commentary from practising managers of innovation, and ‘Research Notes’ summaries of the very latest evidence and reviews of contemporary topics

Contents:
- INTRODUCTION Why innovation is important, and types of innovation.

Readership:
Advanced undergraduate and MBA courses on management of technology, innovation management and entrepreneurship

Supplements:
Comprehensive resource package including audio and video clips, additional global case material, games and exercises, tools for innovation, teaching guides and tips, powerpoint slides and reflection and review questions

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International Management

4th Edition

RICHARD MEAD, University of London, TIM G. ANDREWS, University of Strathclyde

As in previous editions of this popular text on cross-cultural management, students will find here an invaluable guide to key management theories, linked to practical examples from all round the world. The book’s key distinctive feature remains its truly international profile, with current examples from the US, Europe, Asia and new perspectives in this edition from other regions.

- Discussion of cross-cultural models is updated by including the ‘crossvergence’ framework developed during the 1990s
- New research on organizational culture
- New material on the management of marketing/sales teams across borders and implications of cultural differences for expatriate managers and new cases from the Middle East, Latin America, Africa and Asia

The 4th edition retains the special appendix on how to write a successful dissertation or project.


Readership: Advanced undergraduate and MBA business / management students

Supplements: On-line instructors manual, answers to end of chapter material and powerpoint slides

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/mead

International Management Behavior

Leading with a Global Mindset

6th Edition

HENRY W. LANE, Northeastern University, MARTHA L. MAZNEVSKI, International Institute for Management Development, Lausanne and JOERG DEETZ, University of Western Ontario

The sixth edition of this popular international management text has been thoroughly revised to provide students with a concise introduction to the major management frameworks they need to understand. The cases and readings have been replaced by links and ‘suggested reading’ guides, allowing lecturers to use the text with their own selections from the literature.

The text remains rooted in current real-world management issues across a range of cultures and industry sectors. The frameworks and themes highlighted in each chapter guide the students in analysis of recent developments such as global teams and networks; organizational architecture; managing change and corporate social responsibility.

Contents: Chapter 1: The Global Manager, Chapter 2: Intercultural Effectiveness in Global Management, Chapter 3: The MBI Model for High Performance, Chapter 4: Managing Global Teams and Networks, Chapter 5: Executing Strategy, Chapter 6: Implementing People Management Systems, Chapter 7: Managing Change in Global Organizations, Chapter 8: Competing with Integrity in Global Business: Personal Integrity, Chapter 9: Competing with Integrity in Global Business: Organizational Integrity and Corporate Social Responsibility, Chapter 10: Conclusions

Readership: Advanced undergraduate and MBA business / management students

Supplements: Instructors Companion Website including powerpoint slides; student questions and answers; and supplementary cases

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/lane

To order your inspection copy email HigherEducation@wiley.com
Organizational Behavior
A Strategic Approach
2nd Edition

MICHAEL A. HITT, Texas A&M Univ. C. CHET MILLER, Wake Forest University, ADRIENNE COLLELA

Best-selling author Michael Hitt, together with co-authors C. Chet Miller and Adrienne Colella, have written an Organizational Behavior text that helps students understand how Organizational Behavior relates to organizational performance. The authors' strategic approach is a unique framework for studying Organizational Behavior. This approach connects Organizational Behavior to Organizational Performance and shows how the behavior of individuals in organizations drives performance. No other OB book has this organizing framework.

Contents:

Readership: Advanced undergraduate business and MBA students

Supplements: Instructor and Student Companion websites including instructors resource guide, testbank, powerpoint slides, end of part cases and self quizzing.

management 10th edition

JOHN R. SCHERMERHORN, Southern Illinois University

Management 10th Edition introduces the essentials of management as they apply within the contemporary work environment. The subject matter is carefully chosen whilst still allowing extensive flexibility to fit various course designs and class sizes. There are many new things to look for in this edition. Along with updates of core material, Management 10th Edition offers a number of changes in the organization, content, and design that respond to current themes and developments in the theory and practice of management.

Contents:

Readership: Undergraduate business and MBA students

Supplements: Instructor and Student Companion Websites including powerpoint slides, instructors manual, additional cases, testbank and lecture suggestions.
Judgment in Managerial Decision Making

7th Edition
MAX H. BAZERMAN, Harvard University, DON A. MOORE, Carnegie Mellon University

Bazerman’s Judgment in Managerial Decision Making 7th Edition is a concise text that embeds behavioral decision research into the organizational realm by examining judgment in a variety of managerial contexts.

• Presentation of the latest evidence on the nature of when individuals are most and least confident
• New coverage of ethics and decision-making
• More examples and decision problems to highlight key psychological principles


Readership: Advanced undergraduate business and MBA students

Supplements: Instructor companion website with testbank

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/bazerman
9780470049457 • 230pp • September 2008 Pb • £29.99/€40.50

Management Science in Practice

TERRY WILLIAMS, University of Southampton

Written for students studying management science / operational research, Management Science in Practice takes a fundamental look at what management science is and how it can be practiced in today’s management environment. In doing so, it:

• Provides an underlying philosophy of how organisations operate and how analysts interact with organisations
• Describes the analysis toolbox used by Management Science professionals
• Covers multi-methodology, problem structuring techniques and analysis techniques
• Offers guidance about the practicalities of real-life consulting and focuses on the key practical skills needed


Readership: Undergraduate and MBA students studying management science / operational research

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/williams
9780470026649 • 342pp • August 2008 • Pb £29.99/€40.50

Rational Decision Making for Managers

An Introduction
SARAH KEAST, University of Plymouth, MICHAEL TOWLER, University of Plymouth

The primary aim of this text is to provide students with a basic and concise understanding of rational decision making techniques and also to help them to recognise when they are appropriate.

• Separate chapters on robustness analysis and game theory
• Rather than presenting techniques by similarity of methods the book aims to show the characteristics of the decisions that can be informed by the use of the particular techniques

Contents: Preface Chapter 1 Introduction to Choice Part One One-Off and Repeat Decisions Chapter 2 Pay-off Matrices Chapter 3 Linear Programming Chapter 4 Inventory Management Chapter 5 Simultaneous Move Games Part Two Sequential Decisions Chapter 6 Robustness Analysis Chapter 7 Decision Tree Analysis Chapter 8 Sequential Move Games Part Three Possible Futures Chapter 9 Simple Time Series Forecasting Chapter 10 Qualitative Forecasting Appendix Mathematical Reminders

Readership: Advanced undergraduate business and MBA students

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/towler
9780470519653 • 340pp • Spring 2009 • Pb £32.99/€44.60
The Fractal Organization
Creating Sustainable Organizations with the Viable System Model
PATRICK HOVERSTADT, Fractal Consulting

The world of management is in crisis – the old remedies no longer work and organizations are failing at an increasing rate. Although many talk of joined up thinking, few offer practical guidance on how to achieve this in organizations. The Fractal Organization sets down the practical implications of a well tested systemic approach to building organizations that are capable of surviving and flourishing in these turbulent times.

- Alternative approaches provided as guides for teaching use
- Exercises provided for students to support and reinforce material

Contents: Models and Management Myths, The Structure of Value Creation Coordination Performance Management Monitoring for Trust The Future & Environment – Managing Disruption Forming Strategy Governance Organisational Transformation Using the VSM to model organisations

Readership: Business and Management students

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/hoverstadt

9780470060568 • 336pp • October 2008 • Pb £24.99/€33.80

Managing Media Companies
Harnessing Creative Values, 2nd Edition
ANNET ARIS, INSEAD, France
JACQUES BUGHIN, McKinsey & Company Inc. Belgium

The authors of this book have made an in depth study of the strategies and management practices of leading media companies and have identified the core competences media companies need to have to win in the new world. The book is strongly focused on applicability and combines long standing best practice principles with innovative approaches for staying ahead. It systematically discusses competences needed in each of the key functional areas in the media companies drawing on examples from all main media sectors.

Brief Contents: Advisory Board; About the Authors; Preface; Acknowledgements; Chapter 1 Introduction; Chapter 2 Rebalancing the media value chain; Chapter 3 Creating and Leveraging Innovative Content; Chapter 4 The fight for customer attention: Intelligent mass marketing and cautious niche strategy; Chapter 5 End-to-end supply chain management; Chapter 6 Ways out of the advertising commodity trap; Chapter 7 Corporate strategy in media; Chapter 8 The future role of online media; Chapter 9 People management in media companies: Creative managers or managed creativity? References; Index

Readership: Advanced undergraduate and MBA students styng Media Management

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/aris

9780470713952 • 440pp • Spring 2009 • Pb £38.99/€52.70
Personnel Economics in Practice

2nd Edition

EDWARD P. LAZEAR, Stanford University, MICHAEL GIBBS, University of Chicago

Economics is a methodology that has been applied to many areas of human behavior, and has had enormous influence on the study of organizations and human resources. Developed by much of the founding research from Edward Lazear, this economic approach in these areas adds rigor, structure, and clarifies many important issues. The goal of this text is to give the reader a rigorous framework for understanding organizational design and the management of employees.

- Presents a rigorous analysis of traditional general management questions available, yet with emphasis on practical application of the ideas
- Uses many real-world and up-to-date examples

Contents:

Readership: Advanced undergraduate and MBA students of business, economics and HRM

Supplements: Instructor companion website including teaching notes and additional resources, sample exercises and powerpoint lectures

Please click here to order your inspection copy or access resources: www.wileyeurope.com/college/lazear

9780471675921 • 454pp
September 2008 • Hb
£39.95/€54.00

Reframing Organizations

Artistry, Choice, and Leadership, 4th Edition

LEE G. BOLMAN, Univ. of Missouri-Kansas City, TERRENCE E. DEAL, Univ. of Southern California

First published in 1984, Lee Bolman and Terrence Deal’s best-selling book has become a classic in the field. The new edition contains a wealth of new examples from both the private and the nonprofit sectors. In addition, the book offers updated content and expanded discussions of self-managing teams, dramaturgical and institutional theory, change theory, the “blink” process, “black swans,” and gay rights.

Contents:
- PART ONE Making Sense of Organizations
  - ONE Introduction: The Power of Reframing
  - TWO Simple Ideas, Complex Organizations
- PART TWO The Structural Frame
  - THREE Getting Organized
  - FOUR Structure and Restructuring
- PART THREE The Human Resource Frame
  - FIVE Organizing Groups and Teams
  - SIX People and Organizations
- PART FOUR The Political Frame
  - SEVEN Improving Human Resource Management
  - EIGHT Interpersonal and Group Dynamics
- PART FIVE The Symbolic Frame
  - NINE Power, Conflict, and Coalition
  - TEN The Manager as Politician
  - ELEVEN Organizations as Political Arenas and Political Agents
- PART SIX Improving Leadership Practice
  - TWELVE Organizational Symbols and Culture
  - THIRTEEN Culture in Action
  - FOURTEEN Organization as Theater
- PART SEVENTEEN Reframing Leadership
  - EIGHTEEN Reframing Change in Organizations:
    - Training, Realigning, Negotiating, and Grieving
  - NINETEEN Reframing Ethics and Spirit
- TWENTY Bringing It All Together:
  - Change and Leadership in Action
- TWENTY-ONE Epilogue: Artistry, Choice, and Leadership
- Appendix: The Best of Organizational Studies: Scholars Hits and Popular Best-Sellers

Readership: Business, Management & HRM students

Supplements: Instructor companion website including instructors manual

Please click here to order your inspection copy or access resources: www.wileyeurope.com/college/bolman

9780787987992 • 544pp
August 2008 • Pb • £26.99/€32.20
Mainstreaming Corporate Responsibility

CRAIG SMITH, INSEAD, GILBERT LENSSEN, EABIS

Mainstreaming Corporate Responsibility takes an innovative approach to the teaching of CSR. Based around case studies commissioned by EABIS (European Academy of Business in Society), the book is structured around major subject areas in the business school curriculum. It provides a chapter on the relevance of CR to each subject area and identifies CR issues to be addressed.


Readership: MBA and final year undergraduate courses in Corporate Social Responsibility, Business Ethics or Environmental Management.
Dalrymple's Sales Management
Concepts and Cases 10th Edition
WILLIAM L. CRON, Southern Methodist University

Easily accessible, real-world and practical, Dalrymple's Sales Management 10th Edition by Cron and DeCarlo introduces the reader to the issues, strategies and relationships that relate to the job of managing an effective sales force.


Readership: Undergraduate business students

Supplements: Instructor and Student Companion Websites including powerpoint slides, instructors manual, case notes, testbank and simulations.

Please click here to order your inspection copy or access resources: www.wileyeurope.com/college/cron

The Evolution of Management Thought
6th Edition
DANIEL A. WREN, University of Oklahoma and ARTHUR G. BEDEIAN

The sixth edition of author Daniel Wren’s classic text provides a comprehensive understanding of the origin and development of ideas in management. This text traces the evolution of management thought from its earliest days to the present, by examining the backgrounds, ideas and influences of its major contributors.

• Gives students a solid foundation in the history of management thought presented in a chronological framework
• Updates on leadership research and theory
• Provides a thorough analysis of management theories from ancient to modern times
• New section on evidence-based management and learning
• Comprehensive coverage of the Global Leadership and Organizational Behavior Effectiveness (GLOBE) research


Readership: Business and Management students

Supplements: Instructors companion site including instructors resource guide, testbank and powerpoint slides

Please click here to order your inspection copy or access resources: www.wileyeurope.com/college/wren
Information technology has changed how businesses operate and succeed in today's global economy. Organizations can now use IT to transform themselves and achieve a tremendous competitive advantage. *Information Technology for Management: Transforming Organizations in the Digital Economy* 7th Edition highlights how this new technology is changing the current business environment and what effect it has on today's students.

The text addresses the major principles of MIS in order to prepare managers to understand the role of information technology in the digital economy. Revised and updated for a second/third year undergraduate or MBA course the 7th edition gives students what they need to succeed in the emerging digital economy.

- Streamlined text – duplications eliminated, reducing the size of most chapters as well as the number of topics covered
- How IT Benefits You boxes summarise key points at the end of each chapter for each business subject, and icons throughout the text alert students to related functional areas
- Global Perspective – Completely revised chapter on global information systems
- In-depth coverage of cutting edge topics like green computing, social and viral marketing, and emerging information security risks, e.g., crimeservers and IS highjacking
- New chapter on social networks and the Web 2.0 environment

**Brief Contents:**
1. IT Support of Organizational Performance
2. Information Technologies
3. Data Management
4. Networking Discovery, Communication, Collaboration
5. E-Business
6. Wireless
7. Transaction Processing & Functional Areas
8. Enterprise Systems
9. AIS and Global IS
10. KM
11. Business Intelligence and Performance Management
12. Managerial Decision Making
13. Using IT for Strategic Advantage
14. Econ
15. Acquiring & Developing Systems
16. Security
17. Impacts

**Readership:** Second/third year undergraduate business, management, MIS students / MBA – Management of Information Technology / Systems

**Supplements:** Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides, self quizzing, animations, tech guides, cases and simulations

***Also Available:***


Please click here to order your inspection copy or access resources:
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For more books in this area visit our website: www.wileyeurope.com/college
In a concise, updated format, Pearlson and Saunders provide a strategic approach to Information Systems for advanced undergraduate and MBA level courses or as a supplement for any course using additional cases and readings. The text gives students the insights and knowledge they need to become active participants in information systems decisions. By demonstrating how IT relates to organizational design and business strategy, this title covers the essential concepts of MIS. Within the 4th edition, students will also learn how to recognize opportunities in the work environment and apply current technologies in innovative ways.

- Designed as a “foundation” book on IS concepts, with which instructors can build their own selection of cases and readings
- Covers the key, fundamental issues that students need to be knowledgeable participants in relevant information systems decisions
- Uses the “IS Strategy Triangle” as a unifying theme to show the strategic context of all topics
- Updated examples, plus addition of global examples, cases, and issues
- Expanded coverage of supply chain, resource-based view, organizational and national culture, security, COBIT, and building a business case

**Contents:**
1. The Information Systems Strategy Triangle
2. Strategic Use of Information Resources
3. Organizational Impacts of Information Systems Use
4. Collaboration and the Design of Work
5. Information Technology and Changing Business Processes
6. Architecture and Infrastructure
7. Sourcing
8. IT Governance
9. Using Information Ethically
10. Funding IT
11. Project Management
12. Business Intelligence

**Readership:** Advanced undergraduate business, management and MIS students/MBA – Core Intro MIS course for MBAs

**Supplements:** Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides, simulations, image library, student projects, on-line cases and teaching notes

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/pearlson

**Also Available:**
Information Systems for Managers: Text and Cases by Gabriele Piccoli - 9780470087039
The Architecture of Computer Hardware and System Software
An Information Technology Approach, 4th Edition
IRV ENGLANDER, Bentley College

Irv Englander provides a gentle approach to introduce MIS students to fundamental computer hardware, systems software, and data concepts. As in previous editions, the goal of this book is to provide the fundamentals of computer architecture which are essential to the workplace survival of Information Systems graduates. This text provides a careful, in depth, non-engineering introduction to the inner workings of modern computer systems. New advances have been built into the new edition in the areas of operating system design and computer interconnection.

- Provides students with an understanding of underlying, non-changing basics of computers
- Carefully and patiently introduces students to new technological concepts
- Examples cover a broad spectrum of hardware and software systems, from personal computer to mainframe
- As in the prior edition, discussions of hardware and system software are integrated into a single volume where symbioses between them are explored
- Examples include: Virtual storage, Javabytes, distributed processing, and Virtual machines

Contents:
1. Introduction
2. Number systems
3. Data formats
4. Integer and real numbers
5. Integer and real numbers
6. Little Man Computer
7. CPU architecture
8. CPU and Memory: Design, Implementation, Enhancement
9. Input/Output Devices
10. Modern CPU Systems, Clusters, and Networks
11. Three HW Examples
12. User and Programming Interfaces
15. File Concepts
16. Programming Tools
17. Three SW Examples Supplementary

Readership: Undergraduate Business, Management, MIS Students – IS Computer Architecture, Hardware & Software

Supplements: Instructor Companion Website including instructors manual, test bank, powerpoint slides, figures and teaching notes

Please click here to order your inspection copy or access resources: www.wileyeurope.com/college/englander

9780470400289 • 760pp
Summer 2009 • Pb
£39.95/€54.00

Also Available for Computer Science Students:

Computer Architecture and Organization: An Integrated Approach by Miles J Murdocca - 9780471733881

Business Data Communications and Networking
10th Edition
JERRY FITZGERALD, Jerry FitzGerald & Associates, ALAN DENNIS, The University of Georgia

Updated with the latest advances in the field, Jerry FitzGerald and Alan Dennis’ 10th Edition of Business Data Communications and Networking continues to provide the fundamental concepts and cutting-edge coverage applications that students need to succeed in this fast-moving field. Authors FitzGerald and Dennis have developed a foundation and balanced presentation from which new technologies and applications can be easily understood, evaluated, and compared.

- Balanced coverage of the technical and managerial aspects of data communications
- Real-life examples throughout the text illustrate the complex uses of networks
- Every important technology and/or network management issue is addressed in enough depth to give the student a basic understanding
- Online animations help students visualise and understand concepts and processes more effectively

Contents:
1. Introduction to Communications
2. Fundamentals of Communications
3. Communications Media, Servers, and Clients
4. Communication Equipment
5. Data Transmission
6. Protocols
7. Network Concepts
8. Wide Area and Metropolitan Area Networks
9. Local Area Networks
10. Network Security
11. Network Management
12. The Internet
13. Communication Services
14. E-Business Application and the Business Data Communications Industry
15. Addressing the Challenge of Living in a Connected World

Readership: Undergraduate Business, Management and MIS Students – IS Data Communications, Networking, Telecom

Supplements: Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides, case files, animations

Please click here to order your inspection copy or access resources: www.wileyeurope.com/college/fitzgerald

9780470400272 • 624pp
Summer 2009 • Pb
£39.95/€54.00

Also Available:

Systems Analysis and Design

4th Edition
ALAN DENNIS, The University of Georgia, ROBERTA ROTH, University of Northern Iowa, BARBARA HALEY WIXOM, University of Virginia, McIntyre School of Business

The 4th edition of Systems Analysis and Design continues to offer a hands-on approach to SA&D while focusing on the core set of skills that all analysts must possess. Building on their experience as professional systems analysts and award-winning teachers, authors Dennis and Wixom capture the experience of developing and analyzing systems in a way that students can understand and apply. With Systems Analysis and Design 4th edition, students will leave this course with experience that will form a rich foundation for further work as a systems analyst.

Object-oriented concepts and techniques are included throughout the book, and a final chapter focuses on the major elements of UML. Coverage is updated to reflect the innovations of UML Version 2.0.

Contents:
1. The Systems Analyst and Information System Development
2. Project Selection and Management
3. Requirements Determination
4. Use Case Analysis
5. Process Modeling
6. Data Modeling
7. Moving Into Design
8. Architecture Design
9. User Interface Design
10. Program Design
11. Data Storage Design
12. Moving Into Implementation
13. Transition to the New System
14. The Movement to Objects

Readership: Undergraduate Business, Management, MIS Students – Systems Analysis and Design, structured or UML/Object Oriented

Supplements: Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides and image library

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/dennis

Systems Analysis and Design with UML

3rd Edition
ALAN DENNIS, The Univ. of Georgia, BARBARA HALEY WIXOM, Univ. of Virginia, McIntyre School of Business, DAVID TEGARDEN, Virginia Tech

You can’t truly understand Systems Analysis and Design (SAD) by only reading about it; you have to do it. In Systems Analysis and Design, 3rd Edition the authors offer a hands-on approach to actually doing SAD. Building on their experience as professional systems analysts and award-winning teachers, these three authors capture the experience of actually developing and analyzing systems. They focus on the core set of skills that all analysts must possess from gathering requirements and modeling business needs, to creating blueprints for how the system should be built.

- Written in UML: The text takes a contemporary, object-oriented approach
- Focus on doing SAD
- Rich examples of both success and failure using real companies
- Project approach: Each chapter focuses on a different step in the Systems Development Life Cycle (SDLC) process. Topics are presented in the order in which they are encountered in a typical project.

After presenting the how and what of each major technique, the text guides students through practice problems and then invites them to use the technique in a project.

Contents:
1. Introduction to Systems Analysis and Design
2. Project Initiation
3. Project Management
4. Requirements Determination
5. Use Case Analysis
6. Process Modeling
7. Data Modeling
8. Moving into Design
9. Architecture Design
10. Interface Design
11. Program Design
12. Data Storage Design
13. Moving into Implementation
14. Transition to the New System
15. The Movement to Objects

Readership: Undergraduate Business, Management, MIS Students – Systems Analysis and Design, structured or UML/Object Oriented

Supplements: Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides and image library

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www.wileyeurope.com/college/dennis

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Information Technology Project Management
3rd Edition
JACK T. MARCHEWKA, Northern Illinois University

The Third Edition of Jack Marchewka’s Information Technology Project Management focuses on how to create Measurable Organizational Value (MOV) through IT projects. The author uses the concept of MOV, combined with his own research, to create a solid foundation for making decisions throughout the project’s lifecycle. The book’s integration of project management and IT concepts provides students with the tools and techniques they need to develop in this field.

- Takes you through the different phases of the project life cycle and introduces the concepts and tools that are appropriate for each specific phase of the project
- Incorporates nine areas outlined in the Project Management Institute’s Project Management Body of Knowledge (PMBOK) into the basic concepts associated with information systems management and software engineering
- Integrates a knowledge management approach throughout the book.
- Includes a trial version of MS Project 2007

Contents:
1. The Nature of Information Technology Projects
2. Conceptualizing and Initializing the IT Project
3. Developing the Project Charter and Baseline Project Plan
4. The Human Side of Project Management
5. Defining and Managing Project Scope
6. The Work Breakdown Structure and Project Estimation
7. The Project Schedule and Budget
8. Managing Project Risk
9. Project Communication, Tracking, and Reporting
10. IT Project Quality Management
11. Managing Organizational Change, Resistance, and Conflict
12. Project Procurement Management and Outsourcing
13. Leadership and Ethics
14. Project Implementation, Closure, and Evaluation

Readership: IT Project Management

Supplements: Instructor and Student Companion websites including instructors manual, test bank, powerpoint slides and image library, case material

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/marchewka

Essentials of Business Processes and Information Systems
SIMHA R. MAGAL, Grand Valley State University and JEFFERY WORD, SAP

This supplement text bridges the gap between the fundamentals of how businesses operate (processes) and the tools that business people use to accomplish their tasks (systems). The authors have developed this text for an introductory MIS or general business course to establish a fundamental understanding of business processes. Business students, regardless of their functional discipline, will be able to apply the real-world concepts discussed in this text immediately upon entering the workforce.

Essentials of Business Processes and Information Systems uses a blended-learning approach comprised of three unique aspects, in addition to standard textbook content:

- Case Study: The book illustrates all of the key concepts by utilizing a straightforward case study of an individual company throughout the book. The case describes a manufacturing organization in terms of its key processes. Student assignments are also based on this case.
- A 2-Step Learning Process: Students will first execute processes on paper (i.e., create the process flowcharts and documents associated with the process) then execute them in a simulated SAP® environment.
- Simulated SAP Environment: Assignments and exercises in the textbook can be completed using the market-leading enterprise software, SAP®. This book is written in partnership with SAP® and includes access to a hosted system that simulates the use of the most recent SAP® software. Access to a live SAP® system or membership in the SAP University Alliance will not be required to use the simulated environment. This simulated SAP® environment is indistinguishable from an actual system. Assignments are automatically graded and data regarding the assignment will be submitted to the instructor.

Readership: Designed for use as a supplement in courses on Intro to IS, Intro to Business, ERP. Can be bundled with a range of Wiley core IS/IT texts.

Please click here to order your inspection copy or access resources:
www.wileyeurope.com/college/magal

For more books in this area visit our website: www.wileyeurope.com/college
Building on the success of the first edition, the new edition of *Consumer Behaviour* has been fully revised and updated to be even more student friendly.

Through the author teams seven decades of teaching and researching experience they have discovered that the application of concepts via practical examples is the best delivery method for effective learning. *Consumer Behaviour* is a European text that is built around how students actually learn consumer behaviour.

Evans, Jamal and Foxall offer a mainstream consumer behaviour textbook, based on semesterised compulsory or optional modules on undergraduate and postgraduate business and marketing programmes. The student centred approach is manifested in the use of cases and exercises to be used in participative and applied ways, reflecting the clear trend towards student centred and application-based marketing courses.

- Coverage of consumer buying behaviour from a marketing, rather than a behavioural science perspective
- Concise and structured towards the 15 week semester system

**Contents:**


**Readership:** Students studying consumer behaviour on a business studies degree together with those on marketing degrees, especially Level 2 modules, HND programmes, MBA and postgraduate marketing courses.

**Supplements:** Instructor and Student Companion websites including instructors guide, test bank, media enhanced powerpoint slides, self quizzing, example TV adverts, audio and video clips and answers to end of chapter questions.

**Resources:** Available in Blackboard / WebCT and other Virtual Learning Environments

*Please click here to order your inspection copy or access resources:*

[www.wileyeurope.com/college/evans](http://www.wileyeurope.com/college/evans)

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**Also Available:**

Marketing for Engineers, Scientists and Technologists
by Tony Curtis - 9780470057094

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Value-based Marketing
Marketing Strategies for Corporate Growth and Shareholder Value, 2nd Edition

PETER DOYLE (deceased), formerly of Warwick Business School

“Peter Doyle has written a ‘tipping point’ book designed to stimulate new thinking in both marketing and financial circles.”

Philip Kotler, SC Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

Fully updated and enhanced with new case studies and statistics, Value-Based Marketing 2nd Edition is an introduction to shareholder value analysis, essential for the marketing professional. While maintaining the original essence of the first edition, this book provides tools for developing marketing strategies to create optimal value, explains how marketing generates shareholder value, and shows how management can evaluate strategies to stimulate effective marketing. With contributions from well-respected international marketing experts, this book is ideal for marketing professionals, general managers and MBA students.

- Prestigious Contributors: Features contributions from a host of well respected international marketing experts including:
  - Jean-Claude Larreche – INSEAD
  - Veronica Wong – Aston Business School
  - Susan Hart – Strathclyde Business School
  - Michael Baker – Emeritus Professor SGBS
  - Tim Ambler – London Business School
  - Tony Cram – Ashridge
  - Malcolm McDonald – Cranfield School of Management


Readership: Advanced undergrad/MBA courses in Strategic Marketing / Strategic Marketing Management

Please click here to order your inspection copy or access resources: www.wileyeurope.com/college/doyle

Also Available:

Strategic Market Management: European Edition by David Aaker and Damien McLoughlin - 9780470059869

9780470773147
384pp
October 2008
Hb
£34.99/€47.30
MARKETING

Marketing Research
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