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Palgrave Rights Team

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Sales Management
Strategy, Process and Practice
4th edition

Javier Marcos Cuevas, University of Cambridge, UK, Bill Donaldson, The Robert Gordon University, UK and Régis Lemmens, Cranfield University, UK

'A must-have book for students of sales management, lecturers and aspiring sales managers.'
- Peter Williams, Leeds Business School, Leeds Metropolitan University, UK

'This robust text describes the frameworks, principles and activities that underpin successful Sales Management today. Particularly welcome are the links to industry via case studies and observations of what sales organisations really do.'
- Tim Royds, Director of Highclere Sales Training and Consultancy, UK

Sales Management provides a comprehensive introduction to selling and sales management. Packed full of insightful real life case studies, the 4th edition also includes new chapters on Key Account Management and Negotiation, and fully updated coverage of technology and sales.


Start-Up
A Practice Based Guide for New Venture Creation

Inge Hill, Birmingham City University, UK

'If you are thinking of starting a business or social enterprise, this book is an essential resource. It is excellently written and provides practical advice on how to manage risks and be successful.'
- Raficq Abdulla MBE, Kingston University, UK

'Start-Up is really a "business mentor in a handbook".
Whether you are a student wanting to start your first company, an entrepreneur looking for know-how or a business person looking for inspiration, this book is ideal. It provides great support and a wide variety of real-life examples so you can begin your entrepreneurial journey safe and confident.'
- Andrei Tiu, Winner of European Business Master Cup 2015, UK

'This book has a perfect balance of theory and research, which makes it an invaluable source of information useful in any new enterprise. It is a truly inspirational and practical piece of work that every aspiring entrepreneur should read.'
- Kamila Szewczyk, Kam and Cat, Artisan Raw Cakes, UK

This book is ideal for students who are looking to start their own business – either as part of a taught module or as a chosen career path on leaving university. It covers all the basic business processes an entrepreneur needs to consider when starting a new venture, and provides cases illustrative of successful start-ups by young people.


All language rights available
Marketing

Jonathan Groucutt, Oxford Brookes University, UK, and Cheryl Hopkins, Consultant, UK

Offering a student-friendly introduction to marketing, this text covers all of the need to know basics in a clear and engaging manner. Marketing is an ideal text for students of all levels coming to the subject for the first time.

Contents:
1. Marketing, Markets, Competition and Co-operation
2. Understanding the Customer
3. Marketing Research
4. Segmentation, Targeting and Positioning
5. Branding
6. Value and Price
7. Delivering Service
8. Marketing Operations and Distribution
9. Integrated Marketing Communications
10. Relationship Marketing
11. Marketing and Ethics
12. Marketing Planning and Strategy

Palgrave Business Briefing

September 2015 320pp 190x135 mm
7 b/w tables, 30 figures
Paperback £14.99 9781137348241

All language rights available

PR Today

The Authoritative Guide to Public Relations
2nd edition

Trevor Morris and Simon Goldsworthy, both at University of Westminster, UK

'If you read just one book on PR, read this. In an industry full of self-important bogus theory and pretension, Morris and Goldsworthy tell it how it really is. Worth more than any number of lectures. Buy it.' - Francis Ingham, Director of General Public Relations Consultants Association and Chief Executive of International Communications Consultancy Organisation, UK

'PR advice from an expert academic is a great grounding for a career. Advice from someone who has been at the top of the industry is the best way of building your career. This book brings both together. It’s a winning combination and well worth the money.' - Paul Mylrea, Former President of the Chartered Institute of Public Relations and Former Director of Communications at the BBC, UK

A comprehensive textbook from an established and high profile author team, which offers full coverage of PR theory and strategies, whilst also giving practical guidance for anyone in a PR role. New edition includes extended coverage of digital marketing, a stronger theoretical grounding and updated international case studies throughout.

Contents:
PART I: THEORY AND ANALYSIS
1. Understanding Public Relations
2. PR Ethics
3. The Make-up of the PR Industry
4. PR, Marketing and Advertising
5. Internal Communications
6. Lobbying, Political and Government PR
7. PR in the Online World
8. Corporate Social Responsibility
9. PR and the Law
10. POSTAR: Positioning, Objectives, Strategy, Tactics, Administration, Results
PART II: PLANNING AND STRATEGY
11. Presenting, Pitching and Public Speaking
12. PR Media Skills
13. Event Management
14. Crisis Management
PART IV: CONCLUSION
15. Public Relations: into the Future

November 2015 344pp 234x177 mm
22 tables, 17 line drawings
Paperback £29.99 9781137495686

All language rights available
POLITICS

Foreign Policy in the Twenty-First Century

2nd edition

Christopher Hill, University of Cambridge, UK

'Comprehensive and incisive [...] exceptionally readable, detailed and articulate [...] a must-read for any student of International Relations who wants to understand the main forces and processes behind contemporary foreign policy.' - Yossi Mekelberg, International Affairs

'Judicious and acute [...] a deeply pondered and heartfelt work. As a primer, for the fogged student or the fuddled functionary of state, it is unsurpassed.' - Alex Danchev, Times Higher Education Supplement

'Will be the definitive account of the subject for many years to come.' - Professor Saki Dockrill, Journal of Transatlantic Studies

Substantially revising and updating the influential and widely used The Changing Politics of Foreign Policy, this retitled new edition provides both an introduction to, and a reassessment of, the nature of foreign policy in the light of changing international and domestic political conditions.


December 2015 384pp 234x 156 mm
4 figures, 3 b/w tables
Hardback £60.00 9780230223721

All language rights available

Asia’s Security

Robert Ayson, Victoria University of Wellington, New Zealand

Security threats in Asia fast become issues for the rest of the world. This introductory and wide-ranging text on the subject takes a thematic approach to assess how localized security issues - from territorial rivalry to the rise of China - materialize as ‘ripple effects’ across the whole region.


October 2015 336pp 234x 156 mm
3 maps
Paperback £29.99 9781137301819

All language rights available
Rethinking Terrorism
Terrorism, Violence and the State

Colin Wight, University of Sydney, Australia

'A fascinating and thought-provoking book on a vital topic.' - Richard English, University of St Andrews, UK

'Engagingly written and likely to spark a whole new debate, Rethinking Terrorism provides a critical and groundbreaking analysis of the modern terrorist phenomenon.' – Douglas Porpora, Drexel University, USA

'A thought-provoking addition to the literature which helps us understand better the relationship between terrorism and the state.' - Jonathan Powell, Author of Talking to Terrorists, UK

A major new text on terrorism in the contemporary world. Terrorism, Colin Wight argues, is not only a form of political violence but also a form of political communication and can only be understood - and countered effectively - in the context of its relationship to the state.

Contents:

Intermediate Microeconomics

Robert Mochrie, Heriot-Watt University, UK

This innovative intermediate microeconomics textbook covers both standard theory and exciting topics and developments, such as behavioural economics and advanced game theory. The book's unique problem-solving approach encourages active learning, introducing the mathematical tools that underpin economic theory in an accessible, student-friendly way. A new, fresh, book that integrates the 'hottest' developments in the field (i.e. behavioural economics) into the typical structure of an intermediate microeconomics module. Conceived and written as a truly international book with an extensive learning and teaching support provided within the book.


Rethinking World Politics

September 2015 272pp 216 x 138 mm
1 figure Hardback £75.00 9780230573765

All language rights available
**Experimetrics**

Econometrics for Experimental Economics

Peter G. Moffatt, University of East Anglia, UK

An essential guide to techniques used to analyse experimental data in economics, written by one of the world's experts in the field. Designed to show advanced economics students and researchers how to tackle difficult econometric problems inherent in the methodology such as between-subject heterogeneity, and upper and lower censoring.

Contents:
1. Introduction and Overview
2. Statistical Aspects of Experimental Design in Experimental Econometrics
3. Treatment Testing
4. Theory Testing, Regression, and Dependence
5. Modelling of Decision Times using Regression Analysis
6. Dealing with Discreteness in Experimental Data
7. Ordinal Data in Experimetrics
8. Dealing with Heterogeneity: Finite Mixture Models
9. Simulating Experimental Data, and the Monte-Carlo Method
10. Introduction to the Method of Maximum Simulated Likelihood
11. Dealing with Zeros: Hurdle Models
12. Choice under Risk: Theoretical Issues
13. Choice under Risk: Econometric Modelling
14. Optimal Design in Binary Choice Experiments
15. Social Preference Models
16. Repeated Games and Quantal Response Models
17. Depth of Reasoning Models
18. Learning Models
19. Summary and Conclusion
Appendix A: List of Data Files and Other Files
Appendix B: List of STATA Commands
Appendix C: Choice Problems used in Chapters 5 and 13

December 2015 520pp 234x156 mm
80 graphs, 20 line diagrams
Hardback £80.00 9780230250222
All language rights available

**FINANCE**

An Introduction to Global Financial Markets

8th edition

Stephen Valdez, Financial Trainer and Consultant, UK and Philip Molyneux, Bangor University, UK

An accessible but comprehensive guide to the world of finance and financial markets. Taking an international approach, the authors examine the different types of banking and markets around the world, and cover foreign exchange and derivative products. This edition is right up to date and incorporates recent events and developments in finance.

Why buy this book?

- An international outlook.
- Comprehensive coverage, giving students a very broad overview of the subject all in one reference.
- Lots of hot topics, including up-to-date discussions on shadow banking and quantitative easing, and structural and regulatory reform of global banking and financial markets.

Contents:

PART I: INTRODUCTION
1. The Debt Merry-go-round

PART II: BANKING
2. Banking Background
3. The Role of the Central Bank
4. Commercial Banking
5. Investment Banking
6. Regulation
7. The Money and Bond Markets
8. Equity Markets
9. Hedge Funds and Private Equity

PART III: SECURITIES MARKETS AND INVESTMENT COMPANIES
10. The Money and Bond Markets
11. Europe and the Euro Zone
12. Derivative Products
13. Traded Options
14. Financial Futures
15. Other Derivative Products
16. Key Trends

November 2015 712pp 246x189 mm
1 b/w table, 51 line drawings
Paperback £42.99 9781137497550
All language rights available
BUILDING & SURVEYING

The Sustainable Built Environment
Technical, Managerial, Legal and Economic Aspects

Edited by Begum Sertyesilisik, Istanbul Technical University, Turkey and Ahmed Al Shamma’a, Head of Built Environment and Sustainable Technologies (BEST) Research Center, UK

The text adopts an interdisciplinary approach to address the huge challenges in creating a sustainable built environment. In a broad survey of critical issues it assesses procurement, cost modelling and management, sustainable buildings, low and zero carbon technologies, sustainability in utilities, and the law.

Contents:
1. Introduction to the Sustainable Built Environment
2. Sustainable Procurement
3. Cost Modelling for Sustainability
4. Sustainable Building Process
5. Sustainable Buildings
6. Low and Zero Carbon Technologies in Buildings
7. Sustainability in Utilities: Water Efficient Sustainable Buildings
8. Environmental Law for the Built Environment and Environmental Impact Assessment
9. Conclusion

December 2015 176pp 234x 156 mm Paperback £27.99 9780230314443

All language rights available

PSYCHOLOGY

Being a Sport Psychologist

Richard Keegan, University of Canberra, Australia

In this approachable and accessible guide, Richard Keegan explores and illustrates the key roles that effective sport psychologists perform. With a wealth of practical advice, real-world examples, engaging anecdotes, and an integrated case study, this is the best possible resource for anyone interested in a career in sport psychology.


November 2015 288pp 234x 156 mm Paperback £26.99 9781137300898

All language rights available
Online Research Methods for Psychologists

Neil Coulson, University of Nottingham, UK

Featuring a wealth of examples and practical advice, this is the best possible resource for students conducting research online. Bringing together key topics, this student-friendly textbook guides you through the design and execution of different online research methods.

Contents: 1. Introduction to Online Research / 2. Online Interviews / 3. Online Focus Groups / 4. Online Surveys / 5. Online Experiments / 6. Social Media as a Research Environment

September 2015 184pp 216x138 mm
8 b/w tables, 1 b/w illustration
Paperback £21.99 9781137005755

All language rights available

Hans Eysenck

Philip Corr, City University London, UK

Popular, controversial, inspiring and irritating, Hans Eysenck was a man of paradoxes and contradictions. This intriguing and highly readable biography examines the life and work of the influential psychologist and places them within the scientific, historical, social and political contexts.


December 2015 384pp 216x138 mm
6 figures
Paperback £17.99 9780230249400

All language rights available
The Psychoanalytic Craft
How to Develop as a Psychoanalytic Practitioner
Laurence Spurling, Birkbeck College, UK

[Spurling] takes process accounts of real-life therapy with therapists from diversity of training and backgrounds; [...], he looks in a pragmatic way at interactive patterns, thus helping the therapist to think about how to intervene (or hold back) in the best interests of the client. This fascinating window into everyday analytic work makes compelling reading for practitioners in their various roles [...]. Destined to be essential reading for all self-scrutinising psychoanalytic and counseling training programmes.’ - Prof Jeremy Holmes MD FRCPsych University of Exeter, UK

The psychoanalytic theory base for therapeutic practice is highly developed but the literature is thin when it comes to identifying practitioners’ implicit knowledge base and developing more expert skills. This clear and vividly written book addresses the needs of practitioners moving beyond beginner level to more skilled and attuned practice.


Basic Texts in Counselling and Psychotherapy
August 2015 232pp 216x138 mm
6 b/w tables, 1 figure
Paperback £23.99 9781137377104

All language rights available
The Social Work Companion

2nd edition

Neil Thompson, Avenue Consulting Ltd, UK and Sue Thompson, Social Worker, UK

The Social Work Companion lets students know what to expect from their course and will be there every step of the way as an essential reference tool. Offering wide-ranging yet accessible coverage of the core topics, along with important advice on study skills, this book is the essential survival guide for social work students.

Contents: PART I: STUDYING SOCIAL WORK / 1.1 Your Social Work Course / 1.2 Maximizing Your Learning / 1.3 Law, Politics and Society / 1.4 Conclusion / PART II: CORE TOPICS / 2.1 Social Work Processes / 2.2 The Social Context / 2.3 Human Development / 2.4 The Organizational Context / 2.5 Law and Policy / 2.6 The Value Base / 2.7 Reflective Practice / 2.8 Conclusion / PART III: KEY TERMS AND CONCEPTS / 3.1 Introduction to Part 3 / 3.2 Terms and Concepts / PART IV: KEY THEORIES AND THEORISTS / 4.1 Introduction to Part 4 / 4.2 Theories and Theorists / PART V: DRAWING ON RESEARCH / 5.1 Why is Research Important? / 5.2 Understanding Research Methods and Processes / 5.3 Incorporating Research into Practice / 5.4 Conclusion / PART VI: CAREER PATHWAYS / 6.1 Career Opportunities Across Settings / 6.2 Continuous Professional Development / 6.3 Applying for Jobs / 6.4 Conclusion

December 2015 394pp 246x 171 mm
5 figures Paperback £26.99 9781137502179

All language rights available

Skills for Social Work Practice

Edited by Keith Davies and Ray Jones, both at Kingston University, UK

This book supports readers at any point in their social work careers as they take their practice skills forward. It reflects current practice frameworks and addresses a wide range of skills including communication, professional writing, ethical practice and assessment. Case studies and reflective exercises bring concepts to life throughout.


November 2015 272pp 234x 156 mm
6 figures, 4 b/w tables Paperback £23.99 9781137390264

All language rights available
NURSING

In Search of the Perfect Health System

Mark Britnell, Chairman and Partner of the Global Health Practice at KPMG, UK

'This book is vital reading for every clinical leader. The challenges of leading today require looking beyond boundaries to see the bright spots from systems across the world.' – Maureen Bisognano, CEO of Institute Healthcare Improvement, USA

'Read this book if you want to know what works and doesn't work in healthcare!' – Wouter Bos, Chairman of VU University Medical Centre, Amsterdam, and former Deputy Prime Minister and Finance Minister of the Netherlands

'This is an excellent book for understanding best practices of healthcare systems around the world. Practitioners and students should read it!' – Professor Ling Li, Senior Advisor to the Chinese Health Minister and Chair of the China Center for Health Development at Peking University, China

This book is a practical, succinct guide to the major health systems around the world and what lessons can be drawn from each about improving health worldwide. The essays are designed to give the reader essential knowledge of the history, strengths, weaknesses and lessons of each health system— all in the time it takes to drink a cup of coffee.


Mindful Leadership

A Guide for the Health Care Professions

Christopher Johns, University of Bedford, UK

Never has it been so important that aspiring leaders are equipped with the theoretical and practical know-how to drive forward health reform and ensure quality. This timely and exciting new text enables health care students and practitioners to become reflective and genuinely mindful leaders.


September 2015 248pp 3 colour tables, 7 figures Paperback £19.99 9781137496614

COMING SOON

December 2015 248pp 25 figures, 12 b/w tables Paperback £24.99 9781137540997

All language rights available

September 2015 248pp 216x 138 mm

All language rights except Korean
The Arab-Israeli Conflict
4th edition

T.G. Fraser, University of Ulster, UK

T. G. Fraser clearly sets out the basic arguments on each side of the Arab-Israeli conflict, and traces their evolution from 1945 to the present day. Concise and balanced, this text takes into account the latest scholarship on the topic, and presents it in a compelling and accessible manner.

Contents: Acknowledgements / Glossary / Map: Israel, the Palestinian Authority and their Arab Neighbours / 1. Introduction / 2. The Partition of Palestine and the Creation of Israel / 3. The Problem Consolidated / 4. From War to War / 5. The Search for a Settlement / 6. An Uncertain Path / 7. Stubborn Realities / 8. Conclusion / Bibliography / Index

August 2015 264pp 216x 138 mm
Paperback £18.99 9781137387431
All languages except Italian

BFI FILM CLASSICS

The BFI Film Classics series introduces, interprets and celebrates landmarks of world cinema. Each volume offers an argument for the film’s ‘classic’ status, together with discussion of its production and reception history, its place within a genre or national cinema, an account of its technical and aesthetic importance, and in many cases, the author’s personal response to the film.

L’ Atalante
Reissued edition

Marina Warner, Award-winning Writer, UK

The last film in Vigo’s tragically short career, L’Atalante has achieved legendary status over the past eighty years. A study of romantic love, it is told in a style influenced by surrealism, but still Vigo’s own. This reissued edition features original cover artwork and a substantial new prologue that revisits the film and recent readings of it.


November 2015 88pp 190x 135 mm
34 b/w photos Paperback £12.99 9781844578887
All language rights available
Brief Encounter

**Reissued edition**

Richard Dyer, *University of Warwick, UK*

Adapted from Noel Coward's play *Still Life, Brief Encounter* (1945) is a classic of British cinema - a tale of impossible love that still resonates today. This edition features original cover artwork and a new foreword that revisits the film and recent readings of it, covering its enduring legacy and adaptation for radio, theatre and opera.

**Contents:** Foreword / 1. A Lovely Film / 2. Seven Thursdays / 3. That Feminine Angle / 4. So English / Notes / Credits / Bibliography

November 2015 80pp 190x 135 mm

25 b/w photos Paperback £12.99 9781844578771

All language rights available

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When Harry Met Sally

**Tamar Jeffers McDonald, University of Kent, UK**

*When Harry Met Sally* (1989) is one of the definitive romantic comedies and has had an enormous impact on the development of the genre since its release. With an illuminating scene-by-scene analysis, Tamar Jeffers-McDonald explores the film’s substance and cultural value, and reappraises the importance of the rom-com genre more broadly.

**Contents:** Introduction / Contexts / Scene by scene / Genre / Conclusion

November 2015 96pp 190x 135 mm

60 colour stills Paperback £12.99 9781844579075

All language rights available

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From Here to Eternity

**J.E. Smyth, University of Warwick, UK**

A landmark blockbuster that broke censorship codes on sex and violence and exposed the corruption of the US military, Fred Zinnemann’s *From Here to Eternity* (1953) remains one of Hollywood’s most controversial and beloved films. J. E. Smyth offers a detailed production history of the film many thought couldn’t be made, drawing upon archival documents and rare interviews with the cast and crew.

**Contents:** Acknowledgments / From Here to Eternity / Notes / Credits / Bibliography

November 2015 96pp 190x 135 mm

60 b/w photos Paperback £12.99 9781844578146

All language rights available

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Gone With the Wind

**Helen Taylor, University of Exeter, UK**

*Gone with the Wind* (1939) is one of the greatest films of all time - the best-known of Hollywood’s Golden Age and a work that has, in popular imagination, defined southern American history for three-quarters of a century. Drawing on three decades of pertinent research, Helen Taylor charts the film’s production history, reception and legacy.

**Contents:** Foreword / 1. Introduction / 2. Selznick’s Folly: How Gone With the Wind was Made / 3. The Greatest Star England ever gave Hollywood: Britain and the Search for Scarlett / 4. The Racial Politics of Gone With the Wind / 5. Scarlett and Rhett - Destined or Doomed? / Conclusion / Notes / Bibliography / Filmography

November 2015 104pp 190x 135 mm

60 colour stills and screen grabs Paperback £12.99 9781844578719

All language rights available
**Palgrave Career Skills series** provides information, advice and targeted guidance for students and graduates on key career development and employability issues. Information and advice is presented in an accessible, jargon-free style which gradually builds on previous knowledge and skills within a cumulative learning environment. Guidance is facilitated through a range of pedagogical techniques. The guidance-based structure of the series marks it out as being distinctive and apposite in today’s difficult economic times.

### Work Experience, Placements and Internships

**Steve Rook**, *Nottingham University Business School, UK*

Through pedagogical techniques, self-assessment and personal reflection, this book provides students and graduates with a comprehensive guide to work experience, placements and internships. It offers essential support for every stage of the experience journey, from finding appropriate opportunities, to using the experience to further a career.


December 2015 208pp 216x138 mm
8 b/w line drawings, 17 illustrations
Paperback £10.99 9781137462015

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**Social Media for Your Student and Graduate Job Search**

**Marielle Kelly**, *Trinity College Dublin, Ireland*

Most companies now use social media when recruiting new hires. Full of practical exercises and guidance, this book shows you how to create great profiles, connect with people, research career options, and use social media to create stand-out applications.


December 2015 128pp 216x138 mm
15 tables, 2 b/w photos, 1 colour line drawing
Paperback £10.99 9781137472373

All language rights available
The fourth edition of this highly successful and accessible text has been substantially revised and updated and includes extra coverage throughout on non-western approaches and international political theory. Each chapter discusses a cluster of interrelated terms, examines how they have been used by different thinkers and in the various political traditions, and explores related debates and controversies.

"A brilliant text; superbly organised in terms of the complex subject matter, very perceptive and wonderfully clearly written. Quite the best book on political ideas available."

— Bill Jones (review of previous edition)
SCHOLARLY & REFERENCE

BUSINESS

INSEAD Business Press series provides corporate leaders, thoughtful business executives, professionals in consulting firms, and students and management scholars with thought provoking books that combine conceptual rigour with practical and actionable relevance to companies and organizations.

Telling Fairy Tales in the Boardroom
How to Make Sure Your Organization Lives Happily Ever After

Manfred F.R. Kets de Vries, INSEAD Global Leadership Centre, France

Telling Fairy Tales in the Board Room contains five stories that dramatize five key themes of dysfunctional leadership and how coaches can intervene. The accompanying commentaries analyze each tale and examine the ways in which it is analogous to leadership behavior and organizational culture. This diagnostic element is supported by suggestions for the practical use of these tales in individual or group interventions. A self-assessment test after each tale reinforces the main lessons and guides the reader’s interpretation of the results.

Contents: 1. Introduction / 2. White Raven, or the King who no longer knew himself / 3. The Bear-King, or the Price of Hubris / 4. The Kindly Crone, or how to get the best out of people / 5. The Four Brothers, or how to build an effective team / 6. King Lion, or how to build an effective organization / 7. Happily ever after

November 2015 152pp 216x 138 mm
Hardback £19.99 9781137562722
All languages except Korean and Dutch

You Will Meet a Tall, Dark Stranger

Executive Coaching Challenges

Manfred F.R. Kets de Vries, INSEAD Global Leadership Centre, France

Kets de Vries profiles a range of toxic executives – the narcissist, psychopath, cold fish, obsessive-compulsive, and many more, offering coaches examples of interventions that have worked and those that haven’t, to help coaches deal with difficult people and become more effective. It shows how to avoid the traps set by clients, how to harness your own emotions when dealing with conflict, and how to avoid becoming an inadvertent participant in a ‘duel’ with your client.


November 2015 128pp 216x 138 mm
Hardback £19.99 9781137562661
All languages except Korean and Dutch
Coach and Couch
The Psychology of Making Better Leaders
2nd edition

Edited by Manfred F.R. Kets de Vries, INSEAD Global Leadership Centre, France, Konstantin Korotov, European School of Management and Technology, Germany, Elizabeth Florent-Treacy, INSEAD Global Leadership Centre, France and Caroline Rook, Lord Ashcroft International Business School, UK

'Finally, the long-awaited volume on the theories, methods and practices of what is widely considered as one of the most innovative and effective programs in the development of leaders and high performance teams in the world today. The wealth of experience, knowledge and insight gathered in these pages is truly remarkable. [...]This is as good as it gets.' – Sudhir Kakar, Visiting Professor, INSEAD, India

Presents the essential leadership models and equips practitioners with tools for developing executive coaches and working with business leaders.


November 2015 304pp 216x 138 mm
2 figures, 2 b/w tables
Hardback £29.99 9781137561596
All languages except French, Dutch and Russian

Engaged
The Neuroscience Behind Creating Productive People in Successful Organizations

Amy Brann, Synaptic Potential Ltd, UK

Neuroscience is revolutionizing our understanding of human psychology and behaviour. By showing how to apply this new understanding to how you recruit, manage, and develop your people, Brann is enabling you to deliver a step change in organizational performance and individual achievement.


September 2015 216pp 216x 138 mm
2 figures
Hardback £22.99 9781137500403
All language rights available
Waste to Wealth
The Circular Economy Advantage

Peter Lacy, Accenture, UK, and Jakob Rutqvist, Accenture, Sweden

Waste to Wealth proves that ‘green’ and ‘growth’ need not be binary alternatives. The book examines five new business models that provide circular growth – from deploying sustainable resources to the sharing economy – before setting out what business leaders need to do to implement the models successfully.


August 2015 216pp 216x 138 mm
Hardback £21.99 9781137530684

All languages except Simplified Chinese and German

Digital Stractics
Where Strategy and Tactics Meet and Bin The Strategic Plan?

Chris Outram, Founder and Chairman of OC&C, UK

Three year strategy horizons are meaningless in a digital world where the environment changes every day – your strategy needs to become tactical and changes in tactics need to instantly feed changes in strategy. You need Stractics.


December 2015 184pp 216x 138 mm
Hardback £24.99 9781137574817

All language rights available
Managing Online Reputation
How to Protect Your Company on Social Media

Charlie Pownall, Founder of Online Reputation Consultancy CPC, Hong Kong

Managing Online Reputation is a comprehensive look at online reputation management. Drawing on recent examples of organizations managing their online reputations effectively and ineffectively, it provides a practical and visual tool-kit of processes and techniques to help limit and respond effectively to negative situations on social media.


September 2015 216pp 198x 129 mm
6 figures, 4 b/w tables Paperback £14.99 9781137382290

All language rights available

Conversations at Work
Promoting a Culture of Conversation in the Changing Workplace

Tim Baker, Director of Winners-at-Work Pty Ltd, Australia and Aubrey Warren, Managing Director of Pacific Training and Development, Australia

Organizations are about conversations. For any organization to achieve its goals, people need to interact and those interactions require dialogue and conversation. Yet, thanks to technology, we seem to be having fewer genuine conversations. This book seeks to change this, through ‘how to skills’ and wider cultural change advice.


September 2015 260pp 198x 129 mm
4 figures, 4 b/w tables Paperback £16.99 9781137534163

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Neuroscience and the Future of Chemical-Biological Weapons

Malcolm Dando, University of Bradford, UK

'The justified excitement about modern brain science should also come with a warning label. That's what Malcolm Dando has given us in this timely, powerful and deeply informed book.' – Jonathan D. Moreno, University of Pennsylvania, USA

'Chemical and biological weapons and their intersection require an understanding of the science and the international policy banning them. Non-scientists will value his clear explanation of brain science. Neuroscientists will understand why their work merits scrutiny for weapons implications. All of us will benefit by Dando’s singular contribution to why we should be worried and why we must act now.' – Marie Isabelle Chevrier, Rutgers University-Camden, USA

During the last century, advances in the life sciences were used in the development of biological and chemical weapons in large-scale state offensive programmes, many of which targeted the nervous system. This study questions whether the development of novel biological and chemical neuroweapons can be prevented as neuroscience progresses.

Contents:


Global Issues

July 2015 208pp 216x138 mm
21 b/w tables, 5 b/w illustrations
Hardback £58.00 9781137381811
All language rights available

Atoms Anxieties

Deterrence, Taboo and the Non-Use of U.S. Nuclear Weapons

Frank Sauer, Universität der Bundeswehr München, Germany

With the concept of ‘Atomic Anxiety’, this book offers a novel perspective on one of the most important and longstanding puzzles of international politics: the non-use of U.S. nuclear weapons. By focusing on the fear surrounding nuclear weapons, it explains why nuclear deterrence and the nuclear taboo are working at cross purposes in practice.


September 2015 240pp 216x138 mm
Hardback £65.00 9781137533739
All language rights available
Climate Change in World Politics

John Vogler, Keele University, UK

John Vogler examines the international politics of climate change, with a focus on the United Nations Framework Convention (UNFCCC). He considers how the international system treats the problem of climate change, analysing the ways in which this has been defined by the international community and the interests and alignments of state governments.


Digital Methods for Social Science

An Interdisciplinary Guide to Research Innovation

Edited by Helene Snee, Manchester Metropolitan University, UK, Christine Hine, University of Surrey, UK, Yvette Morey, University of the West of England, UK, Steven Roberts, Monash University, Australia and Hayley Watson, Trilateral Research & Consulting, UK

'Digital methods offer important opportunities and challenges for researchers across the social sciences. This exciting text brings a welcome critical edge to discussions of digital methods, showcasing the work of new and more established researchers, and making important connections between academic disciplines.'– Professor Christine Griffin, Department of Psychology, University of Bath, UK

This timely book inspires researchers to deploy relevant, effective, innovative digital methods. It explores the relationship of such methods to ‘mainstream’ social science; interdisciplinarity; innovations in digital research tools; the opportunities (and challenges) of digital methods in researching social life; and digital research ethics.

Asian Megatrends

Rajiv Biswas, Former Director of South-East Asia for The Economist Group and a Consultant for the United Nations, Singapore

Asian Megatrends assesses the key drivers transforming Asia over the next two decades. The rise of China is transforming the Asia-Pacific, while India and Indonesia are rising Asian powers that are changing the shape of the economic landscape. However Asia also faces tremendous economic and social challenges over the long-term.


November 2015 256pp 234x 156 mm
20 figures, 1 b/w table
Hardback £26.99 9781137441881

All language rights available

Modern Money Theory

A Primer on Macroeconomics for Sovereign Monetary Systems

2nd edition

L. Randall Wray, University of Missouri-Kansas City, USA

In a completely revised and updated second edition, Randall Wray takes a new approach to macroeconomics that challenges conventional wisdom and uncovers how money ‘works’ in the modern economy. This book synthesises the key principles of Modern Money Theory, exploring macro accounting, currency regimes and exchange rates in both the USA and developing nations. Randall Wray addresses the pressing issues of how misunderstandings about the nature of money have caused the current global financial meltdown, and provides fresh ideas about how policymakers around the world should address the continued weaknesses in their economies.


September 2015 336pp 216x 138 mm
24 figures, 3 b/w tables
Paperback £22.99 9781137539908

All languages except Polish
**Manias, Panics, and Crashes**

*A History of Financial Crises*

7th edition

Robert Z. Aliber, *University of Chicago, USA* and Charles P. Kindleberger, *Massachusetts Institute of Technology, USA*

'The turmoil of 2007-8 reminded us [...] that financial crises are not confined to distant times and places. This latest edition of Kindleberger's classic study of man's serial financial follies, updated by Robert Aliber, brings the story right up to the present. A fount of wisdom not only for students of finance and economics, but also for central bankers and financial market practitioners.' – Professor Sir Charles Bean, The London School of Economics, UK

'Since its original publication, this has been one of my indispensable books. It served to help me grasp the gravity of financial crises that afflicted my country and guided me to recommend and take better policy decisions. It has also been an essential teaching tool.' - Ernesto Zedillo Ponce de León, Director of Yale Center for the Study of Globalization; Former President of Mexico

This seventh edition of an investment classic has been thoroughly revised and expanded following the latest crises to hit international markets. Renowned economist Robert Z. Aliber introduces the concept that global financial crises in recent years are not independent events, but symptomatic of an inherent instability in the international system.

**Contents:**
- Foreword; Robert Solow

October 2015
3 b/w tables
Paperback £19.99 9781137525758

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**FINANCE**

**Making Sense of Markets**

*An Investor’s Guide to Profiting Amidst the Gloom*

Kevin Gardiner, *Barclays Wealth, UK*

'There has never been a time in history when it wouldn’t have been easy to find excuses not to invest. At last, an honest antidote, grounded on solid economic thinking, to combat our costly human tendency to pervasive pessimism when it comes to investing. This book punctures the too-easy consensus that the glass is half empty and provides a guide to how investors should really think about the world.' - Greg B Davies, Head of Behavioural-Quantitative Finance, Barclays Wealth and Investment Management, UK

'A refreshingly clear, practical and provocative guide to investing that should appeal to individual savers and finance professionals alike. Gardiner combines a deep understanding of macroeconomic and finance theory (and its limits) with a wealth of investment experience. His conclusion: be humble, keep it simple, be optimistic!' - Joachim Fels, Global Economic Advisor, PIMCO, USA

Since the financial crisis, there have been numerous reports, articles and books highlighting the gloomy future ahead. *Making Sense of Markets* makes the case that received wisdom is still far too pessimistic, and that the future may be brighter than feared. A plain-speaking guide to keeping an open mind (and how to profit from it).

**Contents:**
- Introduction: what we talk about when we talk about markets / PART I: THE GLASS IS HALF-FULL / PART II: WHAT TO DO ABOUT IT / Conclusion – Postmodern Portfolio Theory

July 2015
216pp
22 figures, 3 b/w tables
Hardback £19.99 9781137471383

All language rights available
Werewolf Histories

Edited by Willem de Blécourt, Meertens Institute, The Netherlands

Werewolf Histories is the first academic book in English to address European werewolf history and folklore from antiquity to the twentieth century. It covers the most important werewolf territories, ranging from Scandinavia to Germany, France and Italy, and from Croatia to Estonia.

Contents:

Palgrave Historical Studies in Witchcraft and Magic

Virtual Worlds as Philosophical Tools

How to Philosophize with a Digital Hammer

Stefano Gualeni, NHTV University, The Netherlands

Who are we in simulated worlds? Will experiencing worlds that are not ‘actual’ change our ways of structuring thought? Can virtual worlds open up new possibilities to philosophize? Virtual Worlds as Philosophical Tools tries to answer these questions from a perspective that combines philosophy of technology with videogame design.

Contents:

July 2015
Hardback 212pp £60.00 9781137521774

All language rights available
Therapeutic Songwriting
Developments in Theory, Methods, and Practice
Felicity A. Baker, University of Melbourne, Australia

"This text outlines valuable information on methods and models of songwriting informed by the different orientations practiced by music therapists. Enlightened by the author’s extensive experiences as a clinician it includes: identification of environmental and sociocultural factors, group factors shaping the songwriting process, and the role of music and technology." - Amy Clements-Cortes, Assistant Professor, MaHRC, University of Toronto, Canada

"Songs tell people’s stories”. In this brilliant book you will learn how songs are created and how they may transform peoples’ lives. The book is not only helpful in understanding therapeutic songwriting; it also is an excellent model for how to link practice methods with broader perspectives and meta-thinking.” – Hanne Mette Ochsner Ridder, Head of Doctoral Programme in Music Therapy, Aalborg University, Denmark

Therapeutic Songwriting provides a comprehensive examination of contemporary methods and models of songwriting as used for therapeutic purposes. It describes the environmental, sociocultural, individual, and group factors shaping practice, and how songwriting is understood and practiced within different psychological and wellbeing orientations.


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Psychology for Psychologists
A Problem Based Approach to Undergraduate Psychology Teaching

Alexia Papageorgiou, Stelios Georgiades, and Maria Perdikogianni, all at University of Nicosia, Cyprus, and Peter McCrorie, St George’s, University of London, UK

This book uses psychological theories and learning processes, such as Problem Based Learning (PBL), to provide a new approach for teaching psychology at an undergraduate level and prevent diminishing motivation. It creates a detailed example of a psychology degree using the PBL method and suggests how a week of the course could be planned.

Contents: Preface / 1. The Development of Undergraduate Psychology Degrees and the Need for Change / 2. Problem Based Learning / 3. Student Assessment in a Problem Based Curriculum / 4. A Psychology Problem Based Curriculum / 5. Sample Problem Based Learning (PBL) Cases in Psychology / Epilogue

August 2015 176pp 216x138 mm
55 b/w tables, 4 figures
Hardback £58.00 9781137387646

All language rights available

SOCIOLOGY

Food, National Identity and Nationalism
From Everyday to Global Politics

Atsuko Ichijo and Ronald Ranta, both at Kingston University, UK

‘This impressive volume comprehensively and insightfully explores connections between food and nationalism against a backdrop of nationalist politics and global capitalism. Food is the ultimate site for the domestication of the nation. From invented food traditions to symbolic struggles over food’s national authenticity and from food consumption and production to its national branding in global markets, authors Ichijo and Ranta deftly survey the multiple modalities through which food is intertwined with the politics of nationalism. This long overdue book whets our appetite for a new approach to food and the banal, but also politicised, reproduction of national sensibilities.’- Jon Fox, University of Bristol, UK

Exploring a much neglected area, the relationship between food and nationalism, this book examines a number of case studies at various levels of political analysis to show how useful the food and nationalism axis can be in the study of politics.


October 2015 216pp 216x138 mm
Hardback £63.00 9781137483126

All language rights available
Food Culture, Consumption and Society

Paolo Corvo, University of Gastronomic Sciences, Italy

Gastronomy is an increasingly important dimension of social life with impacts upon other cultural and economic areas. Recently, consumer food choices have undergone profound changes, related to the dynamics of globalization and the processes of the individualization of society. This book aims to address some of the most significant issues regarding the relationship between food and society, paying particular attention to consumption choices within the context of the current economic crisis. The book also looks at the consumption of food as both a positive and emotional ‘experience’, as well as being the source of problems including malnutrition, food waste, land grabbing, and illnesses such as obesity and anorexia. Corvo argues that a new ecological relationship between food and the environment is needed to reduce these problems.


CRIMINOLOGY

Art Crime

Terrorists, Tomb Raiders, Forgers and Thieves

Edited by Noah Charney, President of Association for Research into Crimes against Art, Italy/Slovenia

Since the Second World War, art crime has shifted from a relatively innocuous, often ideological crime, into a major international problem, considered by some to be the third-highest grossing criminal trade worldwide. This rich volume features essays on art crime by the most respected and knowledgeable experts in this interdisciplinary subject.


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Palgrave Pivot breaks down the boundaries of academic publishing by enabling authors to publish their research at lengths between that of a journal article and a scholarly monograph. Publishing within 12 weeks of acceptance after full peer-review, new research will reach the market quickly for greater impact.

Feederism

Eating, Weight Gain, and Sexual Pleasure

Kathy Charles and Michael Palkowski, both at Edinburgh Napier University, UK

This book explores the controversial and misunderstood world of sexualised weight gain known as feederism. Conversations with over 20 feeders and feedees are analysed through a psychological and sociological lens. The implications for health professionals working in bariatrics are discussed along with directions for future research.


September 2015 128pp 216x138 mm
1 figure
Hardback £45.00 9781137470454
All language rights available

Couple Relationships in the 21st Century

Jacqui Gabb, The Open University, UK and Janet Fink, University of Huddersfield, UK

"This important, accessible and engagingly written study takes the mystery out of "love" by showing how people experience and perform it in their everyday, relatable lives. The book’s wisdom is that love consists very much in what people do in their interactions with each other, rather than something found only "in the stars"; the authors convey this through the touching and often gripping voices of the people in their study, and guide us through these with their informed, scholarly insights. For academics their pioneering yet simple methodology paves the way toward further research. For a clinician there are indicators for ways to help couples who wish to become more loving in their relationships." - Professor Janet Reibstein, University of Exeter, UK

Who and how we love may be changing but our desire to be in a relationship endures. This book presents an incisive account of how couples experience, understand and sustain long-term relationships, exploring the emotional, practical and biographical resources that couples draw on, across the life course.


Palgrave Studies in Family and Intimate Life

March 2015 164pp 216x138 mm
Hardback £45.00 9781137434425
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An Enquiry into the Asian Growth Model

Dilip K. Das, Contestoga College, Canada

During the post-World War II period, several Asian economies turned in stellar performances. This book addresses the all-important query regarding the ebullient growth performance of a group of dynamic Asian economies. Its principal focus is the so-called Asian growth model, which enabled them to achieve what became known as the ‘miraculous’ growth.


Leisure and Positive Psychology

Linking Activities with Positiveness

Robert A. Stebbins, University of Calgary, Canada

This book explores, from a leisure studies perspective, the central role that leisure has to play in positive psychology, exploring themes such as flow, fulfilment, altruism, well-being, and interpersonal relationships.


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