

The list of all bp-funded textbooks for local universities

1. *Managing Human Resources: Productivity, Quality of Work Life, Profits* (by Wayne F. Casio – 768 pages) is for the general management student whose job inevitably will involve responsibility for managing people. It explicitly links the relationship between productivity, quality of work life, and profits to various human resource management activities and as such, strengthens the students' perception of human resource management as an important function, which affects individuals, organizations, and society. It is research-based and contains strong links to the applicability of this research to real business situations.
2. *The Media of Mass Communication* (by John Vivian – 486 pages). Updated in its 11th edition, the book engages students in the pursuit of greater media literacy and provides accessible insight into the important issues that confront students as consumers and purveyors of mass media. Through exceptional coverage of contemporary media issues and trends, including the on-going transformations in mass media, this text balances the principles and foundations of media literacy with lively examples, streamlined coverage, and a robust media package.
3. *The Economics of Money, Banking and Financial Markets, Business School Edition* (by Frederick S. Mishkin – 658 pages) brings a fresh perspective to today's major questions surrounding financial policy. The book offers readers a unique viewpoint and informed insight into the monetary policy process, the regulation and supervision of the financial system, and the internationalization of financial markets. Core economic principles organize readers' thinking, while current real-world examples engage and motivate.
4. *Principles of Marketing* (by Philip T. Kotler – 712 pages) helps readers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. This textbook helps students learn how to create value through customer connections and engagement. In a fastchanging, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers. To help individuals understand how to create value and build customer relationships, the book presents fundamental marketing information within an innovative customer-value framework.
5. *Principles of Operations Management: Sustainability & Supply Chain Management* (by Jay Haizer & Barry Render – 772 pages) is a practical introduction to operations, reinforced with an extensive collection of practice problems. The content reflects a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market. Problems found in the Tenth Edition contain ample support—found in the book's solved-problems and worked examples—to help students better understand concepts important to today's operations management professionals. This book was in the list of 13 Operations management books every manager should read.

6. *Qualitative Research Methods for the Social Sciences (by Howard Lune – 400 pages)*. This book shows students how to design, collect, and analyse qualitative data and then present their results to the scientific community. The book stresses the importance of ethics in research and taking the time to properly design and think through any research endeavour. Upon completing this book, students will be able to effectively design, collect, organize, and analyse data and then present the results to the scientific community.
7. *Ethics and Values in Social Work: An Integrated Approach for A Comprehensive Curriculum (by Allan Barsky – 464 pages)*. In a unique and student-friendly package, the book offers a series of learning modules that will ensure students receive a comprehensive ethics and values education. Designed to be easily incorporated into any curriculum, each module helps students integrate the knowledge, skills, self-awareness, and critical thinking abilities required for dealing with ethical issues. From applying basic ethical standards of practice to managing complex ethical dilemmas, this textbook equips readers with a range of tools and strategies for responding to ethical questions and concerns.
8. *Fundamentals of Management: Essential Concepts and Applications (by Stephen P. Robbins, Mary Coulter, David A. De Cenzo – 532 pages)*. The textbook includes practical tools of management presented through in-depth practice. Covering the essential concepts of management, it provides a solid foundation for understanding the key issues and offers a strong, practical focus, including the latest research on what works for managers and what doesn't.
9. *Political Science: An Introduction (by Michael Roskin, Robert L. Cord, James A. Medeiros, Walter S. Jones – 400 pages)*. The book shows students how the fundamental tenets of political science have helped important leaders make critical decisions for centuries. The authors present a balance of theoretical abstractions and applied reasoning to help students understand how to make calm, rational choices when it comes to political manipulation.
10. *Case management (by Arthur C. Frankel and Sheldon R. Gelman - 220 pages)*. Case managers provide an indispensable service, acting as both experts and liaisons to the wide variety of services, resources, and opportunities available to their clients. The authors use their extensive practice, classroom, and research experience to delineate clearly the steps of the case management process and to address the myriad roles case managers fill in different practice situations
11. *International Economics: Theory and Policy (by Paul R. Krugman, Maurice Obstfeld and Marc J. Melitz - 736 pages)*. The book provides engaging, balanced coverage of the key concepts and practical applications of the two main topic areas of the discipline. For both international trade and international finance, an intuitive introduction to theory is followed by detailed coverage of policy applications.

12. *Macroeconomics (by Olivier Blanchard – 548 pages)*. The book presents a unified, global view of macroeconomics, enabling readers to see the connections between goods, financial markets, and labour markets worldwide.
13. *Principles of Microeconomics (by Karl E. Case, Ray C. Fair and Sharon E. Oster – 528 pages)*. The book provides readers a basic understanding of how market economies function. Readers begin to learn the art and science of economic thinking and begin to look at some policy and even personal decisions in a different way
14. *The Beekeepers Handbook (4th edition) (by Diana Sammataro, Alphonse Avitabile – 280 pages)*. The Beekeeper's Handbook provides step-by-step instructions for setting up an apiary, handling bees, and working throughout the season to maintain a healthy colony and a generous supply of honey. Various colony care options and techniques are explained so that beekeepers can make the best choices for their hives.
15. *Essentials of Chemical Reaction Engineering (5th edition) (by [H. Scott Fogler](#) – 870 pages)*. This is the complete, modern introduction to chemical reaction engineering for today's readers: students who demand instantaneous access to information, have no time to waste, and want to enjoy learning as they build their critical thinking and creative problem solving skills. H. Scott Fogler builds on the strengths of the previous edition to enable students to learn chemical reaction engineering through logic rather than memorization.
16. *Positive Psychology. The basics. (1st edition). (by Rona Hart – 288 pages)*. This book provides an accessible and balanced introduction to positive psychology scholarship and its applications, incorporating an overview of the development of positive psychology. Positive Psychology: The Basics delineates positive psychology's journey as a discipline, takes stock of its achievements and provides an updated overview of its core topics, exploring the theory, research and interventions in each.
17. *Lead and Disrupt: How to solve the innovator's dilemma (2nd edition) (by O'Reilly, C. & Tushman, M. – 292 pages)*. Fully revised, this second edition offers a proven strategy for using ambidexterity to build discontinuous growth for mature organizations, and the flexibility to adapt in fast-changing environments. The original edition summarized the lessons that the authors as researchers and consultants had learned over the previous two decades. Since then, they have continued to work with leaders of organizations around the world confronting disruptive change. With updates to every chapter, including new examples and analysis, this fully revised edition incorporates the lessons and insights that the authors have gained in the past five years. Two new chapters critically examine the role of organizational culture in promoting or hindering ambidexterity and its underlying fundamental disciplines. Using examples from firms such as Microsoft, General Motors, and Amazon, O'Reilly and Tushman illustrate how leaders can align their organization's cultures to fit the needed strategy, and how ideation, incubation, and scaling approaches, when used altogether, can successfully develop new growth businesses.

18. *Practice of Social Research (15th edition) (by Earl R. Babbie – 600 pages)*. The Practice of Social Research gives you a definitive guide to research as practiced by social scientists. Combining a straightforward approach with the author's renowned sense of humor, this student-friendly text equips you with the tools and knowledge to apply research concepts as both researcher and consumer. The author emphasizes the process by showing you how to design and construct projects, introducing today's various observation modes and answering critical questions about research methods, such as how to conduct online surveys and analyze both qualitative and quantitative data.
19. *The New Business Road Test (5th edition) (by John Mullins – 360 pages)*. The New Business Road Test is the essential handbook for anyone wanting to launch a start-up. The new and fully updated case studies – Ella's Kitchen, Whole Foods, eBay and more – and 'seven domains' framework will help you avoid impending disaster and enhance your chances of achieving your entrepreneurial dreams.
20. *Marketing Strategy: Based on First Principles and Data Analytics (2nd edition) (by Robert W. Palmatier, Shrihari Sridhar)* Marketing Strategy offers a unique and dynamic approach based on four underlying principles that underpin marketing today: All customers differ; All customers change; All competitors react; and All resources are limited. The structured framework of this acclaimed textbook allows marketers to develop effective and flexible strategies to deal with diverse marketing problems under varying circumstances. Uniquely integrating marketing analytics and data driven techniques with fundamental strategic pillars the book exemplifies a contemporary, evidence-based approach. This base toolkit will support students' decision-making processes and equip them for a world driven by big data.
21. *Digital Marketing (7th edition) (by Ellis-Chadwick)* Digital Marketing provides the most comprehensive guide to all aspects of using the Internet, digital media and marketing technology to achieve the goals of integrated multichannel marketing. This streamlined seventh edition provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. Digital Marketing links marketing theory with practical business experience through case studies from cutting edge companies such as ASOS, Spotify, Zalando and Zappos, to help students understand digital marketing in the real world. To support this, new 'Essential Digital Skills' boxes give students guidance on how to develop key skills they will need in the workplace. Readers will learn best practice frameworks for developing a digital marketing strategy, plus success factors for key digital marketing techniques including search marketing, conversion optimisation and digital communications using social media including Twitter and Facebook.
22. *Economic Policy: Theory and Practice (15th edition) (by Quere, B. & Coeure)*. This book is the first comprehensive survival kit for students and practitioners of economic policy. It

is set to become an indispensable resource for everyone involved or interested in modern economic policy. Academic scholars willing to engage in policy discussions and students at graduate or advanced undergraduate levels will find it an essential bridge to the policy world.

23. *Principles of Information Security (7th edition) (by Whitman, M.)* Designed specifically to meet the needs of information systems students, this edition's balanced focus addresses all aspects of information security, rather than simply offering a technical control perspective. This overview explores important terms and examines what is needed to manage an effective information security program. A new module details incident response and detection strategies. In addition, current, relevant updates highlight the latest practices in security operations as well as legislative issues, information management toolsets, digital forensics and the most recent policies and guidelines that correspond to federal and international standards. MindTap digital resources offer interactive content to further strength your success as a business decision-maker.
24. *Next. A Brief History of the Future (by Jorisch A.)* “The biggest challenges and opportunities facing planet Earth are too big to ignore. Jorisch provides global citizens with front-row seats to peer into the future, offering a hopeful glimpse of all that potentially lies ahead.” —Henk Ovink, Special Envoy for International Water Affairs, Kingdom of The Netherlands and Sherpa to the United Nations High Level Panel on Water “People forget that the only real border that matters is the thin blue line of our atmosphere. The riveting stories in Next show readers what the future of humanity might look like – coming very soon.” —Nicole Stott, retired NASA astronaut “The future is already here. Next shows that perhaps for the first time in history, humanity can now exert nearly complete control over what happens to our species and our planet.” —Tshaka Cunningham, CSO and Founder, TruGenomix Inc.; Executive Director, Faith Based Genetics Research Institute
25. *Introductory Econometrics: A Modern Approach (7th edition) (by Jeffrey M. Wooldridge. 816 pages)*. Gain an understanding of how econometrics can answer today's questions in business, policy evaluation and forecasting with Wooldridge's INTRODUCTORY ECONOMETRICS: A MODERN APPROACH, 7E. Unlike traditional texts, this book's practical, yet professional, approach demonstrates how econometrics has moved beyond a set of abstract tools to become genuinely useful for answering questions across a variety of disciplines. The author has organized the book's presentation around the type of data being analyzed with a systematic approach that only introduces assumptions as they are needed. This makes the material easier to understand and, ultimately, leads to better econometric practices. Packed with relevant applications, the text incorporates more than 100 data sets in different formats. Updates introduce the latest developments in the field, including the recent advances in the so-called “causal effects” or “treatment effects,” to provide a complete understanding of the impact and importance of econometrics today.
26. *Statistics for Business & Economics (14th edition) (by Anderson, Sweeney, Williams, Camm, Cochran, Fry, Ohlmann, 1120 pages)*. Discover how statistical information impacts

decisions in today's business world as Anderson/Sweeney/Williams/Camm/Cochran/Fry/Ohlmann's leading STATISTICS FOR BUSINESS AND ECONOMICS, 14E connects concepts in each chapter to real-world practice. This edition delivers sound statistical methodology, a proven problem-scenario approach and meaningful applications that reflect the latest developments in business and statistics today. More than 350 new and proven real business examples, a wealth of practical cases and meaningful hands-on exercises highlight statistics in action. You gain practice using leading professional statistical software with exercises and appendices that walk you through using JMP Student Edition 14 and Excel 2016. WebAssign's online course management systems further strengthens this business statistics approach and helps you maximize your course success.

27. *Statistical Inference (by George Casella, 700 pages)*. This book builds theoretical statistics from I principles of probability theory. Starting from the basics of probability, the authors develop the theory of statistical inference using techniques, definitions and concepts that are statistical and are natural extensions and consequences of previous concepts. Intended for first-year graduate students, this book can be used for students majoring in statistics who have a solid mathematics background. It can also be used in a way that stresses the more practical uses of statistical theory, being more concerned with understanding basic statistical concepts and deriving reasonable statistical procedures for a variety of situations and less concerned with formal optimality investigations. FEATURES Offers new coverage of random number generation, simulation methods, bootstrapping, EM algorithm, p-values and robustness. Includes new sections on "Logistic Regression" and "Robust Regression" Restructures material for clarity purposes Contains updated and expanded Exercises Key Features.
28. *Principles of Corporate Finance (12th edition) (by Richard Brealey, Stewart Myers, Franklin Allen, 976 pages)*. The integrated solutions for Brealey's Principles of Corporate Finance have been specifically designed to help improve student performance, meaning that students are prepared for class and can successfully solve problems and analyse the results. Resources within Connect Finance provide unlimited opportunities for students to practice solving financial problems and apply what they've learned. Brealey's world-leading content showing managers how to use financial theory to solve practical problems combined with a complete digital solution will help students achieve higher outcomes in the course.
29. *Managerial Economics and Strategy (3rd edition) (by Jeffrey M. Perloff, James A. Brander 720 pages)*. Managerial Economics and Strategy uses modern theories, business examples, and real data to illustrate how economic principles impact business decisions. Coverage of contract theory, behavioral economics, game theory, and pricing tools, along with economic problem sets and steps on how to solve them, are especially useful to future managers. With new discussions, mini-cases, and exercises in the 3rd edition, students are well-prepared to apply what they've learned in the text and class to their decision-making in the real world.