



Higher Education





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» 530 pages

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ACCOUNTING

ACCOUNTING INFORMATION SYSTEMS 2ND EDITION UNDERSTANDING BUSINESS PROCESSES

BRETT CONSIDINE (Macquarie University)

ABDUL RAZEED (University of Sydney)

MICHAEL LEE (University of Melbourne)

DEREK SPEER (University of Auckland)

PHILIP COLLIER (University of Melbourne)

Accounting Information Systems 2nd edition prepares students to appreciate the convergent roles of accounting, information systems, information technology and business processes. In the business world it is necessary for business events and accounting information to be reported with effective and reliable systems so that organisations can manage operations, make investment decisions, strategically plan and grow the business. This latest edition has new content on systems life development cycle, fraud, computer crime and auditing of accounting information systems in addition to new content relating to the heightened focus on corporate accountability and governance. It also features self-test activities, expanded discussion questions and problems to provide students with scenarios to test their knowledge of the chapter content.

As today's business world is governed by the recommendations of Sarbanes-Oxley and the accounting profession rebuilds its confidence with various stakeholders, the need for quality information and robust accounting information systems is paramount to an organisation's ability to manage operations, make investment decisions, strategically plan, grow the business, and report accurately about financial performance.

SUBJECTS COVERED:

- Role of accounting and accounting information
- Role of business processes
- Systems mapping and documentation
- Transaction cycle — the payment and revenue cycles
- Transaction cycle — the production
- Transaction cycle — the general ledger and financial reporting cycle
- Transaction cycle — human resource and payroll cycle
- Internal control and security
- Auditing of accounting information systems
- Database management
- Enterprise information systems
- Ecommerce
- Users of accounting information systems
- Fraud and computer crime
- Life systems development cycle

SUPPLEMENTS:

Solutions Manual, PowerPoint, Cases

» ISBN 10: 0470812540 ISBN 13: 978-0-470-81254-9 // 2008

ACCOUNTING

APPLYING INTERNATIONAL FINANCIAL REPORTING STANDARDS ENHANCED EDITION

KEITH ALFREDSON (Consultant)

KEN LEO (Curtin University of Technology)

RUTH PICKER (Consultant)

PAUL PACTER (Consultant)

JENNIE RADFORD (Consultant)

VICTORIA WISE (University of Tasmania)

Applying International Financial Reporting Standards (Enhanced Edition) contains a number of content revisions as a consequence of various adjustments made to IFRS since their inception in January 2005. Internationally, students are required to possess a sound understanding of the financial reporting requirements under IFRS and this textbook remains the most comprehensive educational resource available to meet student needs. The new enhanced edition offers students a thorough conceptual overview and practical working knowledge of the financial reporting requirements required under IFRS.

The core focus of the text remains on the interpretation, analysis, illustration and application of the scope and purpose of the financial reporting processes under IFRS. The financial reporting environment has changed considerably over the past two years, since the introduction of international accounting standards, and is expected to continue changing for another three to five years. The objective of the author team is to ensure that the textbook continues to be up-to-date in accordance with IFRS revisions initiated by the International Accounting Standards Board. The text is divided into four distinct sections: Framework, Elements, Disclosure and Economic Entities.

FEATURES INCLUDE:

- A chapter on Revenue Recognition which explores the recognition and measurement of revenues for goods, services rendered and dividends
- A chapter on IFRS 2 Share-based Payment which examines the scope for recognising and measuring share-based payment transactions
- Step by step analysis of the IFRS and its scope, objectives and reporting requirements
- Details the relevant issues and practical workings associated with the selected IFRS
- Extracts from real world companies included to apply the intention of the Standard as well as illustrate how the Standard translates to the reporting environment
- Illustrative examples — positioned throughout the chapters to show the new financial reporting procedures and further develop conceptual understanding of the new processes.
- International companies — chapters include extracts of international companies to illustrate how real companies are reporting financial data in accordance with the IFRS.
- End of chapter activities — graded end of chapter exercises and problems provide students with numerous opportunities to test their understanding of the financial reporting requirements under the respective standard.

SUPPLEMENTS:

Solutions Manual, PowerPoint, Test Bank, Exam Papers

» ISBN 10: 0470808233 ISBN 13: 978-0-470-80823-8 // 2006



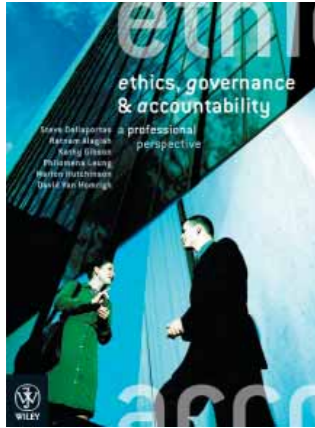
A\$119.95 «

1235 pages «

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Russian translation.



» A\$77.95
» 383 pages

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ACCOUNTING

ETHICS, GOVERNANCE & ACCOUNTABILITY A PROFESSIONAL PERSPECTIVE

STEVE DELLAPORTAS (La Trobe University)
RATNAM ALAGIAH (Griffith University)
KATHY GIBSON (University of Tasmania)
MARION HUTCHINSON (University of Queensland)
PHILOMENA LEUNG (Deakin University)
DAVID VAN HOMRIGH (University of Queensland)

With the number of high profile corporate collapses in recent years, the international accounting community has turned its attention to the need for robust ethical standards, sound and transparent corporate governance and an enhanced awareness of social, environmental and corporate accountabilities.

This comprehensive textbook discusses the ethical models and a framework for ethical decision making, before examining a range of professional issues such as conflict of interest, professional independence, fraud and forensic accounting, corporate governance and social/corporate responsibilities.

SUBJECTS COVERED:

- Ethics and the individual
- An ethics framework
- Understanding ethics and moral judgement
- Professional ethics and self-regulation
- Ethical decision making
- Ethics in a regulatory environment
- Corporate governance
- Fraud and forensic accounting
- Creative accounting
- Social responsibility accounting
- Environmental responsibility
- Professional independence
- Client-centred conflicts of interest
- Ethics in a corporate environment

SUPPLEMENTS:

Solutions Manual, PowerPoint.

» ISBN 10: 0470804998 ISBN 13: 978-0-470-80499-5 // 2004

ACCOUNTING

INTRODUCTORY COMPUTER ACCOUNTING 18TH EDITION A LIVE DATA APPROACH USING MYOB VERSION 17

JOHN RING
COLIN CHEETHAM

Introductory Computer Accounting 'A Live Data Approach' offers a self-paced, step by step instruction on MYOB Accounting Plus version 17. This text has been written for students who require a thorough working knowledge of MYOB Accounting Plus V17 and the functionality of the various Command Centres.

Each chapter presents a detailed working explanation of the core accounting modules within MYOB Accounting Plus. On completion of each module, the student will have acquired a working confidence with this widely used commercial accounting software and knowledge of the core processes of each module. After completing the core Command Centres modules, purchases, sales, inventory, accounts, banking and payroll, the student will possess the required operational competencies on the procedure to enter, record and report typical business events. The text as been written with first time users in mind. The easy to use instructions will take the hard work out of computerised accounting.

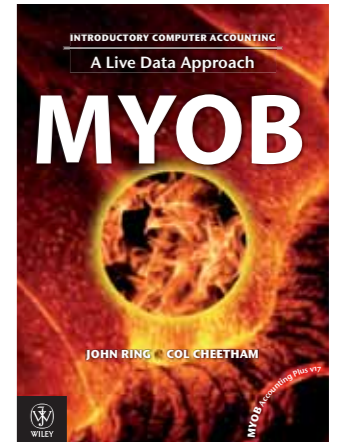
SUBJECTS COVERED:

- Introduction to MYOB
- Purchases
- Sales
- Inventory, purchases and sales
- Banking
- Accounts
- Payroll
- Integration
- Non-current assets
- Health and safety in the office

SUPPLEMENTS:

Solutions Manual, Additional exercises

» ISBN 10: 0470817291 ISBN 13: 978-0-470-81729-2 // 2008



A\$86.95 «
1048 pages «

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» A\$96.95
» 368 pages

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BUSINESS/INFO SYSTEMS

INFORMATION TECHNOLOGY SECURITY & RISK MANAGEMENT

JILL SLAY (University of South Australia)
ANDY KORONIOS (University of South Australia)

Information Technology: Security & Risk Management is an original textbook written for undergraduate subjects on IT and e-business security. The text addresses the business implications and requirements of security rather than presenting a technical, programming approach that is generally aligned to studying computer science.

This new text addresses security technology and systems, issues associated with risk minimisation and management when implementing security systems, legal and regulatory requirements, basic cryptography and public key infrastructure, ethics, forensics and fraud, and the intrinsic relationship between business strategy and security systems, such as electronic payment systems, supply chain management and internal/external firewalls.

SUBJECTS COVERED:

- Introduction to strategic IT security and risk management
- Building blocks of IT security
- Ethical, legal, and standards framework
- Electronic crime and forensic computing
- Basic cryptography and public key infrastructure
- Securing the network, operations, databases and applications
- Strategies for e-business security
- Mobile and wireless security
- Security of web services
- Emerging issues in IT security

SUPPLEMENTS:

PowerPoint, Solutions Manual

» ISBN 10: 0470805749 ISBN 13: 978-0-470-80574-9 // 2005

BUSINESS/FINANCE

ENTREPRENEURSHIP AND SMALL BUSINESS 2ND PACIFIC RIM EDITION

MICHAEL SCHAPER (Bond University)
THIERRY VOLERY (University of St. Gallen)

This popular text has been thoroughly updated to reflect contemporary developments in small business and entrepreneurship and its applications to organisations. Entrepreneurship and small business management are two very close and often overlapping disciplines. If entrepreneurship specifically refers to the dynamic process of creating a new business venture, small business management generally addresses various issues in organising and operating a small business.

In practice however, a large part of the textbooks' contents from both disciplines tend to cover similar issues such as small business start-up (starting from scratch, buying an existing business or operating a franchise), developing a business plan, selecting a legal form of organisation, marketing research and organising and financing the new venture. This textbook aims to provide a package covering all the issues related to business start-up and those arising from running a small business within the Australasian and South-East Asian contexts.

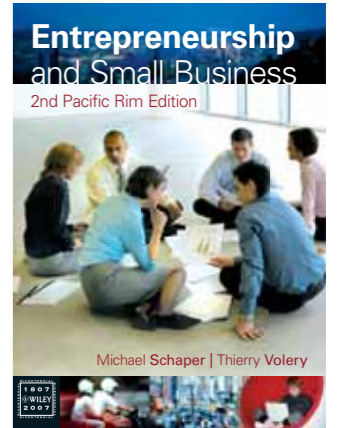
SUBJECTS COVERED:

- Entrepreneurship: Definition and evolution
- The personality of entrepreneurs
- Creativity, innovation and entrepreneurship
- Options for going into business
- Analysing opportunities and developing a strategy
- Preparing a business plan (including Sample Business Plan)
- Legal issues
- Financing new and growing business ventures
- Accessing business advice and assistance
- Marketing
- Operations management
- Human resource issues in new and small firms
- Financial information and management
- Managing growth and transition
- Corporate entrepreneurship
- Contemporary issues in small business and entrepreneurship

SUPPLEMENTS:

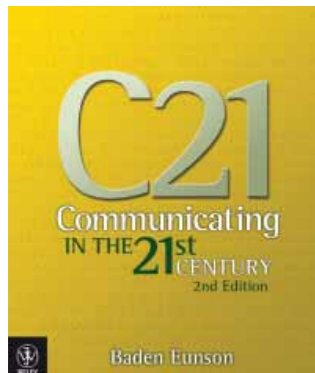
PowerPoint, Solutions Manual, Solutions to end of book cases, Additional cases, Solutions to additional cases

» ISBN 10: 0470810823 ISBN 13: 978-0-470-81082-8 // 2007



A\$85.95 «
496 pages «

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» A\$74.95
» 680 pages

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COMMUNICATION

COMMUNICATING IN THE 21ST CENTURY 2ND EDITION

BADEN EUNSON (Monash University)

Communicating in the 21st Century 2nd edition provides a comprehensive up to date look at communication today. In this text comprehensive and highly referenced theory coverage is balanced with a wealth of practical skill activities, and the text is written in a user-friendly, accessible style that is perfectly complemented by informative visual illustrations. Each of its 22 chapters is a tightly structured learning unit based on specific objectives, and includes self-assessment tasks, ethical dilemma case studies, review questions and applied exercises.

Covering the traditional communication topics such as interpersonal, non-verbal, argument, teams and meetings, negotiation and conflict, as well as business communication (research skills, letters and memos, reports and proposals, online and academic writing, document design and graphic communication), the text also includes specialist topics in leadership communication, intercultural communication, organisational and stakeholder communication, public communication and employment communication. With well developed interpersonal and communication skills increasingly being demanded by employers in all industries in today's competitive career market, *C21* is the perfect tool for students, lecturers and professionals.

SUBJECTS COVERED:

- Communication today
- Document design and graphic communication
- Doing and using research
- Letters and memos
- Reports and proposals
- Online writing
- Academic writing: the essay
- Non-verbal communication
- Interpersonal skills 1: emotional intelligence, self-talk and assertiveness
- Interpersonal skills 2: listening, questioning, reframing and feedback
- Oral communication
- Leadership and communication
- Argument: logic, persuasion and influence
- Negotiation skills
- Conflict management
- Intercultural communication
- Organisational communication
- Communicating with customers
- Public communication
- Team communication
- Communicating in meetings
- Employment communication

SUPPLEMENTS:

Wiley Web Q, eFlashcards, Crosswords, Instructor's Resource Guide, Testbank, PowerPoint

» ISBN 10: 0470811064 ISBN 13: 978-0-470-81106-1 // 2008

COMMUNICATION

COMMUNICATION SKILLS HANDBOOK 2ND EDITION

JANE SUMMERS (University of Southern Queensland)
BRETT SMITH (Consultant)

This handbook has been designed to assist students to effectively prepare and present written and verbal material. It provides practical tips and deals with the major problems students are likely to encounter in the preparation and presentation of material for assessment.

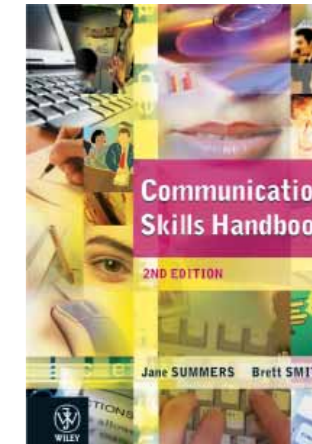
THE OBJECTIVES OF THIS HANDBOOK ARE:

- » to outline the minimum requirements for formal presentation of written and verbal material.
- » to assist lecturers to apply a consistent approach to the assessment of the formal presentation of written and verbal material by students (irrespective of department, unit or level of study).
- » to reinforce that communication skills should be viewed by students as an integral component of their studies and essential to their careers, rather than as optional skills isolated from their chosen disciplines.

SUBJECTS COVERED:

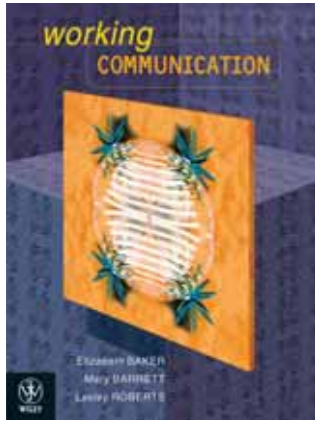
- General guidelines for assessment
- Referencing
- Report writing
- The case study
- Essay writing
- Oral presentations
- Examination techniques
- Job search communication

» ISBN 10: 0470807636 ISBN 13: 978-0-470-80763-7 // 2005



A\$25.95 «
143 pages «

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» A\$83.95
» 456 pages

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COMMUNICATION

WORKING COMMUNICATION

ELIZABETH BAKER (Consultant)
MARY BARRETT (University of Wollongong)
LESLEY ROBERTS (Consultant)

Working Communication introduces students to ways of developing strategies for successful communication both at university and in professional life. It helps students to develop confidence in written and oral work, working successfully in small groups, and to achieve a level of competence in interpersonal communication that contributes to the achievement of group outcomes. The text focuses on the development of critical, analytical, creative and strategic thinking skills within a communication context. It provides a detailed account of the construction and evaluation of argument and assists students to improve their abilities to write essays on specified topics. It also provides guidance on the use of a range of oral and visual communication strategies to construct effective presentations.

The importance of well-developed communication skills for the workplace, professional life and success at university is widely recognised. University graduates are expected to demonstrate a high level of communication skills and an understanding of communication strategies. This book introduces students to the range of skills expected at tertiary level and in the workplace, and is suitable for any first year communication course.

SUBJECTS COVERED:

- The fundamentals
- Understanding assumptions
- Thinking
- Arguing
- Persuading
- Speaking and listening
- Writing
- Presenting
- Evaluating
- Researching
- Writing tools
- Working with others — time and project management

SUPPLEMENTS:

Instructor's Manual, PowerPoint, Activities

» ISBN 10: 0471421731 ISBN 13: 978-0-471-42173-3 // 2001

FINANCE

INTRODUCING CORPORATE FINANCE 2ND EDITION

DIANA BEAL (University of Southern Queensland)
MICHELLE GOYEN (University of Southern Queensland)
ABUL SHAMSUDDIN (University of Newcastle)

Introducing Corporate Finance 2nd edition has been created specifically for one semester introductory finance and corporate finance courses at both the undergraduate and postgraduate level. It is designed to meet the needs of students in their first course in finance. The authors have drawn on their extensive teaching experience to ensure that this book provides the answers to those questions most frequently asked by students of corporate finance. The language used is also targeted to a student's first exposure to finance, and discipline-specific jargon is introduced in plain English explanations.

In addition to accessible language and sound pedagogy, the text also features real world examples and the 'people dimensions' features, aimed at inspiring students to consider how the chapter material relates to the decisions people make. These people dimensions features are an innovation in a corporate finance textbook. Discussions of behavioural finance have also been introduced to weave a richer tapestry in the area of corporate finance. This latest edition has a new chapter on international finance and contains expanded chapter activities and more 'self test' questions with comprehensive worked solutions.

SUBJECTS COVERED:

- Introducing the firm and its goals
- Taxation and business structures
- Business and the financial markets
- Financial mathematics
- Understanding risk and return
- Valuation of bonds and shares
- Cost of capital
- Planning investments — discounted cash flow techniques
- Planning investments — some real world complications
- Short-term finance — working capital
- Managing current assets
- Long-term external finance
- Dividend policy and internal financing
- Forecasting to evaluate financial decisions
- Risk management
- Capital restructuring — takeovers and divestments
- International corporate finance

SUPPLEMENTS:

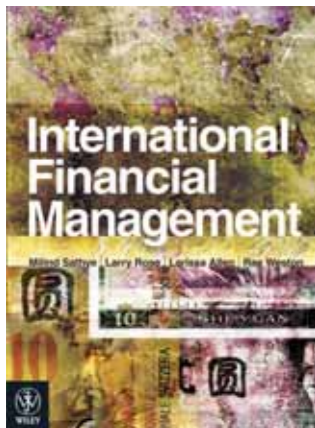
Solutions manual, Testbank, Exam papers, PowerPoint, Additional problems & solutions

» ISBN 10: 0470813768 ISBN 13: 978-0-470-81376-8 // 2008



A\$103.95 «
672 pages «

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» A\$96.95
» 519 pages

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FINANCE

INTERNATIONAL FINANCIAL MANAGEMENT

MILIND SATHYE (University of Canberra)
LARISSA ALLEN (Massey University)
LARRY ROSE (Massey University)
RAE WESTON (Macquarie Graduate School of Management)

In order to understand the problems global firms are likely to face, it is necessary to know about the global macro-economic environment within which these firms operate. *International Financial Management* is a new text written for financial managers that introduces students to international finance and a range of international issues associated with multinational finance.

International Financial Management details the global macro-economic environment and the effect of various financial events on business and what steps need to be taken by the manager and organisation as a consequence of those events. In Parts I and II, the student learns about the global macro-economic environment and related issues before learning about issues specific to organisations that are either in international trade phase or are full multinational in Part III.

SUBJECTS COVERED:

- Multinational finance: the fundamentals
- The development of the international monetary system
- Global macro-economic environment and the multinational firm
- The balance of payments
- Determination and forecasting of foreign exchange rates
- Multinational finance: global financial markets and institutions
- Eurobanking
- International equity markets
- Multinational finance: a firm level perspective
- Translation exposure
- Financing global operations: raising global equity, raising international debt and working capital management
- Investment in global operations: the theory and corporate strategy of direct investment, cross border mergers, acquisitions and valuations,
- International portfolio theory and the benefits of diversification

SUPPLEMENTS:

PowerPoint, Solutions Manual

» ISBN 10: 0470806214 ISBN 13: 978-0-470-80621-0 // 2005

HOSPITALITY

THE BUSINESS AND MANAGEMENT OF CONVENTIONS

VIVIENNE McCABE (University of South Australia)
BARRY POOLE (Southern Cross University)
PAUL WEEKS (Southern Cross University)
NEIL LEIPER (Southern Cross University)

The Business and Management of Conventions introduces the professional mechanics and environment of the MICE industry to university students. The text presents the key structural components of the MICE industry, detailing the political, environmental, technological and social influences and impacts of the convention industry.

SUBJECTS COVERED:

- The business environment and structure of conventions
- Managing suppliers to conventions
- Managing human resources for conventions
- Managing the site and venue selection for the convention
- The management of marketing conventions
- The business of selling and promoting conventions
- Managing the planning of conventions
- Managing and organising convention operations
- Managing the quality of conventions
- Managing the financial, budgetary and legal issues of conventions
- Strategic management of conventions

SUPPLEMENTS:

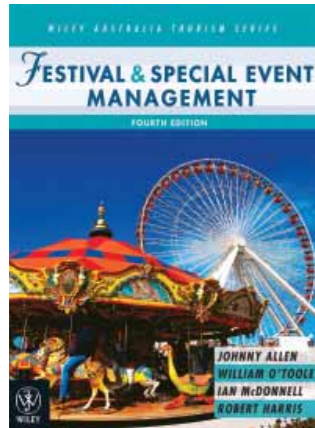
Instructor's Manual, PowerPoint

» ISBN 10: 0471341134 ISBN 13: 978-0-471-34113-0 // 2000



A\$82.95 «
440 pages «

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Simplified Chinese translation.



» A\$86.95
» 552 pages

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Korean translation; Orthodox Chinese translation; Simplified Chinese translation; Portuguese translation, UK and European Community adaptation

HOSPITALITY

FESTIVAL & SPECIAL EVENT MANAGEMENT 4TH EDITION

JOHNNY ALLEN (Consultant)

WILLIAM O'TOOLE (Consultant)

ROBERT HARRIS (University of Technology, Sydney)

IAN McDONNELL (University of Technology, Sydney)

Festival & Special Event Management 4th edition contains a comprehensive overview of the theory and procedures associated with festivals and special events. The new edition of this market-leading text introduces new developments, professional 'tools' and the globalisation and subsequent internationalism of event management.

The role of marketing and communication, environmental planning, the increasing role of governments through the creation of event strategies and the different perspectives of event management are all discussed. Additional features include end of chapter case studies profiling staged events to illustrate various concepts as presented in the text, real-world examples and Event Profile vignettes featuring the diversity of events, the individuals who work within the industry and the process of formulating and organising an event.

SUBJECTS COVERED:

- An overview of the event field
- Perspectives on events
- Event impacts and legacies
- The planning function
- Conceptualising the event
- Project managing events (includes control systems)
- Financial management and events
- Human resource management and events
- Marketing planning for events
- Marketing communications for events
- Sponsorship planning for events
- Environmental planning and events
- Event tourism planning
- Staging events
- Event logistics
- Event evaluation
- The law and events
- Risk and occupational health and safety management

SUPPLEMENTS:

Instructor's Manual, PowerPoint

» ISBN 10: 0470812524 ISBN 13: 978-0-470-81252-5 // 2008

INFORMATION SYSTEMS

INFORMATION SYSTEMS 3RD EDITION A BUSINESS APPROACH

STEVE BENSON (Edith Cowan University)

CRAIG STANDING (Edith Cowan University)

Information Systems: A Business Approach 3rd edition is aimed at students studying information systems for the first time.

This text focuses on the strategic, tactical and operational uses of information technology in business. It explains how information systems can be developed to effectively manage organisations and provides sufficient technical knowledge to make effective decisions in this area. The approach has been designed to enable students to develop long-lasting, widely applicable skills by placing more emphasis on transferable skills and business knowledge. This new edition has expanded content on data analysis and an updated section on wireless networks and a greater emphasis on IT/ IS governance. *Information Systems 3rd edition* develops a sound conceptual framework which is reinforced throughout with up-to-date business examples. The text brings information systems to life and demonstrates how critical it is to each functional area and to every business.

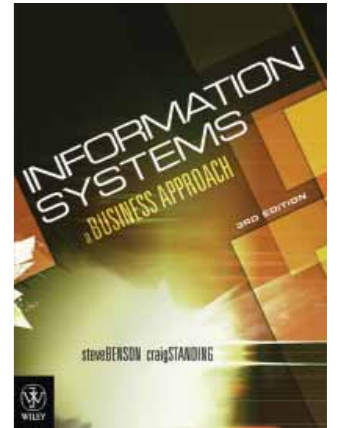
SUBJECTS COVERED:

- Business information systems
- Business software
- Communication and networks
- Systems integration information systems at work
- Introduction to systems development
- Strategic information systems management
- Managing the information systems function
- E-business
- Web commerce development
- Information systems infrastructure
- Personal productivity with information systems

SUPPLEMENTS:

Instructor's Manual, PowerPoint, Testbank, Case Studies

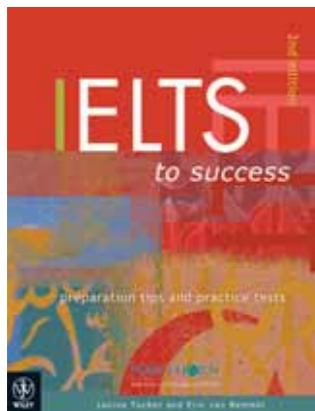
» ISBN 10: 047081344X ISBN 13: 978-0-470-81344-7 // 2008



A\$92.95 «
448 pages «

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» A\$51.95
» 184 pages

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Korean Translation

LANGUAGE

IELTS TO SUCCESS 2ND EDITION PREPARATION TIPS AND PRACTICE TESTS

HAWTHORNE ENGLISH LANGUAGE CENTRE (University of Melbourne)

IELTS to Success 2nd edition is a valuable resource for students preparing for the requirements of the International English Language Testing System. The authors provide full explanations of the format of each test, and many useful skills and strategies for approaching the different IELTS modules. The practice tests have been trialled in IELTS preparation classes and comply with the standards of the IELTS test. They are aimed at both classroom and individual use.

SUBJECTS COVERED:

- Introduction to IELTS Test
- Skills and strategies for IELTS
- Practice listening, reading and writing papers
- Answers
- Tapescripts for the practice listening subtests

» ISBN 10: 0470801808 ISBN 13: 978-0-470-80180-2 // 2002

MANAGEMENT

MANAGEMENT AND ORGANISATIONAL BEHAVIOUR CONTEMPORARY CHALLENGES AND FUTURE DIRECTIONS

RETHA WIESNER (University of Southern Queensland)
BRUCE MILLETT (University of Southern Queensland)

This book is a collection of invited essays about aspects of organisational behaviour and management that pose particular challenges to managers of contemporary organisations. Up-to-date, relevant and stimulating, the essays identify a particular theme in organisational behaviour and discuss the challenging issues, future directions and controversies related to the theme. The essays also identify the implications for organisations, managers and employees.

Topics covered include the future of work, management competencies, stimulating high performance outcomes through non-financial incentives, career management and job design, new organisational forms in a virtual era, trust and communication in organisations and strategic networking and sustainability.

The essays are designed to support undergraduate and postgraduate courses in both organisational behaviour and management.

SUBJECTS COVERED:

- Managing individuals in organisations
- Managing groups in organisations
- Managing organisations
- Managing the processes of organisational behaviour
- Managing organisational dynamics

» ISBN 10: 0471343021 ISBN 13: 978-0-471-34302-8 // 2001



A\$55.95 «
240 pages «

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» A\$104.95
» 880 pages

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MANAGEMENT

HUMAN RESOURCE MANAGEMENT 6TH EDITION

RAYMOND J. STONE

Raymond J. Stone, BA, BCom, DipSocStud (Melb), MA (Ottawa), PhD (Hong Kong), CMAHRI, FIHRM (Hong Kong), Registered Psychologist has more than 30 years experience in international human resource management and has held senior positions in Australia, Hong Kong, Japan and Korea.

The sixth edition of *Human Resource Management* addresses contemporary issues and practice in human resource management, as well as the importance of strategy and managing diversity. Topical issues such as work–life balance, the ageing population and the skills shortage are thoroughly explored in terms of their effect on organisations, employees and the HR manager. The text includes features such as letters to the editor, newsbreaks, case studies and interviews with HR practitioners, as well as a wealth of end-of-chapter activities.

Ethical dilemmas presented in the chapter margins encourage students to consider ethical issues relevant to each chapter, and class debate activities provide a variety of situational and ‘real-life’ cases allowing students to undertake analysis of the issues in relation to the concepts and theories provided in the text. Additional features include fast facts and research flash boxes, which provide the latest information to guide contemporary HR managers.

SUBJECTS COVERED:

- Strategic human resource management
- Human resource planning
- Human resource information management systems
- Human resource management and the law
- Job analysis, job design and quality of work life
- Recruiting human resources
- Employment selection
- Appraising and managing performance
- Human resource development
- Career planning and development
- Employee remuneration
- Incentive remuneration
- Employee benefits
- Industrial relations
- Managing in the workplace
- Managing change
- Negotiating in the workplace
- Employee health and safety
- Managing diversity
- International human resource management
- Managing international assignments
- Assessing human resource management effectiveness

SUPPLEMENTS:

Instructor Website, Instructor’s Resource Guide, Powerpoint, Testbank, HRM at Work, Art Files, WebCT/Blackboard, Student website, Wiley WebQ, eFlashcards, Links, Study Skills

» ISBN 10: 0470810807 ISBN 13: 978-0-470-81080-4 // 2008

MANAGEMENT

MANAGING HUMAN RESOURCES 2ND EDITION

RAYMOND J. STONE

Managing Human Resources 2nd edition is an abridged edition of *Human Resource Management 6th edition*, developed in response to the market’s demand for a more concise coverage of key topics to reflect the typical 12 to 13 week teaching semester. Consisting of 16 chapters, the text includes all of the practical activities that have contributed to the success of *Human Resource Management 5th edition*, such as case studies, class debates, ethical dilemmas, letters to the editor, newsbreaks and soapbox as well as group and individual exercises.

This edition contains a thorough exploration of topical issues such as work/life balance, the aging population, and the skills shortage in terms of the effect of these issues on organisations, employees and the human resource manager.

Features include letters to the editor, newsbreaks, case studies, interviews with human resource practitioners, and a wealth of end of chapter activities that provide ample stimulus material for analysis and discussion.

SUBJECTS COVERED:

- Strategic human resource management
- Human resource planning
- Human resource information management systems
- Human resource management and the law
- Job analysis, job design and quality of work life
- Recruiting human resources
- Employment selection
- Appraising and managing performance
- Human resource development
- Career planning and development
- Employee remuneration
- Industrial relations
- Employee health and safety
- Managing diversity
- International human resource management
- Assessing human resource management effectiveness

SUPPLEMENTS:

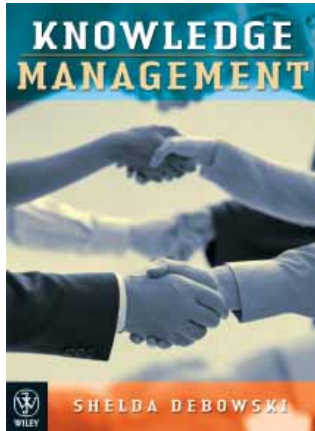
PowerPoint, Instructor Resource Guide, Testbank, Computerised Testbank, Blackboard/WebCT Content, MHR at Work (articles), Work Choices Update, Art Files CD

» ISBN 10: 0470810769 ISBN 13: 978-0-470-81076-7 // 2008



A\$89.95 «
640 pages «

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» A\$91.95
» 383 pages

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Orthodox Chinese translation

MANAGEMENT

KNOWLEDGE MANAGEMENT

SHELDA DEBOWSKI (University of Western Australia)

Exploring the concept of knowledge management from a leadership and strategic management perspective, this text provides a detailed overview of the process of designing and introducing a knowledge management focus into an organisation. With an increasing focus on knowledge management in the business community and in business education, this text is a timely resource that offers a conceptual framework for knowledge management.

Knowledge Management explores the associated issues of change management, leadership and organisational context issues in relation to designing, developing and maintaining a knowledge culture, and identifies the management and leadership strategies that should underpin an effective knowledge environment.

This text is ideally suited to both undergraduate and postgraduate business education.

SUBJECTS COVERED:

- The knowledge context
- The knowledge leader
- Developing and sustaining a knowledge culture
- Supporting knowledge management through human resource management practices
- Supporting knowledge management through technology
- Developing a core knowledge framework and managing knowledge repositories
- Developing an effective knowledge service
- Learning and development in a knowledge setting
- Evaluating the effectiveness of the knowledge strategy
- Sustainable knowledge management
- An overall view of strategic knowledge development

SUPPLEMENTS:

Solution Manual, PowerPoint

» ISBN 10: 0470805382 ISBN 13: 978-0-470-80538-1 // 2005

MANAGEMENT

SPSS: ANALYSIS WITHOUT ANGUISH VERSION 15.0 FOR WINDOWS

SHERIDAN J. COAKES (Consultant)

LYNDALL STEED (Consultant)

JENNIFER PRICE

This latest edition of *SPSS: Analysis Without Anguish* is based on Version 15.0 of SPSS for Windows. SPSS is a sophisticated piece of software used by social scientists and related professionals for statistical analysis. This workbook has some excellent features including improved charting capabilities, new data management features and statistical enhancements

Always popular in previous editions, *SPSS: Analysis without Anguish Version 15.0 for Windows* continues to address the needs of all users of SPSS software. It serves as a practical introduction to new users and also allows those wishing to undertake more advanced analysis to work their way systematically through each stage.

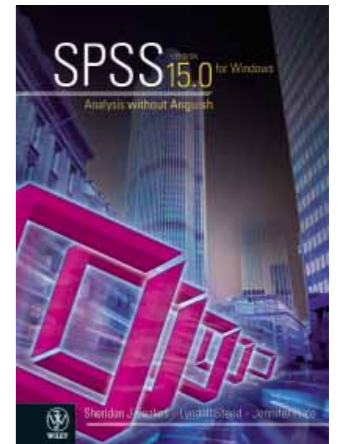
Extensive use of screen displays and a range of 'step by step' working and practice examples are features of the workbook.

SPSS: Analysis without Anguish Version 15.0 is suitable across a number of disciplines, including business, health, social sciences, environmental science and geography.

SUPPLEMENTS:

Data sets

» ISBN 10: 0470816732 ISBN 13: 978-0-470-81673-8 // 2008



A\$47.95 «
300 pages «

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Arabic language.



» A\$85.95
» 424 pages

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MANAGEMENT

MANAGING ORGANISATIONAL CHANGE 2ND EDITION

FIONA GRAETZ (Deakin University)
MALCOLM RIMMER (La Trobe University)
ANN LAWRENCE (Deakin University)
AARON SMITH (La Trobe University)

The complexities of change in today's business environment can be overwhelming for organisations, irrespective of their operating motives and resources. The pressures of deregulation, privatisation, tax change, social renewal and globalisation have compelled organisations to change regularly in order to remain competitive. *Managing Organisational Change* navigates the minefield of acronyms, catchphrases, theories and principles that are associated with change management.

Managing Organisational Change weaves together the research, models and practical examples that shape change management studies. It explains basic concepts and theoretical approaches and their practical application to organisations.

SUBJECTS COVERED:

- Understanding change — charts what organisational change entails, how it comes about, its constituents and its impact upon organisations
- Strategy and change — examines the concept of strategy, the role of strategic planning and thinking in the strategy-making process and the relationship between strategy and change
- Change tools — deals with the activities, programs and tools managers employ to make change actually occur
- New forms of organising — highlights the most recent developments in organisational design, and considers the impact of these structures upon change
- Human resource management — discusses the management of human resources as levers for organisational change
- Leadership and change — considers the dimensions of leadership and its effect upon change
- Power and resistance to change — reveals the mechanisms through which power is used to prevent or facilitate change
- Measuring and evaluating change — explains the methods of measuring the progress and success of change programs
- Problems of human adjustment and economic sustainability — considers the personal adjustments individuals face when confronted by change

SUPPLEMENTS:

PowerPoint, Solutions Manual

» ISBN 10: 0470807040 ISBN 13: 978-0-470-80704-0 // 2005

MANAGEMENT

HUMAN RESOURCE DEVELOPMENT 2ND EDITION ADULT LEARNING AND KNOWLEDGE MANAGEMENT

BRYAN L. DELAHAYE (Queensland University of Technology)

This book examines the role of the human resource developer within the context of a learning organisation. It looks at the four central stages of human resource development: human resource needs, investigation and identification; design of learning programs; implementation of formal and informal learning activities and evaluation of the learning experience.

These central stages are examined within the wider context of adult learning theories, managing diversity, strategic human resource management and the creation of knowledge.

An overarching theme of this text is human resource development in conditions of uncertainty, based on values and creativity and relying heavily on the knowledge creation skills and abilities of individuals. The text emphasizes the fundamentals of human resource development and how it fits into a broader category of strategic planning and management, and the practical application of the theory.

The book is designed for upper level courses in Human Resource Development and Adult Learning in management and education at both undergraduate and postgraduate levels.

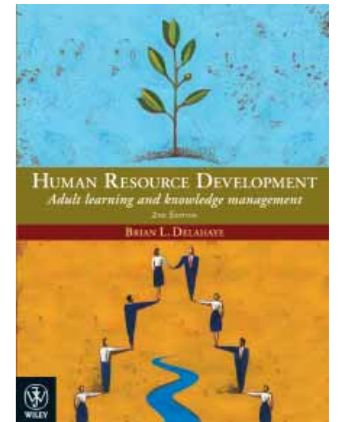
SUBJECTS COVERED:

- Introduction to HRD
- Adult Learning
- Diversity and globalisation
- Strategic human resource development
- An overview of HRD needs identification
- Performance appraisal and career development
- Interviewing and focus groups
- Questionnaires
- Design: The two main considerations
- Other considerations in design
- Implementing the structured and unstructured strategies
- Evaluation
- Workplace learning, learning partnerships and the shadow systems
- The management of knowledge

SUPPLEMENTS:

Instructor's Resource Guide, PowerPoint

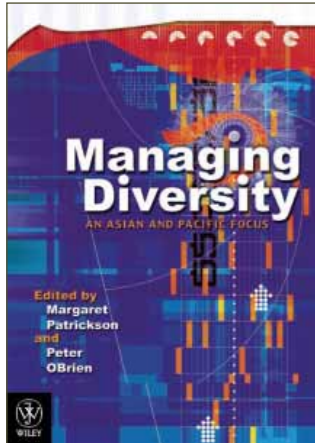
» ISBN 10: 047080579X ISBN 13: 978-0-470-80579-4 // 2004



A\$96.95 «
487 pages «

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» A\$73.95
» 296 pages

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MANAGEMENT

MANAGING DIVERSITY AN ASIAN AND PACIFIC FOCUS

MARGARET PATRICKSON (University of South Australia)
PETER O'BRIEN

Managing Diversity is a collection of invited essays about how diversity is managed internationally and in the Asia-Pacific. The aspects of diversity considered here (race, gender, disability and age) are generally considered immutable. The cultural, legislative and constitutional provisions that usually underlie approaches to diversity management are also discussed.

The Asian and Pacific regions discussed have been chosen because of their racial variety, historical diversity, multitude of languages and religious beliefs, and breadth of socioeconomic divisions, making this an ideal learning tool for students of any country. These regions represent a microcosm of diversity management where an understanding of how differences arise and how they can be harnessed, can help achieve greater international understanding and – perhaps – competitive advantage.

SUBJECTS COVERED:

- Introduction to diversity
- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- The Philippines
- Singapore
- Taiwan
- Thailand
- Insiders and outsiders

» ISBN 10: 0471342343 ISBN 13: 978-0-471-34234-2 // 2001

MARKETING

STRATEGIC INTERNET MARKETING 2.0

SUSAN DANN (Queensland University of Technology)
STEPHEN DANN (Australian National University)

The internet is continually reengineering business processes, nowhere more evidently than in the marketing of goods and services, enabling suppliers to get even closer to customers. *Strategic Internet Marketing 2.0* has been updated to profile the developments in internet based marketing techniques and how they can be used to maximise business objectives and growth, as well as market share.

The text assumes a basic knowledge of marketing, concentrating on what is different about internet based marketing and how it can be used in conjunction with more 'traditional' approaches. Following a strategic approach, the text looks holistically at the place of the internet in the organisation's overall marketing strategy. This text emphasises the unique features of the internet and how they impact on consumer behaviour, as well as the development and use of online communities as part of the organisation's internet marketing strategy. Another unique aspect of the text is that it offers a strategy for all business entities to make the transition to internet based marketing by highlighting marketing techniques, issues and providing real business experiences from large commercial corporations, small to medium size enterprises and not for profit and government departments.

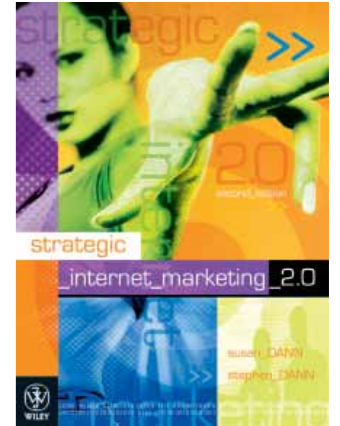
SUBJECTS COVERED:

- The technological revolution
- Concepts and terminology
- Unique features of internet based marketing
- Consumer behaviour
- Creating community
- Applications for business and non-business
- Internet in marketing strategy
- Price
- Promotion — incorporating the internet into the promotional mix
- Promotion — the internet as a promotional medium
- Product and distribution
- Services marketing on-line
- Relationship marketing in a 'one to many to one' environment
- International marketing
- Market research in cyberspace
- Future directions

SUPPLEMENTS:

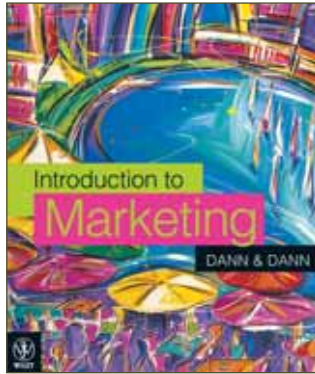
Solutions Manual, PowerPoint

» ISBN 10: 0470804270 ISBN 13: 978-0-470-80427-8 // 2003



A\$99.95 «
480 pages «

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» A\$99.95
» 496 pages

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Portuguese translation

MARKETING

INTRODUCTION TO MARKETING

SUSAN DANN (Queensland University of Technology)
STEPHEN DANN (Australian National University)

Introduction to Marketing, aimed at the specific life experience and educational skill levels of first year university students, concentrates on the development of the fundamental knowledge and skills necessary to understand marketing. Focusing on the fundamentals and principles of marketing, the text deals with the philosophy-strategy-tactics approach, reducing the level of overlap between second and third year strategic courses and the introductory marketing subjects. Each chapter includes examples of real-world companies applying the theory discussed in the text, as well as vignettes including Global Perspectives, Ethics and Marketing, SME Marketing, Business Practice and Entrepreneurial Focus. The text includes a wealth of end-of-chapter self-testing material including review questions, application questions, discussion questions and a Contemporary Issues case study.

SUBJECTS COVERED:

- Philosophy, strategy and tactics: an overview of marketing
- The marketing context
- Core marketing elements
- Contemporary marketing practice: marketing for the 21st century
- Marketing to the consumer: consumer behaviour
- Marketing to the industry: business-to-business marketing
- Market research
- The integrated marketing mix
- Product and distribution
- Promotion: the theory and the practice
- Price, people
- Marketing in action
- The integrated marketing mix
- Implementation and control: taking marketing to the marketplace
- Conclusions, future directions and limitations of marketing: the good, the bad and the sometimes ugly

SUPPLEMENTS:

Instructor's Resource Guide, Tutor's Resource Guide, PowerPoint, Exam papers/Test Bank, Video Guide, Art files, Study Guide, Practice tests, eFlashcards

» ISBN 10: 047080064X ISBN 13: 978-0-470-80064-5 // 2003

MARKETING

INTRODUCTION TO MARKETING STUDY GUIDE

JEAN SHEPLEY

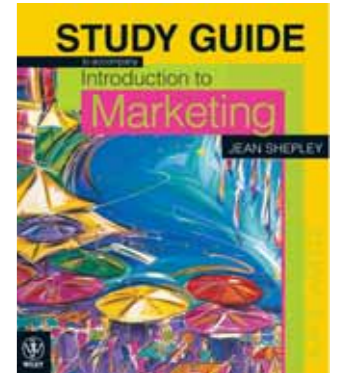
This study guide, intended to complement *Introduction to Marketing* by Dann & Dann, provides students with an activity-based learning resource designed to reinforce understanding of the principles of introductory marketing.

It combines a variety of question styles with hints on studying, exams and essay writing.

SUBJECTS COVERED:

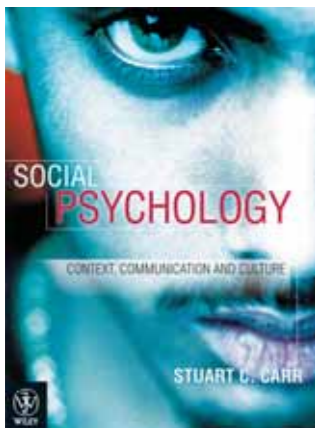
- Multiple choice questions
- True/False questions
- Matching questions
- Review, application and discussion questions from the textbook
- Contemporary issues case study and corresponding questions
- Hints on studying, exams and essay writing

» ISBN 10: 0470801824 ISBN 13: 978-0-470-80182-6 // 2003



A\$34.95 «
108 pages «

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» A\$96.95
» 456 pages

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Spanish translation (Mexico)

PSYCHOLOGY

SOCIAL PSYCHOLOGY CONTEXT, COMMUNICATION AND CULTURE

STUART CARR (Massey University)

Social psychology has been defined as the scientific investigation of how the thoughts, feelings and behaviours of individuals are influenced by the actual, imagined or implied presence of others. As a study of psychology, the text is concerned with explaining human behaviour in terms of processes that occur within the human mind, but it differs from individual psychology by seeking to explain social behaviour.

Social Psychology deals with culture, gender and sex, social development, organisational psychology, criminal justice, health, mass media and sport. It intersects with other disciplines such as sociology, communication, cultural studies and political science.

This text is a valuable resource not only for those students studying psychology, but also for students of education, social work and criminal justice, cultural studies or communication studies.

SUBJECTS COVERED:

- Analysis
- Social Psychology: Past, present and future
- Behaviour
- The crowd
- The group
- The media
- Cognition
- Sensation and impression
- Attribution and solution
- Schema and skill
- Affect
- Attraction
- Love
- Aggression
- Synthesis
- Revision

SUPPLEMENTS:

Instructor's Resource Guide, PowerPoint

» ISBN 10: 0471343048 ISBN 13: 978-0-471-34304-2 // 2002

PSYCHOLOGY

AN INTERACTIVE APPROACH TO WRITING ESSAYS AND RESEARCH REPORTS IN PSYCHOLOGY 2ND EDITION

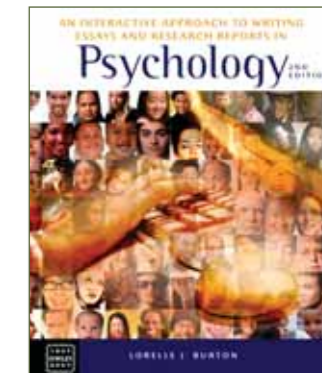
LORELLE J. BURTON (University of Southern Queensland)

This writing guide offers undergraduate psychology students an engaging, accessible introduction to the conventions of writing in the psychology discipline. Based on the latest edition of the *APA Publication Manual*, it provides a thorough but user-friendly overview of academic writing in psychology. It includes frequently asked questions, chosen to stimulate thinking as well as sample good and bad essays and research reports with feedback on formatting and presentation.

SUBJECTS COVERED:

- Where to begin
- Writing in APA style
- Critical thinking
- Essays
- Research reports
- In-text citations
- Reference list
- How to end

» ISBN 10: 0470811234 ISBN 13: 978-0-470-81123-8 // 2007



A\$35.95 «
211 pages «

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» A\$32.95
» 126 pages

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STATISTICS

QUESTIONNAIRE DESIGN & ADMINISTRATION

LORELLE FRAZER (Griffith University)
MEREDITH LAWLEY (University of Sunshine Coast)

Questionnaire design is often referred to as an art. Students and researchers alike wonder, 'How can I successfully conduct a survey?'

This step-by-step guide demystifies the process of questionnaire design and administration. It presents an easy-to-follow sequence of steps to ensure efficient and quick preparation of questionnaires and administration of surveys. It provides practical tips on good practice and reveals common mistakes and how to avoid them. It also provides examples of mail questionnaires, face-to-face questionnaires, telephone questionnaires and internet questionnaires, with annotations to assist users to prepare effective survey tools.

Questionnaire Design & Administration outlines not only how to write appropriate questions and choose an appropriate form of communication, but also how to assess the reliability and validity of the questionnaire, making this text an invaluable resource for students of marketing as well as business, education and psychology.

SUBJECTS COVERED:

- Introduction to questionnaire design and administration
- The place of questionnaire design and administration in the research process
- Questionnaire design
- Questionnaire administration
- Practical tips and common mistakes

» ISBN 10: 0471342920 ISBN 13: 978-0-471-34292-2 // 2000

STUDY SKILLS

ASSIGNMENT AND THESIS WRITING 4TH EDITION

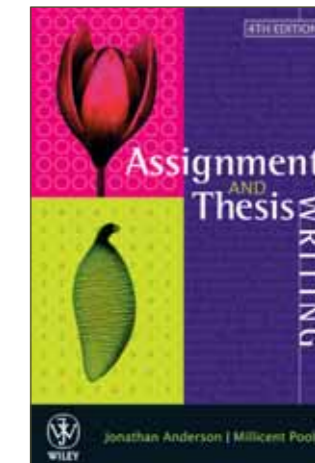
JONATHAN ANDERSON (Flinders University)
MILLICENT POOLE (Consultant)

This book has been one of the most successful guides for students since the first edition was published in 1970. It is a standard reference to assist students in writing essays, assignments, tutorial papers, dissertations and theses. The information is clear and easy to find, and the complexities of formal research and writing are concisely and lucidly explained.

SUBJECTS COVERED:

- Writing at the tertiary level
- Planning the assignment and the thesis
- Scholarly writing: A case study
- Computer tools for writing
- The computer as an information tool
- Common features of editorial style
- The general format
- Page and chapter format
- The use of quotations
- Footnotes
- Tables and figures
- Referencing
- Appendices
- Editing and evaluating the final product
- Additional resources for writers
- Abbreviations commonly used in scholarly writing

» ISBN 10: 0471421812 ISBN 13: 978-0-471-42181-8 // 2001



A\$30.95 «
174 pages «

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Malaysian translation.



» A\$39.95
» 232 pages

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Bahasa Indonesian translation.

STUDY SKILLS

SI CHEMICAL DATA 6TH EDITION

GORDON AYLWARD (Consultant)
TRISTAN FINDLAY (Consultant)

A supplementary text for chemistry students in undergraduate chemistry courses, *SI Chemical Data 6th edition* presents the properties of key chemicals used for experiments in easy-to-use tables. The chemicals included in this edition are chosen specifically to cover those studied in university chemistry courses. This edition has also been updated with the latest classification of hazardous materials. Students and teachers alike will find this book invaluable for solving tutorial problems and for laboratory work.

SUBJECTS COVERED:

- International system of units (SI)
- Fundamental constants
- Common conversion factors
- Properties of the elements, inorganic compounds and organic compounds
- Some crystal forms and shapes of some molecules and ions
- Bond lengths, bond dissociation enthalpies and average bond enthalpies
- Electronegativities of the elements (Pauling Scale)
- Enthalpies of melting, vaporisation and atomisation of elements
- Successive ionisation enthalpies of the elements
- Periodic trends in first ionisation enthalpies
- Electron affinities
- Lattice enthalpies of ionic crystals
- Enthalpies of neutralisation
- Solubility products
- A Stability constants of complex ions B cumulative stability constants
- Standard electrode potentials and redox equilibria
- Dissociation constants of acids and hydrated metal ions
- Common acid-base indicators
- Ionic properties of water
- Molar conductivities of aqueous solutions
- Ionic molar conductivities at infinite dilution
- Solubility of gases in water
- Boiling temperatures elevation and freezing temperature
- Critical constants and triple points of selected substances
- Vapour pressure and density of water and of mercury at different temperatures
- Densities of aqueous solutions from (10 to 100%)
- Infrared absorption frequencies for organic functional groups
- NMR chemical shifts
- Electronic configuration of the elements
- Greek alphabet
- Numerical prefixes

» ISBN 10: 0470816384 ISBN 13: 978-0-470-81638-7 // 2008

TOURISM

TOURISM PLANNING & POLICY

DIANNE DREDGE (Griffith University)
JOHN JENKINS (University of Newcastle)

Informed tourism policies and plans require a critical appreciation of the contexts in which public policy is developed and implemented and of the influence of public policy. The principle aim of *Tourism Planning & Policy* is to increase students' and practitioners' knowledge of tourism planning and policy-making and to help develop their skills in analysing policy and planning processes. A second aim of the book is to give practical insights that students will be able to apply in a range of careers in the private or public sectors. Postgraduate students will also find the book an invaluable resource.

The book critically examines the turbulent environments in which tourism is being developed; the political context in which most tourism organisations operate; the discretion of bureaucrats in policy implementation; the many and often disparate interests that seek to influence public policy; and the difficulties of balancing ideology, interests, values and perceptions in tourism policy.

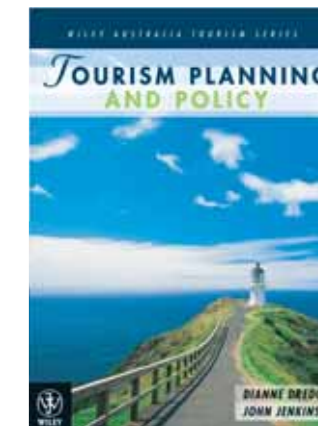
SUBJECTS COVERED:

- Introduction to tourism policy and planning
- The state, institutions and actors
- Historical development
- Trends, perspectives and practice
- Policy instruments, implementation and evaluation
- Tourism policy and planning processes
- National and regional tourism policy and planning
- Local destination planning and policy
- Protected lands and marine areas
- Indigenous tourism
- Challenges and issues

SUPPLEMENTS:

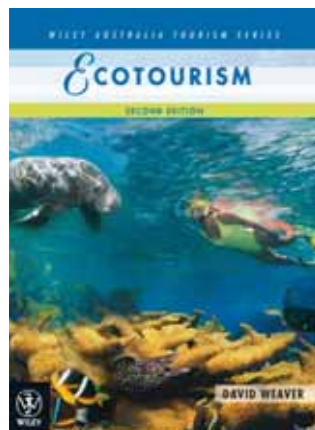
Solutions Manual, PowerPoint

» ISBN 10: 0470807768 ISBN 13: 978-0-470-80776-7 // 2008



A\$77.95 «
384 pages «

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» A\$96.95
» 392 pages

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Simplified Chinese translation.

TOURISM

ECOTOURISM 2ND EDITION

DAVID WEAVER (University of South Carolina)

Ecotourism presents the key issues governing an ecotourism industry as it moves into high tourist demand. Closely aligned to industry initiatives both internationally and in Australia, it discusses ecotourism markets and their impacts in the context of sustainable development and the renewal of nature-based tourist destinations.

This title uses international experiences and locations as comparative illustrations to the Australian ecotourism industry as it operates within the framework of the national tourism industry.

Ecotourism canvasses a range of issues including regional planning and development, the role of indigenous communities, operator obligations and best practice as well as strategic management and evaluation.

SUBJECTS COVERED:

- Criteria and context
- Emerging markets
- Ecotourism environments
- Ecological impacts
- Economic and socio-cultural impacts
- Ecotourism as a business
- External environments
- Organisations and policies
- Selected environments and activities
- Ecotourism world survey

SUPPLEMENTS:

Instructor's Manual, PowerPoint

» ISBN 10: 0470813040 ISBN 13: 978-0-470-81304-1 // 2008

TOURISM

SPECIAL INTEREST TOURISM

NORMAN DOUGLAS (Consultant)

NGAIRE DOUGLAS (Southern Cross University)

ROS DERRETT (Southern Cross University)

Special interest tourism is one of the fastest growing segments within the tourism industry. This text combines theory and industry applications to illustrate the diversity of tourism product and development as it relates to special interest tourism, examining the social, political, environmental and economic context of the tourism region and tourist market.

The authors discuss special interest tourism strategies, policies and initiatives introduced both internationally and in Australia, while a team of contributors offers expert and incisive discussion of selected special interest topics. Industry examples are drawn from international and Australian experiences.

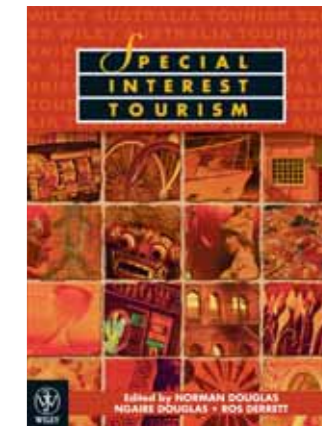
SUBJECTS COVERED:

- Special interest tourism: starting with the individual
- Practice, provision and impacts
- Entrepreneurship and small business
- Regional tourism
- Cultural tourism
- Heritage tourism
- Rural tourism
- Education tourism
- The renaissance of cycle tourism
- Aboriginal cultures and tourism
- Travelling for health: spa and health resorts
- Environmental tourism
- Wine and food tourism
- The cruise experience
- Festivals and events: celebrating special interest tourism
- Sex tourism
- Senior tourism
- Urban tourism and small business

SUPPLEMENTS:

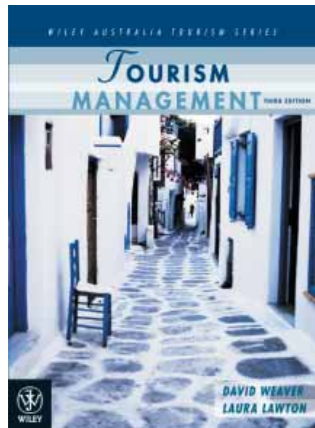
Instructor's Manual, PowerPoint

» ISBN 10: 0471421715 ISBN 13: 978-0-471-42171-9 // 2001



A\$93.95 «
475 pages «

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» A\$91.95
» 504 pages

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TOURISM

TOURISM MANAGEMENT 3RD EDITION

DAVID WEAVER (University of South Carolina)
LAURA LAWTON (University of South Carolina)

Tourism Management Third edition is designed to introduce students to the complexities of the tourism system. The text's thoroughness of content and application is supported by discussion of recent industry and research developments. This up-to-date text addresses the challenges of tourism in a time of regional and international uncertainties and complexities as a consequence of terrorism and security threats, health issues such as SARS, natural events like the Boxing Day Tsunami and the changing geo-political landscape.

SUBJECTS COVERED:

- The tourism system
- The evolution and growth of tourism
- Destinations
- The tourism product
- Tourist markets
- Tourism marketing
- Economic impacts of tourism
- Sociocultural and environmental impacts of tourism
- Destination development
- Sustainable tourism
- Tourism research

SUPPLEMENTS:

Solutions Manual, PowerPoint

» ISBN 10: 047080954X ISBN 13: 978-0-470-80954-9 // 2005

TOURISM

TOURISM RESEARCH

GAYLE JENNINGS (Griffith University)

Tourism Research introduces the concept of qualitative and quantitative research methodologies associated with the tourism industry. The relationship of tourism research, its underpinnings, sources and methods, with the implications for tourism development, planning and management are discussed in the text. The text is focused on the tourism sector rather than the leisure and recreation sector. The professional role, usage and impacts of research are incorporated throughout the text to ensure students appreciate the diversity of research in the tourism industry.

SUBJECTS COVERED:

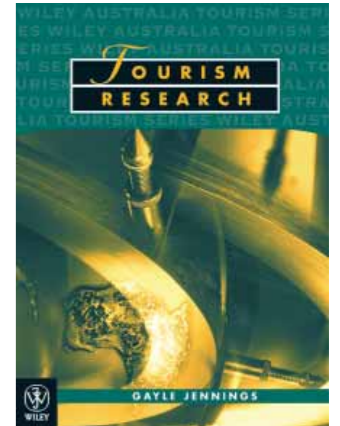
- The role of tourism research
- Theoretical underpinnings of tourism research
- Data sources for tourism research
- The ethics of tourism research
- Methodological considerations
- Qualitative methods of data collection
- Qualitative analysis of data analysis
- Quantitative methods and analysis
- Tourism research proposals and reports
- Tourism seminar presentations
- The future of research in tourism

SUPPLEMENTS:

Instructor's Manual, PowerPoint

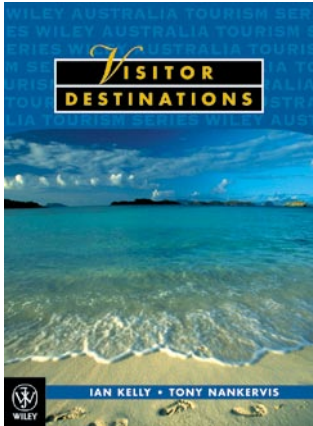
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TOURISM

VISITOR DESTINATIONS

IAN KELLY (University of South Australia)

ANTHONY NANKERVIS (Swinburne University)

Visitor Destinations discusses the fundamental principles and processes relevant to the determination and development of visitor destinations. The authors examine key issues such as economic, social and environmental sustainability, consumer choice, destination evolution, strategic management and marketing and encourage students to look more holistically at visitor destinations.

SUBJECTS COVERED:

- Global distribution - the big picture
- Destination evolution - resort to region
- Destination choice - understanding the traveller
- The destination as product
- The customer focus
- Presentation
- The biophysical and sociocultural environments
- The economic and political environments
- The search for solutions
- Meetings and events - getting it together
- The future

SUPPLEMENTS:

Instructor's Manual, PowerPoint

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