

Business and Economics

New Titles Spring/Summer 2018

this season's highlights



Manipulating Globalization

The Influence of Bureaucrats on Business in China

LING CHEN

May 2018 240pp

9781503604797 HB £40.00

Studies of the Walter H. Shorenstein Asia-Pacific Research Center

Stanford University Press

Beginning in the 2000s, the Chinese state shifted its economic policy away from trying to attract Foreign Direct Investment to strengthening its own domestic firms. Chen examines the implementation of these policies at a local level, analyzing why in some cities the increased government funding and tax cuts successfully fostered domestic innovation and competition, while in others the campaign was unsuccessful. Chen advances a new theory of economic policies in authoritarian regimes and informs debates about the nature of Chinese capitalism, shedding light on state-led development.

Organizational Transformation

How to Achieve It, One Person at a Time

BRUCE AVOLIO

June 2018 216pp

9780804797931 HB £27.99

Stanford University Press

It is estimated that seventy percent of organizations fail in their attempts to implement transformative change. This book will help lessen that rate. Avolio maps four states of change that any organization must go through: identifying and recognizing, initiating, emerging and impending, and institutionalizing new ways of operating. Each state is described in detail, as are the leadership qualities necessary to solidify and transition between them. This book uniquely accounts for these "in-between moments" in the transformation process, as well as the power of the individual—the need for participants to shift their self-concept as it relates to the organization for planned, whole-systems change to take hold.

Risk and Ruin

Enron and the Culture of American Capitalism

GAVIN BENKE

May 2018 272pp

14 illus.

9780812250206 HB £27.99

American Business, Politics, and Society

University of Pennsylvania Press

Places Enron's fall within the larger history of late twentieth-century American capitalism, arguing that it was emblematic of economic transitions that characterized the era. Like Enron, the American economy had shifted from old industry to the so-called "knowledge economy," from goods to finance, and from national to global modes of production. Benke dives deep into the Enron archives to chart several interconnected themes across Enron's history, painting a vivid backdrop for this most infamous business disaster. Against this backdrop, Enron takes on new significance as a reminder of the unaddressed issues still facing national and global economies.

The Agenda Mover

When Your Good Idea Is Not Enough

SAMUEL B. BACHARACH

July 2018 186pp

9781501725081 NIP £14.99

Cornell University Press

Organizations, institutions, and individuals get stuck in spite of their innovative ideas and ambitious agendas.

Whether you're a team leader trying to lead change and innovation, an entrepreneur trying to gain support, a politician trying to expand your coalition, or an individual trying to advance your career, this book will give you the political and managerial leadership skills necessary to achieve results.

Based on the premise that leadership competencies and skills can be learned, this is the inaugural volume of the practitioner-oriented BLG Pragmatic Leadership™ Series published in association with Cornell University Press. Each volume emphasizes specific skills of execution that leaders at all levels need to master.

Distribution via Marston Book Services* Call: +44 (0)1235 465500 Email: trade.orders@marston.co.uk
Order direct from CAP online: www.combinedacademic.co.uk

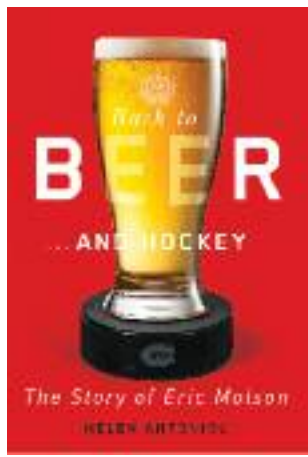
*From April 1st 2018 University of Minnesota Press will move distribution from NBN International to Marston**

From March 1st 2018 Cornell University Press will move distribution from NBN International to Marston**

(Before these dates you can continue to order from NBN. Call: +44 (0)1752 202301 Email: orders@nbninternational.com)

**All recorded dues for University of Minnesota Press and Cornell University Press will be transferred from NBN to Marston after handover dates.

CAP COMBINED
ACADEMIC
PUBLISHERS



Back to Beer ... and Hockey

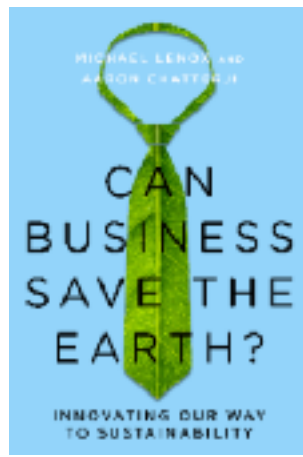
The Story of Eric Molson
HELEN ANTONIOU

April 2018 456pp

9780773552876 HB £32.00

McGill-Queen's University Press

Offers an intimate portrait of the life and work of Eric Molson, detailing the struggles faced by Eric on his mission to rescue the family business, eventually transforming Molson's into one of the world's leading brewers.



Can Business Save the Earth?

Innovating our Way to Sustainability

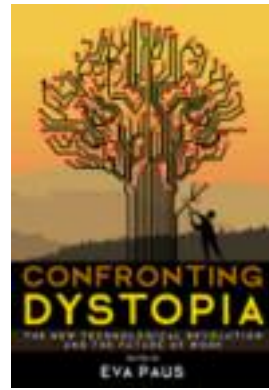
MICHAEL LENOX & AARON CHATTERJI

May 2018 200pp

9780804790994 HB £23.99

Stanford University Press

Outlines how and the extent to which business can serve as a driver of green growth. Lenox and Chatterji identify where economic incentives currently exist, or could exist with institutional change, and ultimately address the larger question of how far well-coordinated efforts can take us in addressing the current environmental crisis.



Confronting Dystopia

The New Technological Revolution and the Future of Work

EDITED BY EVA PAUS

June 2018 300pp

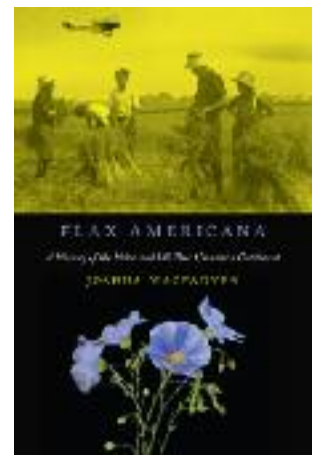
1 chart, 10 graphs

9781501719851 PB £21.99

9781501719844 HB £76.00

Cornell University Press

Analyzes the implications of the ongoing technological revolution for jobs, working conditions, and income. Examines the challenges of technology, placing them against the backdrop of three decades of rapid economic globalization, and evaluates proposals for new social contracts.



Flax Americana

A History of the Fibre and Oil that Covered a Continent

JOSHUA MACFADYEN

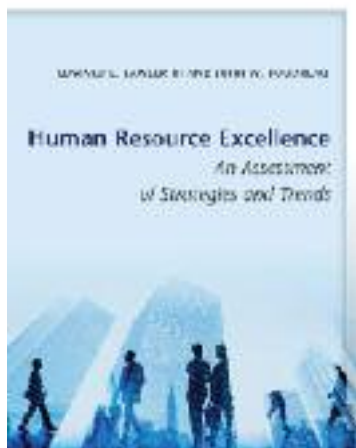
June 2018 368pp

9780773553477 PB £27.99

9780773553460 HB £88.00

McGill-Queen's University Press

Reveals the complexity of a global commodity and its impact on the eastern Great Lakes and northern Great Plains. By following the plant across countries and over time, MacFayden sheds new light on the ways that commodities, frontiers, and industrial capitalism shaped the modern world.



Human Resource Excellence

An Assessment of Strategies and Trends

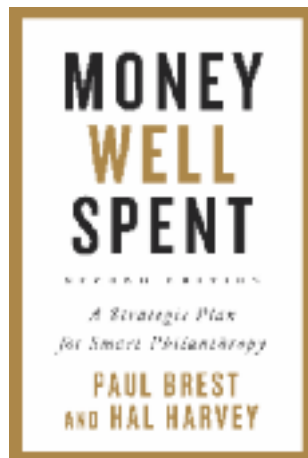
EDWARD E. LAWLER III & JOHN W. BOUDREAU

April 2018 232pp

9781503603912 PB £36.00

Stanford University Press

As a field, human resources has been slow to evolve. This book delivers findings about what makes HR successful and how it can add value to organizations. Tracing changes in a sample of firms, this volume provides an international benchmark against which to measure a company's HR practice.



Money Well Spent

A Strategic Plan for Smart Philanthropy, Second Edition

PAUL BREST & HAL HARVEY

August 2018 312pp

9781503602618 HB £23.99

Stanford University Press

Philanthropy is a booming business, with hundreds of billions of dollars committed to the social sector each year. *Money Well Spent*, an award-winning guide on how to structure philanthropy so that it really makes a difference, offers a comprehensive and crucial resource.



Partnerships the Nonprofit Way

What Matters, What Doesn't

STUART C. MENDEL & JEFFREY L. BRUDNEY

April 2018 240pp

9780253032614 PB £32.00

9780253025654 HB £68.00

Philanthropic and Nonprofit Studies

Indiana University Press

The authors propose new theory and partnership principles that challenge conventional concepts centered upon contractual fulfillment and accountability, and provide practical advice that can assist nonprofit leaders.



Peer Coaching at Work

Principles and Practices

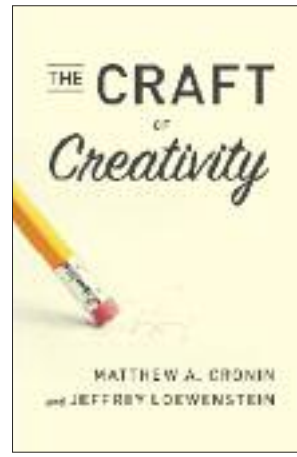
POLLY PARKER, DOUGLAS T. (TIM) HALL, KATHY E. KRAM & ILENE C. WASSERMAN

March 2018 184pp

9780804797092 HB £21.99

Stanford University Press

Peer coaching is an undervalued workhorse. It's effective, inexpensive, widely applicable, and relatively easy to implement. Many coaches consider it to be the next wave in professional development. The book draws on research and practice to deliver a hands-on guide to this powerful relational learning technique.



Pricing Credit Products
ROBERT L. PHILLIPS

June 2018 296pp
9780804787208 HB £52.00

Stanford University Press
This book draws on the author's experience and the latest academic research, to present a consistent and coherent view of how financial service companies should set prices in order to meet their goals. This project aims to be a go-to resource for academics and professionals, particularly managers at financial services companies.

Tackling Wicked Problems in Complex Ecologies

The Role of Evaluation
EDITED BY RODNEY HOPSON & FIONA CRAM

April 2018 280pp
9781503600713 PB £44.00

Stanford University Press
Presents a call to action, focusing on the role that evaluators can play in addressing social and economic problems. Evaluation extends beyond theories and methods, encompassing a range of proven approaches for addressing ecological complexities that drive inequities around the globe.

The Craft of Creativity
MATTHEW A. CRONIN & JEFFREY LOEWENSTEIN

April 2018 280pp
9781503605077 PB £23.99
9780804787376 HB £72.00

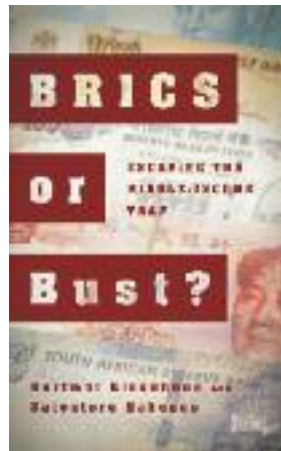
Stanford University Press
Drawing on a wide range of scholarship, their own research, and interviews with professionals and learners who employ creativity in the arts, engineering, business, and more, Cronin and Loewenstein argue that creativity is a cognitive process that hinges on changing one's perspective.

The Future of Tech Is Female

How to Achieve Gender Diversity
DOUGLAS M. BRANSON

July 2018 336pp
9781479875177 HB £23.99

New York University Press
Drawing upon 15 years of experience in the field, Branson traces the history of women in the information technology industry in order to identify solutions for the issues facing women today. An invaluable resource for anyone invested in gender equality in corporate governance.



The Green Bundle
Pairing the Market with the Planet
MAGALI A. DELMAS & DAVID COLGAN

July 2018 304pp
9781503606418 PB £23.99
9781503600867 HB £72.00

Stanford University Press
Combining insights from sustainable business and behavioral economics, Delmas and Colgan show managers how to lead buyers from information to action. If you are looking to win over the convenient consumer or understand how companies can create the next tipping point in green consumption, this is the research-based, practical guide for you.

Transforming the Clunky Organization

Pragmatic Leadership Skills for Breaking Inertia
SAMUEL B. BACHARACH

July 2018 186pp
9 b&w halftones
9781501710032 PB £13.99

Cornell University Press
Bacharach specifies why organizations fall into patterns of inertia and details the critical pragmatic leadership skills leaders need to regain organizational momentum, employing case illustrations to identify clunky tendencies within organizations across business sectors, and identifies how businesses can avoid these pitfalls.

ECONOMICS

BRICS or Bust?
Escaping the Middle-Income Trap
HARTMUT ELSENHANS & SALVATORE BABONES

September 2017 128pp
9780804799898 PB £9.99

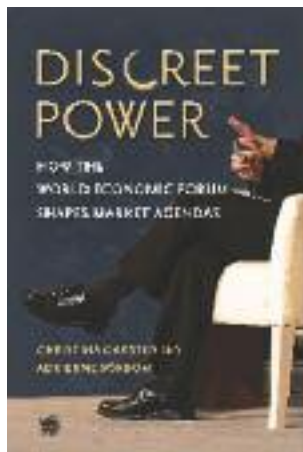
Stanford University Press
Once among the fastest developing economies, growth has slowed or stalled in Brazil, Russia, India, China, and South Africa. What can governments do to jump-start the rise of these middle-income countries? Elsenhans and Babones argue that economic catch-up requires investment in the productivity of ordinary citizens.

Chinese Economic Statecraft

Commercial Actors, Grand Strategy, and State Control
WILLIAM J. NORRIS

April 2018 320pp
10 b&w line drawings
9781501725913 NIP £21.99

Cornell University Press
Theorises how states employ economic tools of national power to pursue their strategic objectives, showing what Chinese economic statecraft is, how it works, and why it is more or less effective. Norris provides an accessible tool kit to aid understanding of important economic developments in the People's Republic of China.



Discreet Power

How the World Economic Forum Shapes Market Agendas

CHRISTINA GARSTEN & ADRIENNE SÖRBOM

June 2018 272pp

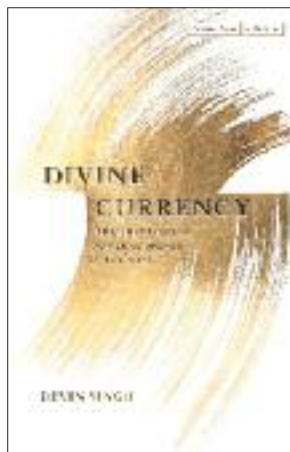
9781503606043 PB £19.99

9780804794145 HB £72.00

Emerging Frontiers in the Global Economy

Stanford University Press

Undertakes an ethnographic study of the World Economic Forum (WEF). They draw on interviews and participant observation to examine how the WEF wields its influence.



Divine Currency

The Theological Power of Money in the West

DEVIN SINGH

April 2018 288pp

9781503605664 PB £19.99

9781503604827 HB £68.00

Cultural Memory in the Present

Stanford University Press

Shows how early economic ideas structured Christian thought and society, giving crucial insight into why money holds such power in the West. Examining the sources of money's power, it shows how early Christian thinkers borrowed notions of money and economic exchange from the Roman Empire.



Globalization Under and After Socialism

The Evolution of Transnational Capital in Central and Eastern Europe

BESNIK PULA

July 2018 280pp

9781503605138 HB £52.00

Emerging Frontiers in the Global Economy

Stanford University Press

Post-communist Central and Eastern Europe economies have become some of the most export-oriented and globally integrated. Pula enriches our understanding of this transformation while also explaining the new international roles that these regions.



The Deindustrialized World

Confronting Ruination in Postindustrial Places

EDITED BY STEVEN HIGH, LACHLAN MACKINNON & ANDREW PERCHARD

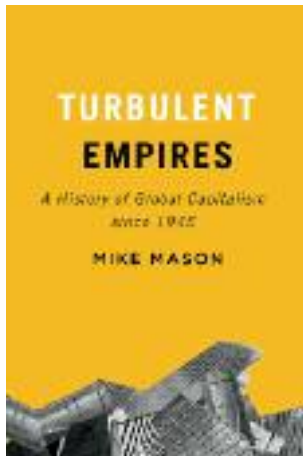
March 2018 388pp

23 photos, 13 tables

9780774834940 PB £29.99

UBC Press

The closure of mines, mills, and factories has marked a rupture in working-class lives. This book interrogates the process of industrial ruination, from the first impact of layoffs to the shock waves that rippled outward, affecting entire regions, countries, and beyond.



Turbulent Empires

A History of Global Capitalism since 1945

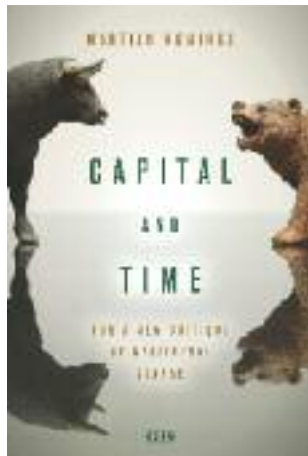
MIKE MASON

May 2018 368pp

9780773553217 HB £27.99

McGill-Queen's University Press

Analyzes the struggles for post-colonial sovereignty and economic domination, and how these competing forces led to conflicts and shifting alliances around the post-war world. Mason provides an insightful, sweeping analysis of world political and economic history that is an ideal introduction to postwar political science, history, and development studies.



Recent highlights...

Capital and Time

For a New Critique of Neoliberal Reason

MARTIJN KONINGS

January 2018 168pp

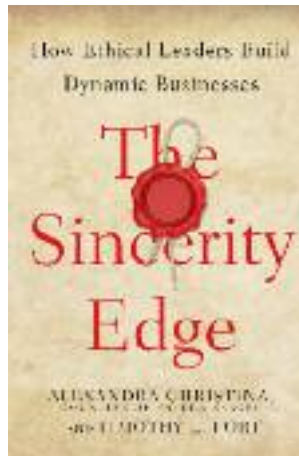
9781503604438 PB £17.99

9781503603905 HB £56.00

Currencies: New Thinking for Financial Times

Stanford University Press

Argues the state is deeply implicated in the speculative dynamics of economic life. Through these insights, he offers a new interpretation of the economic problems that emerged in the 1970s and neoliberalism's response.



The Sincerity Edge

How Ethical Leaders Build Dynamic Businesses

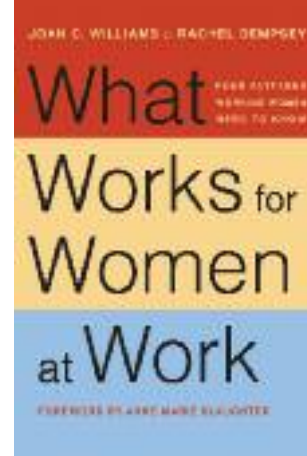
ALEXANDRA CHRISTINA, COUNTESS OF FREDERIKSBORG & TIMOTHY L. FORT

September 2017 152pp

9780804797450 HB £36.00

Stanford University Press

Delineates a clear model for bringing sincerity to the business context. Their vision values corporate ethics in its own right, rather than as a means to an end. Synthesising of the top research in the field, this book shows how leaders can head up companies that conduct themselves in a trustworthy manner.



What Works for Women at Work

Four Patterns Working Women Need to Know

JOAN C. WILLIAMS & RACHEL DEMPSEY
FOREWORD BY ANNE-MARIE SLAUGHTER

January 2018 394pp

9781479814312 PB £11.99

New York University Press

A comprehensive and insightful guide for mastering office politics as a woman. Often women blame themselves for failing to get ahead. This book tells women the simple fact is that office politics often benefits men over women.