Optimization Modeling with Spreadsheets
Author: Baker, Kenneth R.
Optimization Modeling with Spreadsheets, Second Edition continues to focus on solving real-world optimization problems through the creation of mathematical models and the use of spreadsheets to represent and analyze those models.

Product Innovation: Leading Change through Integrated Product Development
Rainey, David R.
The purpose of the book is to describe, assess and apply the latest constructs, methods, techniques and processes to enable managers, professionals, and practitioners to be more effective in designing, developing and commercializing new products and services.

Theory of Modeling Modeling and Simulation
Zeigler, Bernard P.
The book provides a rigorous mathematical foundation for modeling and computer simulation. It provides a comprehensive framework for modeling and simulation integrating the various simulation approaches.

The SAGE Handbook of Marketing Theory
Maclaran, Pauline et.al.
The Handbook covers the historical development of marketing theory; its philosophical underpinnings; major theoretical debates; the impact of theory on representations of the consumer.

Digital Control Engineering: Design and Analysis
Fadali, Sami M.
Digital controllers are part of nearly all modern personal, industrial, and transportation systems. Every senior or graduate student of electrical, chemical or mechanical engineering should therefore be familiar with the basic theory of digital controllers.

Affiliate Program Management: An Hour a Day
Evgenii, Prussakov
Affiliate marketing programs help boost marketing efforts without incurring excessive costs; this Hour a Day guide provides everything merchants, business owners, and those charged with managing an affiliate program need to know.

The World of Scripting Language
Barron, David
Scripting languages have taken over from object-oriented languages as flavour of the decade, mainly because of the power and flexibility they provide (even for non-expert programmers) for developing graphical user interfaces.

Probability Models for Computer Science
Ross, Sheldon M.
The role of probability in computer science has been growing for years and, in lieu of a tailored textbook, many courses have employed a variety of similar, but not entirely applicable, alternatives.
The Psychology of Advertising

Fennis, Bob Michaël

This is the first book to offer a comprehensive and state-of-the-art overview of the psychological findings on the impact of advertising, and to discuss this research in the context of recent developments in the fields of social and consumer psychology.

Understanding the Theory and Design of Organizations

Daft, Richard L.

This book presents a captivating, compelling snapshot of contemporary organizations and the concepts driving their success that will immediately engage any reader.

Teaching Management: A Field Guide for Professors, Consultants, and Corporate Trainers

Clawson, James G. S.

How can every management class be a dynamic, unforgettable experience? This much-needed book distils over half a century of the authors' combined experience as university professors, consultants, and advisors to corporate training departments.

Business Statistics Using Excel

Davis, Glyn

Business Statistics Using Excel provides students with the tools they need to confidently approach their course, using screenshots to integrate Excel effectively throughout the text. Each chapter is packed with exercises to engage students and encourage self-testing.

Using STATA for Quantitative Analysis

Longest, Kyle C.

Using STATA for Quantitative Analysis is an applied, self-teaching resource that allows a reader with no experience with statistical software to sit down and work with data in a very short amount of time.

Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing

Dooley, Roger

Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli.

The Theory of the Firm: Microeconomics with Endogenous Entrepreneurs, Firms, Markets, and Organizations

Spulber, Daniel F.

The Theory of the Firm presents a path-breaking general framework for understanding the economics of the firm. The book addresses why firms exist, how firms are established, and what contributions firms make to the economy.

The SAGE Handbook of Organizational Research Methods

Buchanan, David

The SAGE Handbook of Organizational Research Methods provides a rich resource for organizational researchers, locating the technical aspects of organizational research in the wider context of the relevant personal, epistemological, theoretical, historical, ethical, and political issues.
Simulation

Ross, Sheldon M.

Ross's Simulation, Fourth Edition introduces aspiring and practicing actuaries, engineers, computer scientists and others to the practical aspects of constructing computerized simulation studies to analyze and interpret real phenomena.

SAGE Brief Guide to Marketing Ethics

SAGE Publications

Marketing ethics is the systematic study of how moral standards are applied to marketing decisions, behaviors, and institutions. This guide to marketing ethics provides all the key terms and concepts in a short, easy-to-use format, with each entry written by a scholar from the field of business or marketing ethics.

Services Marketing

Hoffman, Douglas K.

Bateson and Hoffman's SERVICES MARKETING, 4e, examines the use of services marketing as a competitive tool from a uniquely broad perspective. The book explores services marketing not only as an essential focus for service firms, but also as a source of competitive advantage for companies that market tangible products.

One Thousand Exercises in Probability

Grimmett, Geoffrey

This text is intended for general use, and to serve students as a companion text for elementary, intermediate and advanced courses in probability and random processes. Useful for anyone needing a large source of problems in these areas and at all levels.

Process Control: Principles and Applications

Bhanot, Surekha

Process Control—Principles and Applications is specifically designed to serve as a basic text for undergraduate and postgraduate students of instrumentation engineering. It provides a thorough understanding of the basic principles and techniques used in analysis and design of process control.

Strategy and Organization: Realizing Strategic Management

Heracleous, Loizos

Loizos Heracleous offers a fresh approach to the established ideas of strategy. Beginning with the historical development of the strategy field, including the influence of industrial organisation and the resource-based view, he develops a new perspective labelled an ‘organisational action’ view of strategy.

Taming Information Technology: Lessons from Studies of System Administrators

Kandogan, Eser

This book is an ethnography of system administrators, drawing its conclusions from observations of real-life episodes, and it is the first ethnography of computer system administrators.

Strategy: Theory and Practice

Clegg, Stewart R

Covering all the core elements that business students need to know about the economic dimension of strategy, this text offers a fresh approach by also placing strategy in its social, political, and organizational context.