

The list of all bp-funded textbooks for local universities

1. **Managing Human Resources : Productivity, Quality of Work Life, Profits** (by Wayne F. Casio – 768 pages) is for the general management student whose job inevitably will involve responsibility for managing people. It explicitly links the relationship between productivity, quality of work life, and profits to various human resource management activities and as such, strengthens the students' perception of human resource management as an important function, which affects individuals, organizations, and society. It is research-based and contains strong links to the applicability of this research to real business situations.
2. **The Media of Mass Communication** (by John Vivian – 486 pages). Updated in its 11th edition, the book engages students in the pursuit of greater media literacy and provides accessible insight into the important issues that confront students as consumers and purveyors of mass media. Through exceptional coverage of contemporary media issues and trends, including the on-going transformations in mass media, this text balances the principles and foundations of media literacy with lively examples, streamlined coverage, and a robust media package.
3. **The Economics of Money, Banking and Financial Markets, Business School Edition** (by Frederick S. Mishkin – 658 pages) brings a fresh perspective to today's major questions surrounding financial policy. The book offers readers a unique viewpoint and informed insight into the monetary policy process, the regulation and supervision of the financial system, and the internationalization of financial markets. Core economic principles organize readers' thinking, while current real-world examples engage and motivate.
4. **Principles of Marketing** (by Philippe T. Kotler – 712 pages) helps readers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. This textbook helps students learn how to create value through customer connections and engagement. In a fast-changing, increasingly digital and social marketplace, it's more vital than ever for marketers to develop meaningful connections with their customers. To help individuals understand how to create value and build customer

relationships, the book presents fundamental marketing information within an innovative customer-value framework.

5. **Principles of Operations Management: Sustainability & Supply Chain Management** (by Jay Haizer & Barry Render – 772 pages) is a practical introduction to operations, reinforced with an extensive collection of practice problems. The content reflects a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market. Problems found in the Tenth Edition contain ample support—found in the book’s solved-problems and worked examples—to help students better understand concepts important to today’s operations management professionals. This book was in the list of 13 Operations management books every manager should read.
6. **Qualitative Research Methods for the Social Sciences** (by Howard Lune – 400 pages). This book shows students how to design, collect, and analyse qualitative data and then present their results to the scientific community. The book stresses the importance of ethics in research and taking the time to properly design and think through any research endeavour. Upon completing this book, students will be able to effectively design, collect, organize, and analyse data and then present the results to the scientific community.
7. **Ethics and Values in Social Work: An Integrated Approach for A Comprehensive Curriculum** (by Allan Barsky – 464 pages). In a unique and student-friendly package, the book offers a series of learning modules that will ensure students receive a comprehensive ethics and values education. Designed to be easily incorporated into any curriculum, each module helps students integrate the knowledge, skills, self-awareness, and critical thinking abilities required for dealing with ethical issues. From applying basic ethical standards of practice to managing complex ethical dilemmas, this textbook equips readers with a range of tools and strategies for responding to ethical questions and concerns.
8. **Fundamentals of Management: Essential Concepts and Applications** (by Stephen P. Robbins, Mary Coulter, David A. De Cenzo – 532 pages). The textbook includes practical tools of management presented through in-depth practice. Covering the essential concepts of management, it provides a solid foundation for understanding the key issues and offers a strong, practical

focus, including the latest research on what works for managers and what doesn't.

9. **Political Science: An Introduction** (by Michael Roskin, Robert L. Cord, James A. Medeiros, Walter S. Jones – 400 pages). The book shows students how the fundamental tenets of political science have helped important leaders make critical decisions for centuries. The authors present a balance of theoretical abstractions and applied reasoning to help students understand how to make calm, rational choices when it comes to political manipulation.
10. **Case management** (by Arthur C. Frankel and Sheldon R. Gelman - 220 pages). Case managers provide an indispensable service, acting as both experts and liaisons to the wide variety of services, resources, and opportunities available to their clients. The authors use their extensive practice, classroom, and research experience to delineate clearly the steps of the case management process and to address the myriad roles case managers fill in different practice situations
11. **International Economics: Theory and Policy** (by Paul R. Krugman, Maurice Obstfeld and Marc J. Melitz - 736 pages). The book provides engaging, balanced coverage of the key concepts and practical applications of the two main topic areas of the discipline. For both international trade and international finance, an intuitive introduction to theory is followed by detailed coverage of policy applications.
12. **Macroeconomics** (by Olivier Blanchard – 548 pages). The book presents a unified, global view of macroeconomics, enabling readers to see the connections between goods, financial markets, and labour markets worldwide.
13. **Principles of Microeconomics** (by Karl E. Case, Ray C. Fair and Sharon E. Oster – 528 pages). The book provides readers a basic understanding of how market economies function. Readers begin to learn the art and science of economic thinking and begin to look at some policy and even personal decisions in a different way.