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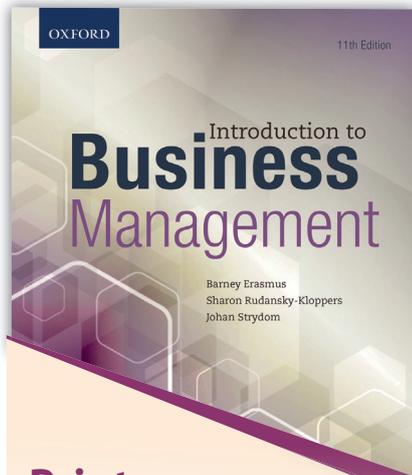
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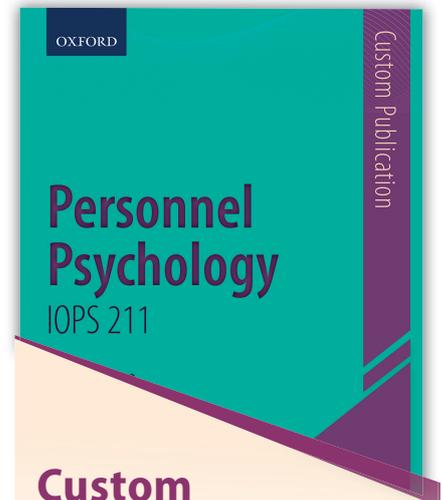


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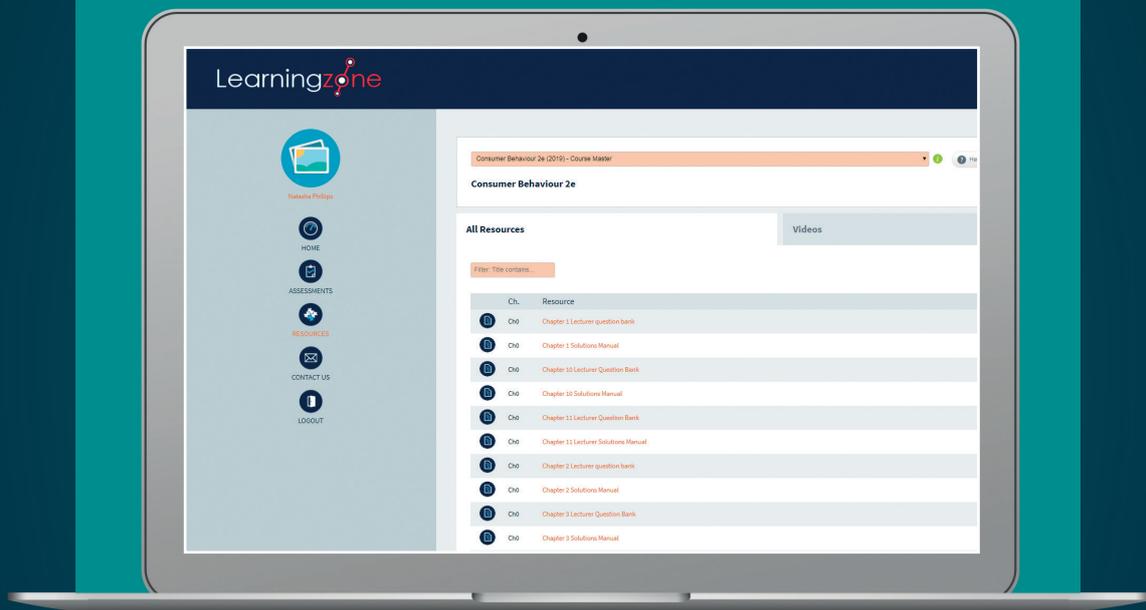
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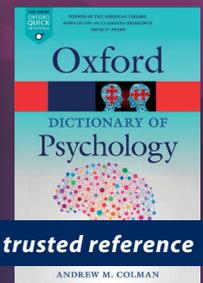
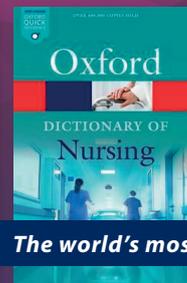
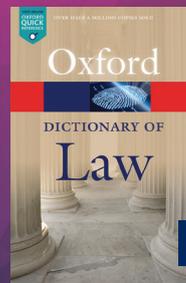
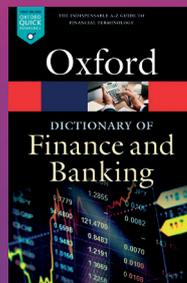
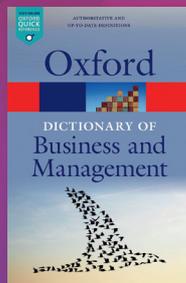
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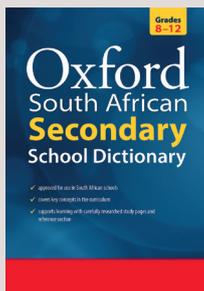


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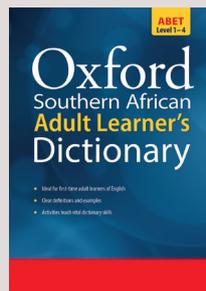
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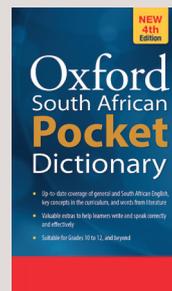
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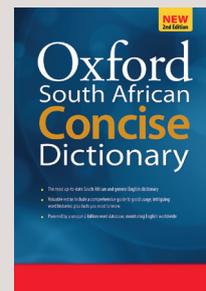
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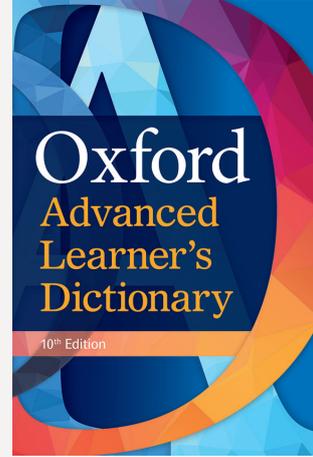


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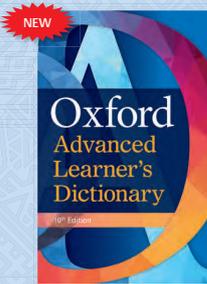
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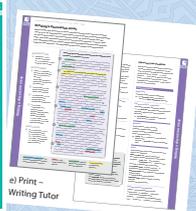
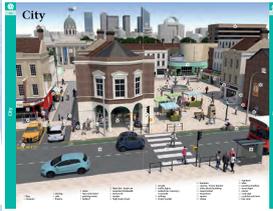
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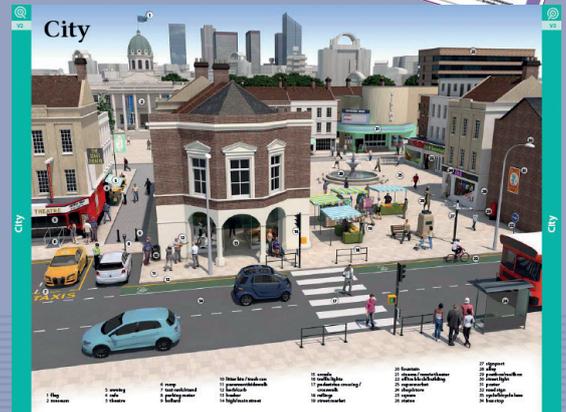
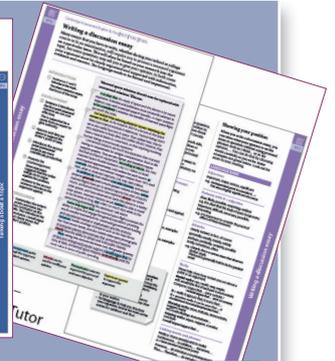
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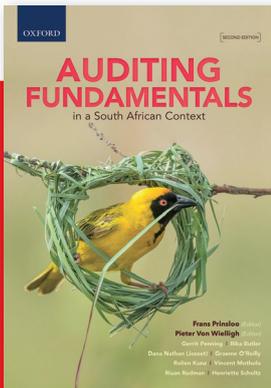
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Auditing Fundamentals in a South African Context 2e



Editors: SPJ von Wielligh and F Prinsloo

Authors: G Penning, R Butler, D Josset, R Kunz, V Mthethwa, G O'Reilly, R Rudman and H Scholtz

Auditing Fundamentals in a South African Context is a practical, applied and engaging introductory textbook that supports students throughout the undergraduate level of the Auditing curriculum. The text is designed to enhance learning by supporting holistic understanding: theory is presented within the framework of the real-world business environment, assisting students to apply principles and standards with an understanding of their context.

The text offers a clear pedagogical framework, which supports applied learning and develops independent, critical and reflective engagement with the subject matter. A continuing case study, which follows each stage of the audit of a South African company, demonstrates the practical application of learned principles and the integration of the auditing process with a typical audit client's business.

The second edition is comprehensively revised to reflect all relevant, recent changes in the requirements of legislation, financial reporting and auditing pronouncements and codes, and addresses the new Code of Professional Conduct which was issued by the SA Institute of Chartered Accountants in the final quarter of 2018.

Additional educational resources support teaching and learning, assisting students to develop the academic skills required to master their studies.

New to this edition:

- The text is thoroughly revised and updated to reflect recent regulatory developments and changes.
- The second edition addresses the recommendations of the King IV Report on Corporate Governance, and introduces new discussions relating to governance principles. In particular, the text discusses non-compliance with laws and regulations, and issues related to the rotation and independence of auditors.
- The text reflects the amended code of professional conduct introduced by the IRBA[1] Committee for Auditor Ethics.
- The second edition offers additional examples of substantive procedures, and provides explanation of how financial reporting standards and provisions of the Companies Act are applied when formulating substantive procedures.
- The second edition includes a new, brief appendix, which addresses basic systems and control theory, and the components and operation of computerised accounting information systems. This material will equip readers with a basic knowledge of these aspects in order to be able to (1) understand an IT system and the related controls in the role of an accountant or auditor and then to use this understanding to (2) assess risks arising from the IT system and related controls. The body of the text will include references to the appendix where appropriate.
- Supporting student success and effective learning, the text's pedagogical value is enhanced with new examples and learning features, as well as student-driven, automated online formative assessment.

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- PowerPoint® solutions
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Editors: A Hamel and R Kunz

Auditing Fundamentals in a South African Context: Graded Questions, 3e, offers a robust stock of applied question material that enables effective learning throughout the undergraduate auditing curriculum. Testing all concepts from introductory to advanced level, the work provides a broad range of questions that are structured to assess varying levels of knowledge. The text's helpful guidance feature assists students to independently advance their knowledge and to develop a sound mastery of exam technique, and advanced level questions support effective integration of knowledge.

The third edition of the work includes material that is revised and updated to reflect recent developments within the spheres of ethics and corporate governance. In addition, the work offers a substantial number of new questions relating to substantive procedures for all the major account balances and classes of transactions; in order to support effective, independent learning, this material is supported with guided, principle-based explanation.

Auditing Fundamentals in a South African Context: Graded Questions is designed to complement the structure and approach of the textbook *Auditing Fundamentals in a South African Context*, making these ideal companion volumes, whilst also functioning effectively as a stand-alone question book.

New to this edition:

- The third edition of the text offers revised and updated material, with a substantial addition of new question material.
- In the third edition, question material that addresses substantive procedures for all the major account balances and classes of transactions is greatly expanded. These questions are supported with example solutions and expanded guidance sections, providing principle-based explanation. This material supports readers' learning of the formulation of the substantive procedures.
- Enhancing the depth of guidance that is offered to readers, the text includes many additional guiding comments within the suggested solutions.

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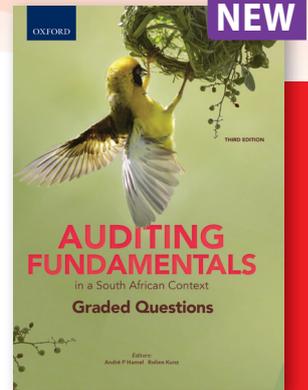
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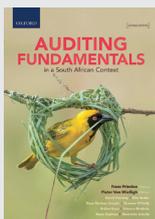


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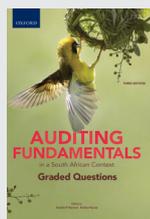
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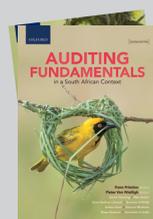
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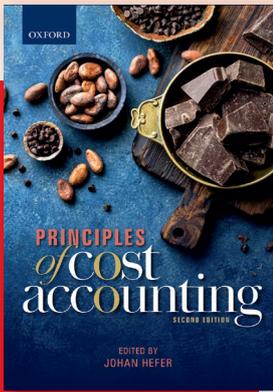


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COST AND MANAGEMENT ACCOUNTING

Principles of cost accounting 2e

Editor: J Hefer

Authors: C Hurter, P Kamala, J Jordaan-Marais, J Matthew, M McGill, J Struwig and P Taylor

Principles of cost accounting 2e offers a solid theoretical foundation in cost accounting aligned with the curricula of the professional bodies Chartered Institute of Management Accountants (CIMA), Association of Chartered Certified Accountants (ACCA) and Association of Accounting Technicians (AAT). The book builds knowledge in incremental steps, allowing students to develop the framework required to conceptualise the technicalities of cost accounting. It refers to the specifics of accounting practice in the South African context where relevant, developing students' competence for their workplace.

Principles of cost accounting 2e offers a holistic approach to understanding the work of a cost accountant and incorporates decision-making and communication skills.

New to this edition:

- There is more comprehensive coverage of cost concepts, classification and behaviour in Chapters 1 and 2.
- Improvements have been made to the following sections to enable students to grasp the content: production, overheads, absorption rates, departmental allocation, job costing and process costing.
- More examples, and more recent examples, have been added.
- Additional content on determining the fixed and variable portion of semi-variable overheads has been added.
- A significant number of new basic and advanced end-of-chapter questions have been added to each chapter.

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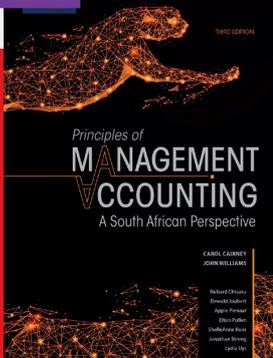


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NEW



Principles of Management Accounting: A South African Perspective 3e

Editors: J Williams and S Roos

Authors: C Cairney, R Chivaka, D Joubert, A Pienaar, E Pullen and J Streng

Principles of Management Accounting: A South African Perspective 3e is an accessible principles- and concepts-based text. The contributors are from a range of South African tertiary institutions, ensuring that the book is representative of the way management accounting is taught in this country. The authors take a sound pedagogical approach and pay attention to the areas with which students struggle. The integrated sections then develop students' skills further.

The book covers the management accounting syllabus of the South African Institute of Chartered Accountants (SAICA). In doing so, it also covers most aspects of the syllabi of the relevant papers of the Chartered Institute of Management Accountants (CIMA) and the Association of Chartered Certified Accountants (ACCA).

While the book is aimed at undergraduate students of management accounting at universities and universities of technology, the integrated sections will prove useful to honours students. The book can also be used by MBA students.

New to this edition:

- New examples, such as the use of SAA to discuss cost-volume-profit relationships
- Ethical dilemmas sections, discussing issues such as what to do in the case that management is unsure of whether their cost system allocates overheads with a sufficient degree of accuracy and how to handle the associated consequences such as the possible overcharging of competitors or consumers. An example here could be how a telecommunications provider owning the infrastructure charges other telecommunications providers for use of its infrastructure.



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- Reference to use of digital developments in management accounting such as predictive analysis in costing and other strategic uses, as well as references to the use of Excel in management accounting.
- Updated according to the latest ACCA and CIMA syllabi

“We find this book educationally strong. The language is accessible and appropriate; ideas are built up incrementally; authors show sensitivity to readers for whom English is an additional language without weakening their academic style and the South African case studies provide interest and relevance.”

Dr J Skinner and Dr C Goodier,
University of KwaZulu-Natal: Management Studies Education Unit

Table of contents:

Chapter 1: Introduction to management accounting • Chapter 2: Cost classification and behaviour • Chapter 3: Cost estimation • Chapter 4: Cost-volume-profit relationships • Chapter 5: Absorption versus variable costing • *Integration section: Chapters 1 to 5* • Chapter 6: Overhead allocation • Chapter 7: Job costing • Chapter 8: Process costing • Chapter 9: Joint and by-product costing • *Integration section: Chapters 6 to 9* • Chapter 10: Relevant costs for decision-making • Chapter 11: Decision-making under operational constraints • Chapter 12: Budgets, planning and control • Chapter 13: Standard costing • *Integration section: Chapters 10 to 13* • Chapter 14: Performance management • Chapter 15: Transfer pricing • Chapter 16: Contemporary management accounting concepts • Chapter 17: Competitive advantage • *Integration section: Chapters 14 to 17*

Lecturer resources

- PowerPoint® slides
- Instructor's manual
- Question bank

learningzone.oxford.co.za

Student resources

- Question bank for students

Principles of Management Accounting: The Question Book 3e

Editors: J Williams and O Skae

Principles of Management Accounting: The Question Book 3e accompanies *Principles of Management Accounting: A South African Perspective 3e*. This question book contains a wide range of questions of varying difficulty related to each of the chapters in the textbook and also includes selected solutions. The shorter questions require students to implement the principles discussed in the textbook, while the longer questions test understanding of core concepts and encourage independent reasoning. Questions have been graded as 'intermediate' or 'advanced'.

Principles of Management Accounting: The Question Book 3e is aimed at undergraduate students of management accounting at universities and universities of technology. It will also provide useful revision for honours students and can be used by MBA students.

Together with the textbook, it forms an ideal learning package that provides students with essential practice in answering the types of questions they will encounter in examinations.

New to this edition:

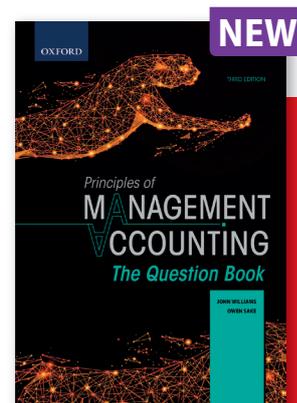
- New questions, such as those on relevant information for decision-making, standard costing, performance management and transfer pricing

Table of Contents:

Chapter 1: Introduction to management accounting • Chapter 2: Cost classification and behaviour • Chapter 3: Cost estimation • Chapter 4: Cost-volume-profit relationships • Chapter 5: Absorption versus variable costing • Chapter 6: Overhead allocation • Chapter 7: Job costing • Chapter 8: Process costing • Chapter 9: Joint and by-product costing • Chapter 10: Relevant costs for decision-making • Chapter 11: Decision-making under operational constraints • Chapter 12: Budgets, planning and control • Chapter 13: Standard costing • Chapter 14: Performance management • Chapter 15: Transfer pricing • Chapter 16: Contemporary management accounting concepts • Chapter 17: Competitive advantage • Selected solutions

Lecturer resources

- Full solutions manual
- learningzone.oxford.co.za



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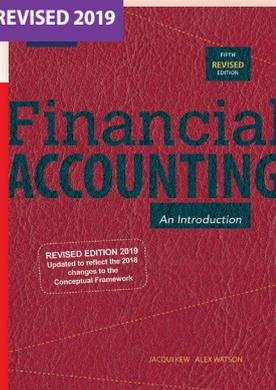


9780190750596



9780190753436

REVISED 2019



FINANCIAL ACCOUNTING

Financial Accounting: An Introduction revised 5e

Editors: J Kew and A Watson

Financial Accounting: An Introduction offers CA stream students a strong conceptual framework in preparation for further studies in accounting, while teaching non-CA stream students financial literacy, a skill that will benefit them in both their personal and professional lives. The book does not simply teach the accounting standards; it demonstrates that accounting is about 'how to' as well as 'why to' record and report information in a way that engages directly with Generation Y students. The book uses a narrative approach to tell the story of accounting as each accounting concept is introduced through a problem to be solved by the character, a young Capetonian entrepreneur. Students are guided through the appropriate solution. The book is well-written in accessible language, which takes the speaker of English as an additional language into consideration.

New to this edition:

- Additional content has been added on trusts, revenue and PIS
- Chapter 4: The conceptual framework has been thoroughly revised and updated
- **A new feature which cross-references key concepts with related videos on UCT's Learn Accounting website.**
- A brand new lecturer's question bank has been created for the fifth edition
- The fifth revised edition includes the latest changes to the conceptual framework and has incorporated the changes to the VAT rate. Revisions have been made to most of the affected chapters.

This title is suitable for first-year students following courses in financial accounting at universities and universities of technology.

Table of Contents

Chapter 1: Accounting in context • Chapter 2: The purpose of accounting • Chapter 3: The practice of accounting • Chapter 4: The conceptual framework • Chapter 5: Value-added tax • Chapter 6: Adjustments • Chapter 7: Inventory • Chapter 8: Bank reconciliation statements • Chapter 9: Introducing credit: trade payables • Chapter 10: The other side of credit: trade receivables and working capital management • Chapter 11: Property, plant and equipment (PPE) • Chapter 12: Companies • Chapter 13: Partnerships, and a brief note on close corporations (CCs) • Chapter 14: Statement of cash flows • Chapter 15: Financial analysis • Chapter 16: Non-profit organisations and club accounting • Chapter 17: Incomplete records and other accounting issues



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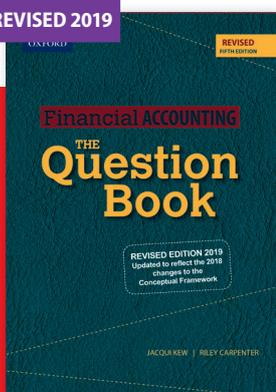


9780190425524



9780190438722

REVISED 2019



Lecturer resources

- PowerPoint® slides
 - Additional chapter and questions on 'Accounting for manufacturing' and 'Notes on CCs'
 - Solutions manual
 - Question bank
- learningzone.oxford.co.za

Student resources

- Question bank
- Self-marking multiple choice assessments/questions

Also available for this title ...

Financial Accounting: The Question Book revised 5e

Authors: J Kew and R Carpenter

Financial Accounting: The Question Book 5e accompanies the fifth edition of *Financial Accounting: An Introduction*. *The Question Book* is aimed at first-year students of financial accounting at universities and universities of technology and is suitable for CA stream as well as non-CA stream students. This question book strengthens understanding of accounting concepts by providing practice on the topics covered in the textbook chapters. The book progresses logically from teaching basic transactions to developing sound financial literacy, and also includes selected solutions which allow students to check their progress. The questions in this edition have been carefully selected and revised to comply with changes in accounting practice and principles, and new questions have been added.

The revised fifth edition includes the latest changes to the conceptual framework and has incorporated the changes to the VAT rate.

This title is suitable for first-year financial accounting courses; CA and non-CA stream, typically as part of a BCom or BAcc at universities.



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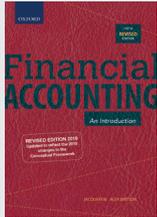
Table of Contents

Chapter 1: Accounting in context • Chapter 2: The purpose of accounting • Chapter 3: The practice of accounting • Chapter 4: The conceptual framework • Chapter 5: Value-added tax • Chapter 6: Adjustments • Chapter 7: Inventory • Chapter 8: Bank reconciliation statements • Chapter 9: Introducing credit: trade payables • Chapter 10: The other side of credit: trade receivables and working capital management • Chapter 11: Property, plant and equipment (PPE) • Chapter 12: Companies • Chapter 13: Partnerships, and a brief note on close corporations (CCs) • Chapter 14: Statement of cash flows • Chapter 15: Financial analysis • Chapter 16: Non-profit organisations and club accounting • Chapter 17: Incomplete records and other accounting issues

Lecturer resources

- Solutions manual
learningzone.oxford.co.za

PACK OPTION



Financial Accounting:
An Introduction 5e
(Revised)
9780190425524

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Financial Accounting:
The Question Book 5e
(Revised)
9780190439507

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Pack
9780190725631

Financial Accounting: Groups

Authors: I Lubbe, G Modack, S Herbert and A Hyland

Financial Accounting: Groups is a financial accounting textbook covering the topic area 'Group statements' which is an integral part of the syllabus at second and third year. 'Group statements' refers to the consolidated financial statements of a holding or parent company as well as its subsidiaries and provides information on the overall financial standing of the group of companies. The book takes a principles-based approach to financial accounting as it explains the 'why' as well as the 'how to' of preparing group statements.

Financial Accounting: Groups features the following:

- Activity boxes that help students to acquire core pervasive skills
- Short examples in the text that illustrate practical application of the principles discussed
- Graded questions, divided into basic, intermediate and advanced for each chapter
- A free CD accompanies the book containing additional examples and case studies.

The book is beneficial to second- and third-year financial accounting students of BCom degrees at universities, and to national diploma in accounting students at universities of technology.

Table of Contents

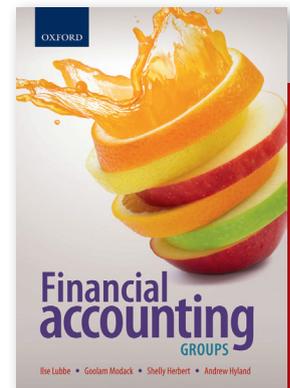
Part 1 The reporting entity • Chapter 1: An introduction to group accounting • Chapter 2: Business combinations and group structures • **Part 2 The consolidation process** • Chapter 3: Consolidation: Controlled entities • Chapter 4: Consolidation: Wholly owned subsidiaries • Chapter 5: Consolidation: Acquisition adjustments • Chapter 6: Consolidation: Intra-group transactions • Chapter 7: Consolidation: partly owned subsidiaries and other consolidation • Chapter 8: Consolidation: Subsidiary with preference shares • **Part 3 The equity method** • Chapter 9: Interests in associated and joint ventures • Chapter 10: Joint arrangements • **Part 4 Complex issues** • Chapter 11: Direct and indirect interests • Chapter 12: Changes in ownership • Chapter 13: Foreign operations • Chapter 14: Group statements of cash flows

Lecturer resources

- PowerPoint® slides
- Question bank
- Teaching plan
learningzone.oxford.co.za

Student resources

- Question bank



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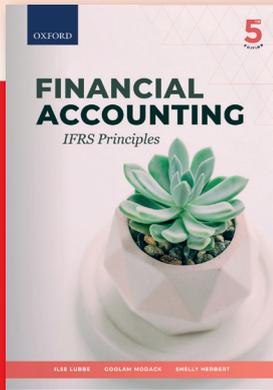
560 PAGES



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9780195997194



Financial Accounting: IFRS Principles 5e

Authors: I Lubbe, S Herbert and G Modack

Financial Accounting: IFRS Principles is an accessible, comprehensive and concepts-based South African text which assumes a basic knowledge of financial accounting, and then helps readers understand and apply the International Financial Reporting Standards (IFRS). It also references IFRS for small and medium enterprises (SMEs). The pedagogy of the book supports the development of crucial strategies and sound financial reporting knowledge, providing an excellent balance between theory, practice and strategy. It is suitable for second- and third-year courses in financial accounting at universities and universities of technology.

New to this edition:

- Updated in line with the 2018 conceptual framework
- Revised to be more accessible, including simpler, more concise explanations and conceptual diagrams, and additional worked examples
- Increased accessibility due to a new single-column page design.
- 'Something to watch' boxes, which cross-reference relevant conceptual videos on the University of Cape Town's Learn Accounting website
- 'Ethical dilemma' boxes to highlight ethical considerations related to the topic of each chapter
- 'Threshold concepts', which highlight the key concepts students need to grasp in order to build on their conceptual foundation and progress.

"Other than being regularly updated for technical changes the textbook takes an approach to learning that equips the future accountant to be able to apply their understanding to issues that require judgement rather than to perform mechanical tasks which are increasingly being automated. In this manner the textbook is responsive to key changes in the accounting environment."

Alatha Ndlebe, Walter Sisulu University

"[The book] is well laid out, easy to navigate and read and comprehensively covers the topics."

Gareth Olivier, CA Connect

"Since the Oxford text emphasizes the concepts underpinning the standards, students will more easily see the relationship between the concepts and understand that there are standards which govern the various topics within accounting. In addition to the technical skills and competencies traditionally associated with the qualification, CAs (SA) are expected to elevate these technical skills to a higher, more strategic level in their business environment, and the Oxford text, through its relevant nature, will deliver entry level CAs (SA) who are equipped to better meet market needs through broader skills acquisition."

Dr J Skinner, Pedagogical advisor to SAICA

Table of Contents

Part 1 Financial reporting • Chapter 1: The financial reporting environment and frameworks • Chapter 2: Presentation of financial statements • Chapter 3: Statements of cash flows • Chapter 4: Owner's equity • Chapter 5: Accounting policies, changes in accounting estimates and errors • Chapter 6: Earnings per share and headline earnings per share • Chapter 7: Analysis and evaluation of financial statements • **Part 2 Elements of Financial statements** • Chapter 8: Property, plant and equipment • Chapter 9: Investment properties • Chapter 10: Intangible assets • Chapter 11: Inventory • Chapter 12: Financial instruments • Chapter 13: Impairment of assets • Chapter 14: Provisions, contingent liabilities and contingent assets • Chapter 15: Leases • Chapter 16: Income taxes • Chapter 17: Borrowing costs • Chapter 18: Events after the reporting period • Chapter 19: Non-current assets held for sale and discontinued operations • Chapter 20: Revenue from contracts with customers • Chapter 21: Foreign exchange transactions • Chapter 22: Employee benefits and share-based payments • **Part 3 Accounting for groups** • Chapter 23 Business combinations • Chapter 24 Separate financial statements • Chapter 25: Consolidated financial statements • Chapter 26: Accounting for associates, joint ventures and joint arrangements

Lecturer resources

- PowerPoint® slides
- Solutions manual
- Question bank
- Teaching plan
- Appendices for Chapters 12 and 15

learningzone.oxford.co.za

Student resources

- Question bank



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856 PAGES



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9780190747848

Corporate Finance: A South African Perspective 3e

Editors: G Els, P Erasmus and S Viviers

Authors: L Alsemgeest, E du Toit, S Ngwenya and K Thomas

Corporate Finance: A South African Perspective 3e takes a principle-based approach to the study of financial management. It is aimed at second- and third-year students following courses in financial management in BCom or BBusSc degree programmes.

The book explains financial management concepts and practice in an accessible and concise way, while supporting students with plenty of practice examples and illustrations of real-life applications.

The book features the following:

- Opening and closing case studies of international as well as South African companies (to help students analyse financial theory in context)
- Worked examples and end-of-chapter questions to provide essential practice in financial calculations
- A solutions section at the end of the book to facilitate self-study
- Advice from financial managers, exposing students to real-life decision-making
- Revision quizzes, which test key concepts
- Examples of financial statements, which build on students' understanding of accounting and develop financial literacy
- A glossary of key concepts in English and Afrikaans at the end of each chapter

New to this edition

- Updated case studies (e.g. the challenges facing SAA and Distell's sale of Bisquit) and new case studies (e.g. Steinhoff's need to raise capital after its 2017 share plunge, the performance of Woolworths after the purchase of David Jones, Netcare's capital structure, the importance of working capital, and Discovery's plan to launch a digital bank), as well as new examples
- A revised Chapter 1 including a short discussion of King IV™, reference to links between corporate governance and the agency problem, and details on the four new stock exchanges in SA and pure online banks, as well as a section on ethics and a discussion of how shareholder wealth maximisation must be balanced against sustainable returns for stakeholders
- New content on special dividends, factors influencing dividend pay-outs and integrated reporting that looks at the financial, manufactured, intellectual, human, social and natural capital required to create value, as well as ethical and environmental, social and corporate governance (ESG) considerations.
- Streamlining of content such as the removal of reference to 'no par value' and the discussion of 'preference shares' and reduced discussion of closed corporations
- Updated Learning Zone material and new questions

"This textbook will more than likely contribute significantly to the sustainable creation of wealth in South Africa."

Prof H Wolmarans, University of Pretoria

Table of contents:

Chapter 1: Introduction to financial management • Chapter 2: Financial statements • Chapter 3: Ratio analysis • Chapter 4: The time value of money • Chapter 5: Investment appraisal methods • Chapter 6: Estimating relevant cash flows • Chapter 7: Appraising investment risk • Chapter 8: Bond valuation and interest rates • Chapter 9: Share valuation • Chapter 10: Risk and return • Chapter 11: Cost of capital • Chapter 12: Sources of finance and capital structure • Chapter 13: Distribution policy • Chapter 14: Working-capital management

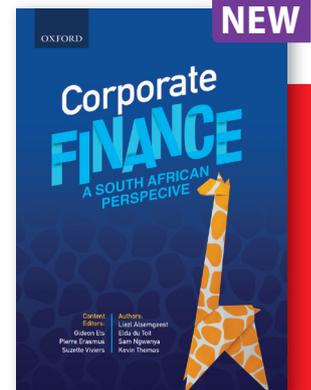
Lecturer resources

- PowerPoint® slides
- Chapter synopses and teaching suggestions
- Question bank

learningzone.oxford.co.za

Student resources

- Multiple-choice questions
- Website activities



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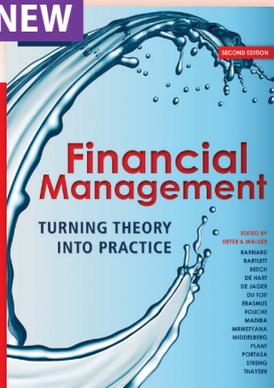
576 PAGES



9780190751906



9780190741327

NEW

Financial Management: Turning Theory into Practice 2e

Editors: J Hefer and T Walker

Authors: J Barnard, G Bartlett, G Beech, F de Hart, P de Jager, E du Toit, P Erasmus, J Fouché, T Madiba, S Middelberg, D Mrwetyana, G Plant, I Portasa, J Streng and D Thayser

Financial Management: Turning Theory into Practice 2e is an accessible and principles-based financial management textbook for undergraduate and honours accounting students. The book takes cognisance of changes in the economic environment and their implications for the role of financial management and the teaching of the subject.

Financial Management follows the SAICA syllabus for financial management, but also takes the skills required by the CIMA syllabus into account. It acknowledges the intent behind the SAICA competency framework to develop problem-solving, critical-thinking and ethical business leaders, but at the same time provides academic and financial literacy support to students. This guided approach serves to produce students who possess both technical competence and leadership qualities.

New to this edition:

- The use of the value-creation cycle to give a more meaningful structure to the book
- Re-arrangement of content to fit into the new structure in a logical way
- Increased focus on undergraduate content
- A double-chapter introduction, where Chapter 1: Introduction to Financial Management gives the financial management principles suitable for second-year courses, while the new Chapter 2: Conflicts and concepts extends and deepens this foundation, serving as an introduction for third-year courses.
- The inclusion of other new chapters to ensure coverage of the SAICA competency framework and a more management-centred approach:
 - Chapter 15: The investment decision – an introduction
 - Chapter 16: How to evaluate different investments
 - Chapter 20: The impact of financial management decisions
- More questions both in the book and in the electronic support material

Table of Contents

Part I Core skills • Chapter 1: Introduction • Chapter 2: Conflicts and concepts • Chapter 3: The time value of money • Chapter 4: Risk and return • Chapter 5: Cash flow techniques to evaluate investments • Chapter 6: Forecasting and financial modelling • **Part II Strategy and risk** • Chapter 7: Business strategy • Chapter 8: Financial analysis • Chapter 9: Risk and risk management • Chapter 10: Treasury and financial risk management • Chapter 11: Liquidity risk management • **Part III Financing decisions** • Chapter 12: Sources of finance • Chapter 13: Cost of capital • Chapter 14: Capital structure • **Part IV Investment decisions** • Chapter 15: The investment decision – an introduction • Chapter 16: How to evaluate different investment decisions • Chapter 17: Valuations • Chapter 18: Mergers and acquisitions • **Part V Distribution decisions** • Chapter 19: Distributions to shareholders and other share transactions • **Part VI Putting it all together** • Chapter 20: Managing value

Lecturer resources

- PowerPoint® slides
- Solutions manual
- Question bank
- Case studies bank

learningzone.oxford.co.za

Student resources

- Question bank



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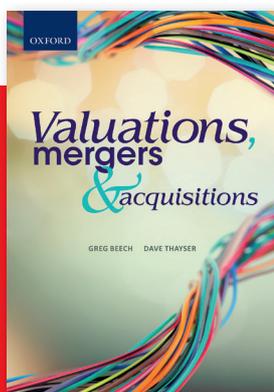
1184 PAGES



9780190722869



9780190448400



Valuations, mergers & acquisitions

Authors: G Beech and D Thayser

Valuations, mergers & acquisitions deals with the valuation of businesses for the purpose of mergers and acquisitions transactions, shareholder exits, capital raising and initial public offerings and covers the key principles involved in valuing businesses as going concerns. The book addresses the valuation of debt and derivative instruments, and provides insights into valuing specialised assets such as property. These principles are illustrated using extensive real-life examples and case studies.

Valuations, mergers & acquisitions is relevant to senior undergraduate students taking modules in Valuations and Mergers and Acquisitions as part of Financial Management courses, MBA and MBL students, and SAICA seminar students. The book is also of practical use to corporate financiers and company executives who wish to clarify or research particular areas of concern in valuing a business in practice.

“A book of this nature is long overdue.”

Ms C Mulder, SAICA

Table of Contents

Part 1 Valuations • Chapter 1: Introduction to valuations • Chapter 2: Discounted Cash Flow (DCF) valuations (no debt) • Chapter 3: DCF valuations (debt in capital structure) • Chapter 4: Earnings-based valuations • Chapter 5: Other valuation methods • Chapter 6: Private company valuations • Chapter 7: Discounts and premiums • Chapter 8: Challenging issues in DCF valuations • Chapter 9: Valuation challenges in certain businesses • Chapter 10: Reasonability checks and sensitivity analysis • Chapter 11: Valuing debt instruments and options • Chapter 12: Concluding thoughts on valuations • **Part 2 Mergers and acquisitions** • Chapter 13: Why consider mergers and acquisitions as part of your growth strategy? • Chapter 14: Pricing the deal • Chapter 15: Managing risk: Do you really understand the business you are buying? • Chapter 16: Effective deal structuring and funding • Chapter 17: Learning the rules of the game: Regulatory requirements that govern M&A transactions • Chapter 18: Fairness opinions required by the JSE and the TRP • Chapter 19: Accounting for the transaction (IFRS 3) • Chapter 20: Post-merger integration: Do not lose sight of the value you have just created



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GENERAL

Accounting for non-accountants (Revised Edition)

Authors: JP Bruwer and D Holtzhausen

Written in a student-friendly style, *Accounting for non-accountants* offers a to-the-point explanation of accounting which helps students retain core concepts. The book builds knowledge in incremental steps while contextualising accounting theory so that they are able to start thinking about application within the workplace. The focus is on supporting non-accounting students required to take an accounting module as part of a wide range of business programmes. *Accounting for non-accountants* is suitable for undergraduate courses in a wide range of National Diploma programmes, including: ND: Management, ND: Retail Business Management and ND: Human Resource Management.

The revised edition has been updated to reflect the 2018 changes to the Conceptual Framework.

“The book is written in easy, accessible and appropriate English, applicable to readers for whom English is not their mother tongue. It provides a broad introduction to basic accounting concepts, principles and procedures as well as basic ratio- and cost-volume-profit analysis. There are sufficient examples, activities and questions that are integrated into each chapter. It will be appropriate for non-accounting students who have to take accounting principles on a first year level as part of the curriculum for qualifications, like the National Diploma in Personnel Management.”

Dr L Smit, Central University of Technology:
School for Entrepreneurship and Business Development

Table of Contents

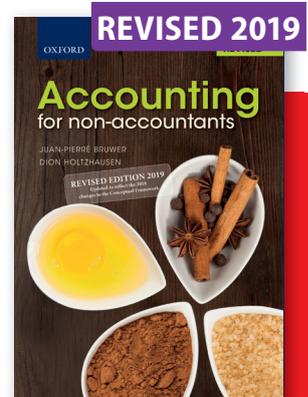
Part 1 The ingredients of accounting • Chapter 1: The theory of accounting • Chapter 2: Accounting equation • Chapter 3: General ledger • Chapter 4: General journal • Chapter 5: Trial balance • Chapter 6: Financial statements • **Part 2 Using the ingredients of accounting** • Chapter 7: Ratio analysis • Chapter 8: Inventory • Chapter 9: Cost-volume-profit analysis • Chapter 10: Bank reconciliation • Chapter 11: Petty cash • Chapter 12: Debtors and creditors reconciliation

Lecturer resources

- Multiple-choice question bank
 - Solutions manual
- learningzone.oxford.co.za

Student resources

- Links to audioclips on songs related to accounting concepts (subtitles included)



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DEC 2014



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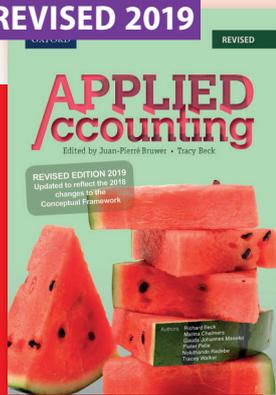
272 PAGES



9780199047192



9780190401634

REVISED 2019

Applied Accounting (Revised Edition)

Editors: JP Bruwer and TG Beck

Authors: R Beck, M Chalmers, J Maseko, P Pelle, T Radebe and T Walker

Applied Accounting is tailored to meet the needs of students taking a first year course in Financial Accounting as part of a Diploma in Accounting or a National Diploma (Accounting) both in terms of the curriculum covered and in terms of the approach toward teaching and learning. The book is suitable even for students who may not have taken Accounting at Grade 12 level as it bridges the gap between school and the first level of tertiary study.

The book does this by referencing prior knowledge covered at school level and by scaffolding the level of conceptual engagement. Furthermore, students are exposed to everyday financial objects or transactions such as what a cheque is, or how internet banking works, and understanding is supported through the use of photographs, source documents and links to video clips and audio clips as well as instructions on practical activities. Language is pitched at a level accessible to first-year students, starting simply and progressively introducing students to the appropriate level of Accounting discourse. Explanations are given in a step-by-step manner and explain to students why they are doing what they are doing. The text immediately highlights the key take-home points for the student. The text is extremely practical with plenty of exercises for students to practise, either alone or in pair work and group work, encouraging interactive learning. In-text diagrams and tables further clarify concepts while online assessments provide further reinforcement of concepts. *Applied Accounting* also aims to inculcate a sense work readiness and work ethics by teaching basic life skills and how to self-manage. The revised edition has been updated to reflect the 2018 changes to the Conceptual Framework.

Table of Contents:

Chapter 1: Ethics • Chapter 2: Introduction to accounting • Chapter 3: The accounting equation • Chapter 4: Value-added taxation and profit calculations • Chapter 5: Source documents and subsidiary journals • Chapter 6: General ledger, trial balance and basic financial statements for a sole proprietor • Chapter 7: Accounts receivable and accounts payable • Chapter 8: Bank reconciliation and the bank reconciliation statement • Chapter 9: Inventory • Chapter 10: Property, plant and equipment (PPE) • Chapter 11: Adjustments, closing entries and financial statements • Chapter 12: Ratio analysis • Chapter 13: Partnerships, close corporations and non-profit organisations • Chapter 14: Introduction to statement of cash flows • Chapter 15: The Conceptual Framework • Chapter 16: Incomplete records



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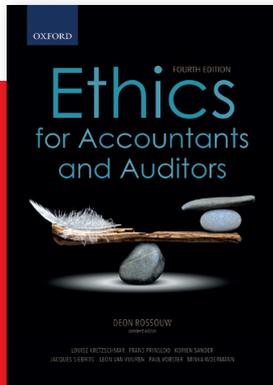
9780190434694

Lecturer resources

- Solutions manual
 - Question bank
- learningzone.oxford.co.za

Student resources

- Quizzes per chapter
- Links to online resources



Ethics for Accountants and Auditors 4e

Editor: D Rossouw

Authors: L Kretzschmar, F Prinsloo, K Sander, J Siebrits, L van Vuuren, L P Vorster and M Woermann

Ethics for Accountants and Auditors 4e introduces various ethical dilemmas, and the combination of theoretical and practical guidance equips students and practitioners with the tools to deal with these issues in practice. The book is suited for graduate and postgraduate teaching, managerial training and the ethical orientation of members of accounting and auditing professional associations.

New to this edition:

- Content that is aligned to the King IV Code on Corporate Governance
- Latest information on the Companies Act of South Africa
- Guidance on the latest local and international standards for the accounting and auditing professions
- A case study on the KPMG scandal.

Table of Contents:

Part 1 Principles of ethics • Chapter 1: Introductory case study • Chapter 2: Key concepts in business and professional ethics • Chapter 3: Ethical value systems for professionals in South Africa • Chapter 4: Classical ethical theories • Chapter 5: Ethical decision-making • Chapter 6: Applying the Five Tenets of ethical decision-making • **Part 2 Business ethics** • Chapter 7: Macro-ethics • Chapter 8: The modern corporation and its moral obligations • Chapter 9: Corporate governance • Chapter 10: Managing ethics • Chapter 11: Case studies in business ethics • **Part 3 Professional ethics** • Chapter 12: Accountants and auditors as professionals • Chapter 13: Codes of professional ethics • Chapter 14: Case studies in accounting ethics

Lecturer resources

- PowerPoint® slides
- learningzone.oxford.co.za



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320 PAGES



9780190737535



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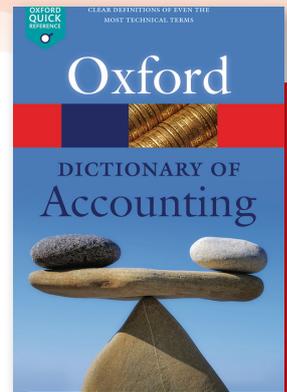
Oxford Dictionary of Accounting 5e

Editor: J Law

- Over 3,800 clear and authoritative entries written by experts in the field
- Wide-ranging coverage of all areas of accounting, e.g. financial accounting, management accounting, taxation, auditing, corporate finance, and accounting bodies and institutions
- Updated to include the latest developments in accounting including the new and comprehensive Financial Reporting Standards Applicable in the UK and Ireland (2015)
- Its international coverage includes important terms from UK, US, Australia, India, and Asia-Pacific
- Recommended web links for many entries, accessed and kept up-to-date via the Dictionary of Accounting companion website.

New to this Edition:

- Over 150 new entries
- Existing entries have been updated to cover the latest developments, most notably the introduction of the Financial Reporting Standards Applicable in the UK and the Republic of Ireland, which sets out new rules in areas such as goodwill, hedge accounting, and fair value accounting
- Increased coverage of topics such as corporate governance, accounting ethics, accounting scandals, and major firms and professional bodies.



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Taxation: A Transaction-based approach

Authors: W Geach, Z Buba and O Mollagee

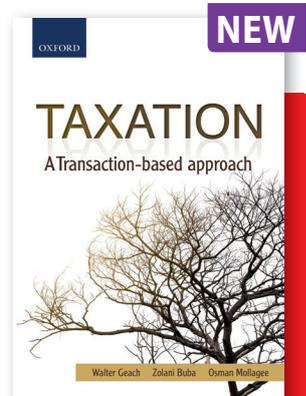
Taxation: A Transaction-based approach presents a new and unique integrated approach to the law of taxation in South Africa. Thorough in depth and scope, the text offers a clear and concise discussion of the concepts, principles, application and ethics of the discipline. Presenting a coherent, systematic framework that encourages applied competence, this book supports readers to master the subject matter and to confidently develop integrated knowledge.

Designed to support advanced problem-solving competence, this text offers a transaction-based approach. The text presents a clear conceptual framework that guides readers to establish the facts surrounding any domestic or cross-border transaction, and, with an enquiring approach, focusses on discovering all of the tax issues that might arise when any single transaction, or series of transactions, occurs.

Taxation: A Transaction-based approach is suited as a core course material for students of all disciplines, who are studying taxation at undergraduate or postgraduate level. In equal measure, this work is a valuable reference for legal, financial and accounting professionals whose discipline is applied to taxation.

Table of contents:

Chapter 1: The importance of establishing the facts when a transaction occurs • Chapter 2: Immovable property transactions • Chapter 3: The acquisition and disposal of trading stock • Chapter 4: The buying and selling of a business • Chapter 5: The tax consequences of business rescue • Chapter 6: Trust transactions • Chapter 7: Transactions and the liquidation of a company • Chapter 8: Transactions and deemed transactions arising as a result of a natural person's emigration and immigration • Chapter 9: Sharia compliant financing arrangements and transactions • Chapter 10: Transactions involving employed and self-employed taxpayers • Chapter 11: Cross-border transactions • Chapter 12: Transactions, tax law, ethics and tax compliance



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NOTES

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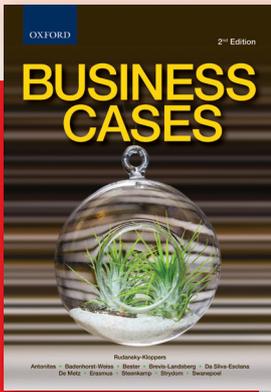
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- 45** Developing Tourism in South Africa: Towards competitive destinations 2e
- 45** Managing Tourism in South Africa 2e
- 46** Marketing Tourism in South Africa 6e

BUSINESS STATISTICS

- 47** Business Statistics using Excel®: A first course for South African students

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BUSINESS MANAGEMENT

Business Cases 2e

Editor: S Rudansky-Kloppers

Authors: A Antonites, H Badenhorst-Weiss, P Bester, T Botha, N Da Silva-Esclana, N De Metz, B Erasmus, R Steenkamp, J Strydom and E Swanepoel

What is the business model for low-cost airlines? What can a SWOT analysis teach us about the beer war in South Africa? How does changing labour legislation affect staffing decisions?

Business Cases 2e is a case study book which is complementary to the *Introduction to Business Management* product suite (including *Multiple-Choice Questions for Introduction to Business Management*). The cases illustrate how business management theory is applied to local organisations. This holistic approach exposes students to the important aspects of owning and managing a business, especially in the South African context. *Business Cases 2e* is written for first-year Business Management students who are studying towards a degree or diploma. It may be used to accompany any introductory business management textbook.

New to this edition:

- Additional case studies ensure that the book is closely aligned to *Introduction to Business Management 11e*
- New cases on establishing a business, planning, organising, and leading and controlling
- Graded Multiple-choice questions to assist with self-assessment.

It is ideally suited to be used in conjunction with Multiple-choice questions for *Introduction to Business Management*.



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Chapter 1: Entrepreneurship • Chapter 2: Establishing a business • Chapter 3: The business environment • Chapter 4: Corporate social responsibility • Chapter 5: General management • Chapter 6: Planning • Chapter 7: Organising • Chapter 8: Leading and controlling • Chapter 9: Operations management • Chapter 10: Human resource management • Chapter 11: Marketing management • Chapter 12: Financial management • Chapter 13: Purchasing and supply chain management

Lecturer resources

- Solutions manual
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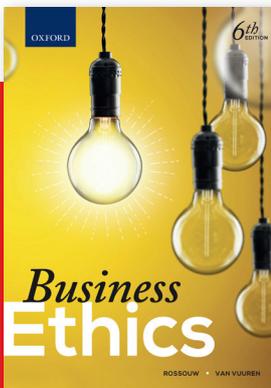
234 PAGES



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Business Ethics 6e

Authors: D Rossouw and L van Vuuren

What is the social responsibility of business? What is the role of ethics within corporate governance? How should organisations manage ethics from within? *Business Ethics 6e* answers these and many other questions related to the field of business ethics. It tracks global developments in areas such as corporate ethical culture and highlights their relevance within the southern African context.

This textbook is suitable for BCom students following courses in ethics, and can also be used for graduate or postgraduate modules in business management and human resource management. Given the growing emphasis on corporate governance, the book is also of relevance to business ethics practitioners as it addresses key ethical issues affecting corporations in the twenty-first century.

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Part 1 Definitions and distinctions • Chapter 1: Key concepts and distinctions in ethics • **Part 2 The ethics of business** • Chapter 2: Macro-ethics • Chapter 3: The social responsibility of business • Chapter 4: Ethics in organisations • **Part 3 Theories on ethics and business** • Chapter 5: The modes of ethics management • Chapter 6: Classical ethical theories • Chapter 7: Theories of the modern corporation • **Part 4 Business ethics matters** • Chapter 8: Ethics in business: Dispelling the myths • Chapter 9: Ethics and corporate reputation • Chapter 10: Ethics and human potential • Chapter 11: Ethics and trust in organisations • Chapter 12: Using ethics to prevent fraud • **Part 5 Ethical decision-making in business** • Chapter 13: Making ethical business decisions • Chapter 14: Ethical business decisions: Executive pay and downsizing • Chapter 15: Resolving ethical dilemmas • Chapter 16: Employment equity: resolving ethical dilemmas • **Part 6 Governing ethical performance** • Chapter 17: Ethics and corporate governance • Chapter 18: Leadership commitment • Chapter 19: Governance structures • Chapter 20: Ethics management structures • Chapter 21: Ethics risk and strategy • Chapter 22: Codes of ethics • Chapter 23: Institutionalising ethics • Chapter 24: Reporting and assessing ethics performance • Chapter 25: Organisational ethical culture • **Part 7 Case studies** • Chapter 26: Business ethics cases

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- Question bank
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- Question bank



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Business Logistics Management 5e

Editor: W Pienaar and J Vogt

Authors: J Cronjé, A de Bod, J Havenga, U Kussing, F Nilsson and J van Eeden

Business Logistics Management 5e covers concepts and theories relating to the movement of goods, the coordination of the supply chain, the most recent advances in logistics technology, the exchange of information and the impact on business within the logistics management framework.

New to this edition:

- New content that deals with strategic logistics management
- A new chapter on customer service
- South African legislation and local industry examples
- Self-assessment questions at the end of each chapter
- A new chapter on international logistics and trade.

The textbook has been written to suit undergraduate courses at universities, universities of technology, and business schools, and is flexible to meet the needs various course structures.

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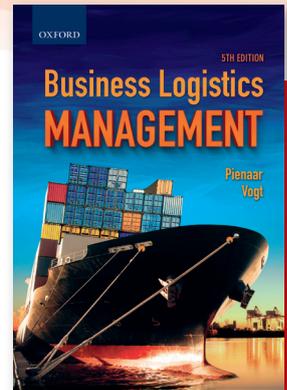
Chapter 1: Introduction to business logistics • Chapter 2: Value created by business logistics • Chapter 3: Strategic logistics management • Chapter 4: Tactical logistics management and supply chain integration • Chapter 5: Financial aspects of logistics and supply chain management • Chapter 6: Forecasting supply chain requirements • Chapter 7: Customer service • Chapter 8: Production and operations management • Chapter 9: Procurement management • Chapter 10: Inventory management • Chapter 11: The design of storage and handling facilities • Chapter 12: Packaging: the supply chain enabler • Chapter 13: Equipment used in facilities • Chapter 14: The operation of a warehouse • Chapter 15: The transport system • Chapter 16: Transport modal cost structures, competition and pricing principles • Chapter 17: Transport management • Chapter 18: International transport • Chapter 19: International logistics and trade • Chapter 20: Product returns and reverse logistics management • Chapter 21: Controlling logistics performance

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Corporate Citizenship

Editors: T Botha

Authors: J Badenhorst-Weiss, A Bimha, K Chodokufa, T Cohen, L Cronje, N Eccles, A Grobler, C le Roux, S Rudansky-Kloppers, J Strydom, I van Wyk and J Young

What does corporate citizenship entail? What is the rationale for corporate citizenship?

Corporate Citizenship answers these and numerous other related questions, by providing a comprehensive foundation that equips students with the tools to analyse the development and implementation of globally responsible business behaviour. The book covers the various theoretical and philosophical frameworks relating to corporate citizenship. The title provides students with a broad range of examples, cases and situations that encourage students to apply the knowledge in a critical manner.

The book is written for senior undergraduate students at universities and universities of technology who are studying subjects within the field of Commerce.

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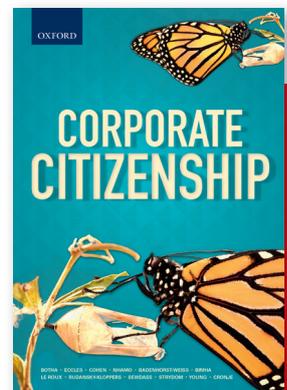
Part 1 Context • Chapter 1: Introduction to corporate citizenship • Chapter 2: Sustainable development and climate change • Chapter 3: Evolution of corporate citizenship • Chapter 4: Rationale of corporate citizenship • **Part 2 How** • Chapter 5: Responsible leadership • Chapter 6: Risk management in corporate governance • Chapter 7: Strategic management and competitive advantage • Chapter 8: Stakeholder engagement • Chapter 9: Management of business ethics • **Part 3 Implementation** • Chapter 10: Sustainable procurement and supply chain management • Chapter 11: Operations and logistics management • Chapter 12: The human resource function and corporate citizenship • Chapter 13: Marketing management • Chapter 14: Financial management • **Part 4 Critical perspectives and conclusion** • Chapter 15: Conclusion

Lecturer resources

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 - Case study bank
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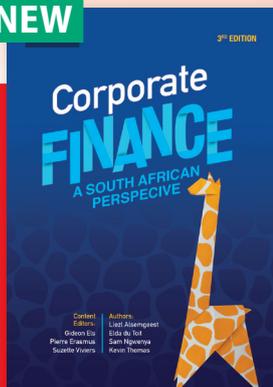
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NEW

Corporate Finance: A South African Perspective 3e

Editors: G Els, P Erasmus and S Viviers

Authors: L Alsemgeest, E du Toit, S Ngwenya and K Thomas

Corporate Finance: A South African Perspective 3e takes a principle-based approach to the study of financial management. It is aimed at second- and third-year students following courses in financial management in BCom or BBusSc degree programmes.

The book explains financial management concepts and practice in an accessible and concise way, while supporting students with plenty of practice examples and illustrations of real-life applications.

The book features the following:

- Opening and closing case studies of international as well as South African companies (to help students analyse financial theory in context)
- Worked examples and end-of-chapter questions to provide essential practice in financial calculations
- A solutions section at the end of the book to facilitate self-study
- Advice from financial managers, exposing students to real-life decision-making
- Revision quizzes, which test key concepts
- Examples of financial statements, which build on students' understanding of accounting and develop financial literacy
- A glossary of key concepts in English and Afrikaans at the end of each chapter

New to this edition

- Updated case studies (e.g. the challenges facing SAA and Distell's sale of Bisquit) and new case studies (e.g. Steinhoff's need to raise capital after its 2017 share plunge, the performance of Woolworths after the purchase of David Jones, Netcare's capital structure, the importance of working capital, and Discovery's plan to launch a digital bank), as well as new examples
- A revised Chapter 1 including a short discussion of King IV™, reference to links between corporate governance and the agency problem, and details on the four new stock exchanges in SA and pure online banks, as well as a section on ethics and a discussion of how shareholder wealth maximisation must be balanced against sustainable returns for stakeholders
- New content on special dividends, factors influencing dividend pay-outs and integrated reporting that looks at the financial, manufactured, intellectual, human, social and natural capital required to create value, as well as ethical and environmental, social and corporate governance (ESG) considerations.
- Streamlining of content such as the removal of reference to 'no par value' and the discussion of 'preference shares' and reduced discussion of closed corporations
- Updated Learning Zone material and new questions

"This textbook will more than likely contribute significantly to the sustainable creation of wealth in South Africa."

Prof H Wolmarans, University of Pretoria

Table of contents:

Chapter 1: Introduction to financial management • Chapter 2: Financial statements • Chapter 3: Ratio analysis • Chapter 4: The time value of money • Chapter 5: Investment appraisal methods • Chapter 6: Estimating relevant cash flows • Chapter 7: Appraising investment risk • Chapter 8: Bond valuation and interest rates • Chapter 9: Share valuation • Chapter 10: Risk and return • Chapter 11: Cost of capital • Chapter 12: Sources of finance and capital structure • Chapter 13: Distribution policy • Chapter 14: Working-capital management

Lecturer resources

- PowerPoint® slides
- Chapter synopses and teaching suggestions
- Question bank

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Student resources

- Multiple-choice questions
- Website activities



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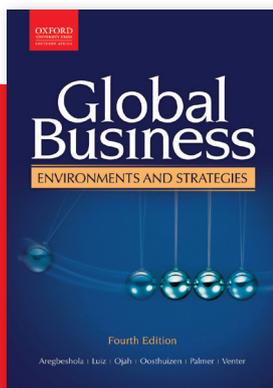
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Global Business: Environments and Strategies 4e

Authors: A Aregbeshola, J Luiz, K Ojah, T Oosthuizen, P Palmer and P Venter

Global Business Environments and Strategies 4e focuses on the relevant global or international business environments and appropriate competitive and functional strategies that can enhance the level of management and leadership in a multinational organisation. It is the only comprehensive text that offers a South African perspective on international business and global strategies.

This text helps senior undergraduate and honours students to develop the ability to make sense of and understand recent theories, trends, and technology in order to make a contribution in the real world of international trade. It provides both South African and international cases on global issues.

New to this edition:

- Ancillary material for lecturers who prescribe the text that consists of PowerPoint® slides and a Question Bank
- Additional case studies that reflect international trends, including emerging economies
- A new chapter on global manufacturing technology logistics and the supply chain
- An analysis of the political systems and economies that affect business relationships and practices within the framework of a developing country.

“Global Business: Environments and Strategies makes a valuable contribution to the body of knowledge on global business. It provides a comprehensive, readable resource for business students, managers, executives, teachers and academics in the field of business.”

Prof M Jansen van Rensburg, UNISA,

Table of Contents

Part 1 Scope and dynamics of global business • Chapter 1: Globalisation and the global business imperative • Chapter 2: The global political, legal and technological environment • Chapter 3: The global economic environment • Chapter 4: The economic and investment environment • Chapter 5: The international cultural environment • **Part 2 Global trade and investments** • Chapter 6: Global monetary systems and foreign exchange markets • Chapter 7: The political economy of global trade • Chapter 8: Foreign direct investment and capital markets • **Part 3 Global management, strategies and structures** • Chapter 9: International management and leadership • Chapter 10: Global competitive and collaborative strategies and structures • **Part 4 Managing global business operations** • Chapter 11: Global manufacturing, technology, logistics and supply chain • Chapter 12: Global financial management and disclosure • **Part 5 New frontiers in global business** • Chapter 13: Business in emerging markets: The case of Africa • Case studies

Lecturer resources

- PowerPoint® slides
- Question bank
- Teaching plan
- Case study bank
- Solutions manual

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Introduction to Business Functions

Editors: S Rudansky-Kloppers and P Bester

Authors: JP Bruwer, A Calitz, W Chinyamurindi, O Cilliers, N Dodd, A Jappie and M Maritz

Introduction to Business Functions provides an overview of business functions and covers the main business areas, namely human resource management, marketing management, procurement and supply chain management, operations management, financial management and information management. These business areas are discussed within the context of for-profit companies as well as providing some small business perspectives for SMEs and entrepreneurs.

The content focuses on applications which take both products and services into account. This will ensure that students understand how the different business areas are interdependent and how they direct the organisation towards its goals.

The writing style is accessible and engaging, and will be suitable for students studying business management at an introductory level. The content has been written specifically for students who have limited prior knowledge of the different business functions and uses local and relevant examples to illustrate theoretical concepts.

Table of contents:

Chapter 1: Introduction to business functions • Chapter 2: Foundations of HRM • Chapter 3: Human relations management • Chapter 4: Foundations of marketing management • Chapter 5: The marketing mix • Chapter 6: Foundations of purchasing and supply chain management • Chapter 7: Purchasing and supply decisions: Key performance areas • Chapter 8: Foundations of operations management • Chapter 9: Managing operations • Chapter 10: Foundations of financial management • Chapter 11: Investment and financial management decisions • Chapter 12: Information management

Lecturer resources

- PowerPoint® slides
- Solutions manual
- Question bank

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Student resources

- Question bank



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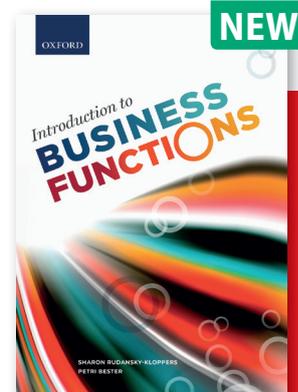
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Introduction to Business Management 11e

Editors: B Erasmus, S Rudansky-Kloppers and J Strydom

Authors: H Badenhorst-Weiss, T Botha, M Cant, J Geldenhuys, M Jansen van Rensburg, L Kruger, W Ladzani, R Machado, R Marx, R Mpofu, R Steenkamp, P Venter and M Vrba

Introduction to Business Management 11e offers an overview of business management within the South African context. The first half of the book deals with the business environment, corporate social responsibility, the entrepreneur and how to establish a business. Part 2 reviews the management process, developments in management and some approaches to management, and Part 3 examines the functional areas of business such as marketing, purchasing and operations.

The textbook is written for undergraduate students who are doing a course in introductory business management as part of their degree or diploma at a university or university of technology.

New to this edition:

- Updates on the business environment
- Changes to legislation that impacts on business
- Updates on social corporate investment
- New examples and case studies that reflect changes to the business environment.

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Chapter 1: The business world and the business management • Chapter 2: Entrepreneurship • Chapter 3: Establishing a business • Chapter 4: The business environment • Chapter 5: Corporate social responsibility • Chapter 6: Introduction to general management • Chapter 7: Planning • Chapter 8: Organising • Chapter 9: Leading • Chapter 10: Controlling the management process • Chapter 11: Operations management • Chapter 12: Human resource management and the South African labour legislative framework • Chapter 13: Marketing management • Chapter 14: Financial management • Chapter 15: Purchasing and supply chain management

Lecturer resources

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- Question bank

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Student resources

- Self-assessment question bank



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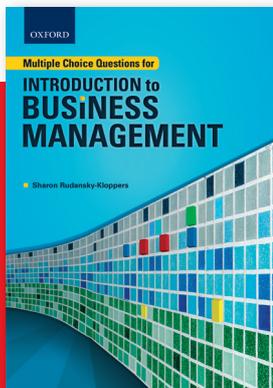
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Also available for this title ...

Multiple Choice Questions for Introduction to Business Management 3e

Editors: S Rudansky-Kloppers and J Strydom

Multiple Choice Questions for Introduction to Business Management 3e offers students an opportunity to self-assess their knowledge and understanding of the core textbook, *Introduction of Business Management 10e*, to assist with exam preparation.

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Chapter 1: The business world and business management • Chapter 2: Entrepreneurship • Chapter 3: Establishing a business • Chapter 4: The business environment • Chapter 5: Corporate social responsibility • Chapter 6: Introduction to general management • Chapter 7: Planning • Chapter 8: Organising • Chapter 9: Leading • Chapter 10: Controlling the management process • Chapter 11: Operations management • Chapter 12: Human resource management and the SA labour legislative framework • Chapter 13: Marketing management • Chapter 14: Financial management • Chapter 15: Purchasing and supply management • Chapter 16: Information management for small business

Lecturer resources

- Solutions manual

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Leadership

Editors: M Iszatt-White, C Saunders and T Botha

Authors: W Ladzani, S Rudansky-Kloppers and J Strydom

Leadership is an increasingly important concept which is being heralded as a necessary topic to be included in undergraduate courses at South African institutions, given the dearth of leadership skills displayed, especially in the public sector. Leadership is a subject which should be approached in a holistic manner, particularly within the economic and management sciences. The purpose of this textbook is to identify the principles of leadership in contemporary business organisations and to develop the students' understanding of the interrelatedness of leadership and management in order to achieve organisational goals. The textbook also covers contemporary issues in practising leadership for success. The book aims to encourage students to understand the principles and the importance of effective leadership in modern organisations, the leadership skills that are necessary in modern organisations, the role of leaders in workplace relations and teamwork, the importance of leadership ethics and the formulation of leadership standards, and evaluation of leadership performance.

This title is suitable for senior undergraduate students who are studying leadership as part of a degree in the economic and management sciences at universities.

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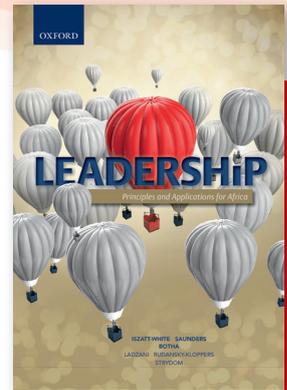
Part 1 Key themes in leadership • Chapter 1: Introduction to leadership • Chapter 2: Leadership, power and influence • Chapter 3: The leadership/management debate • Chapter 4: Early approaches to understanding leadership • Chapter 5: Transformational, transactional and charismatic leadership • Chapter 6: Leading teams • **Part 2 Hot topics in leadership** • Chapter 7: Leading change • Chapter 8: Strategic leadership • Chapter 9: Authentic and ethical leadership • Chapter 10: Responsible leadership for a sustainable world • Chapter 11: Leadership development

Lecturer resources

- PowerPoint® slides
 - Solutions manual
- learningzone.oxford.co.za

Student resources

- Question bank



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Management 5e

Editors: D Hellriegel, S Jackson, J Slocum, L Louw and G Staude

Authors: T Amos, H Klopper, M Louw, T Oosthuizen, S Perks and S Zindiye

What managerial competencies are required in modern organisations? What do you know about risk and disaster management? How does corporate social responsibility fit into a manager's role? *Management 5e* is a leading introductory text that provides internationally accepted management principles within the framework of South African and southern African organisational practices. The book provides a detailed examination of management fundamentals by focusing on the development of managerial competencies that include strategic action and self-management.

New to this edition:

- The book has been streamlined to ensure that relevant topics have been covered as clearly as possible
- All examples, research, data and cases have been updated to reflect the latest changes in the field
- There is a greater focus on managerial competencies through the addition of the managerial competencies feature to each chapter
- There is a new chapter on risk management
- Examples and cases focus on companies and managerial issues within different industries.

Written in clear, accessible language, *Management 5e* is suitable for students of management or business management, and human resources at universities and universities of technology.

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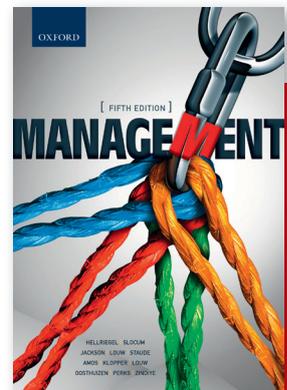
Part 1 An overview of management • Chapter 1: Overview of management • Chapter 2: Managerial competencies • Chapter 3: Evolution of managerial thought • Part 2 Planning • Chapter 4: Ethics and CSR • Chapter 5: Strategic analysis • Chapter 6: Strategic planning and strategy formulation • Chapter 7: Fundamentals of decision-making • Part 3 Organising • Chapter 8: Organisational structure and design • Chapter 9: Groups and teams in organisations • Chapter 10: Culture and diversity • Part 4 Leading • Chapter 11: Leadership • Chapter 12: Motivation • Chapter 13: Organisational communication • Chapter 14: Change management • Part 5 Controlling • Chapter 15: Control • Chapter 16: Risk management

Lecturer resources

- PowerPoint® slides
 - Teaching plan
 - Solutions manual
 - Case study bank
 - Question bank
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Student resources

- Interactive self-assessment question bank



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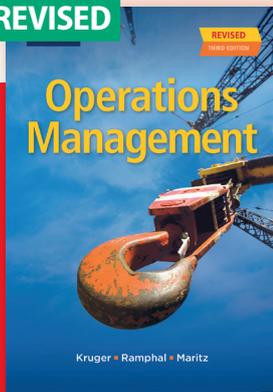
610 PAGES



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9780190406844

REVISED

Operations Management revised 3e

Authors: D Kruger, R Ramphal and M Maritz

Operations Management revised 3e is a leading introductory text which focuses on the fundamental theory necessary within the production and services industries. Its purpose is to set out the cost-effective management of resources to achieve organisational goals, and the focus is on systematic planning, operations, control and improvement of the processes which produce goods and deliver services. It is written in clear, accessible language and includes examples and case studies which focus on production, service and supply chain management within the South African context.

Operations Management revised 3e is an undergraduate introductory text suitable for students at universities and universities of technology.

New to this revised edition:

- ISO standards have been updated
- Updated chapter on lean manufacturing

Table of Contents:

Part 1 Introduction to operations management • Chapter 1: What is operations management? • Chapter 2: Supply Chain Management • **Part 2 Operations principles** • Chapter 3: Design of goods and services • Chapter 4: Process design, strategy and management • **Part 3 Planning principles** • Chapter 5: Forecasting • Chapter 6: Inventory management • Chapter 7: Material requirements planning • Chapter 8: Capacity planning • Chapter 9: Aggregate planning • Chapter 10: Short-term scheduling • **Part 4 Continual improvement** • Chapter 11: Lean systems strategy for operations • Chapter 12: Quality management • Chapter 13: Quality tools and techniques • Chapter 14: Project management • Chapter 15: Operations management challenges

Lecturer resources

- PowerPoint® slides
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- Question bank
- Solutions manual

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Student resources

- Self-assessment question bank



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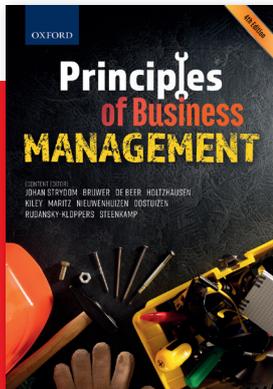
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Editor: J Strydom

Authors: JP Bruwer, A de Beer, M Holtzhausen, J Kiley, M Maritz, C Nieuwenhuizen, T Oosthuizen, S Rudansky-Kloppers and R Steenkamp

Principles of Business Management 4e is a foundational text that provides a solid theoretical grounding in general management principles such as leadership, motivation and control. It emphasises management functions such as marketing, finance, operations management and supply chain management, and gives attention to the entrepreneurial process. The textbook also covers topical issues such as the integrating of digital solutions within organisations.

Principles of Business Management 4e is aimed at entry-level business management students at universities and universities of technology. The textbook offers an excellent foundation for students planning to go into management in the private or NGO sectors, or who intend to become entrepreneurs.

The textbook is suitable for both commerce and non-commerce courses, introducing the components of organisational management and the different management functions.

New to this edition:

- New examples and case studies
- An explanation of changes to the Companies Act
- Implications of new technology on business management functions.

Table of Contents

Part 1 Introduction to business management • Chapter 1: Business and its challenges • Chapter 2: The business environment • **Part 2 Management tasks** • Chapter 3: The task of management • Chapter 4: Planning • Chapter 5: Organising • Chapter 6: Leading • Chapter 7: Motivating • Chapter 8: Controlling • **Part 3 The functional areas of management** • Chapter 9: Operations management • Chapter 10: Logistics management • Chapter 11: Financial management • Chapter 12: Employment relations management • Chapter 13: Marketing management • **Part 4 Entrepreneurship and the business plan** • Chapter 14: Entrepreneurship • Chapter 15: The business plan

Lecturer resources

- PowerPoint® slides
- Case study bank
- Question bank
- Solutions manual

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Student resources

- Multiple-choice questions for students are available at the end of each chapter



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Principles of Sport Management 2e

Editors: S Rudansky-Kloppers and J Strydom

Authors: P Bester, E Botha, Y Joubert, P Serra, L Steynberg and T van Eeden

What does sport management mean and what would the job of a sport manager entail? What does the South African sport environment look like and how can the Sport Environmental Model be used to understand the sporting environment? What is the impact of Covid-19 on spectator sports, sponsorship and revenue? What is e-sports and how does this impact traditional sporting environments?

Principles of Sport Management 2e provides a holistic overview of sport management as an academic discipline from a fresh and innovative South African perspective. This introductory text provides a theoretical background on the management tasks, including planning, organising, leading and control, within the South African sporting context. Sport management is discussed as an important component of the business environment, taking into account sociological and legal influences. The book covers the functional areas of management such as marketing, financial management, and human resources. There is also a chapter on event management.

The book is written for Sport Management students who are doing a course at an introductory level as part of a degree, or for students who are studying a National Diploma in Sport Management or short courses.

New to this edition:

- Additional information on social transformation pertaining to sport in South Africa
- Discussions on the role of politics, race and the economy in sport
- Updated information on trends in sport such as youth sport and e-sports
- A focus on digital marketing and customer behaviour in sports
- Updated case studies

Table of Contents

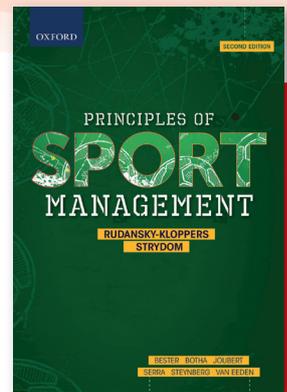
Part 1 Understanding the place of sport management • Chapter 1: Background to sport management in South Africa • Chapter 2: The South African sport environment • Chapter 3: Legal aspects of sport management • Chapter 4: The sociology of sport • **Part 2 Tasks of sport management** • Chapter 5: The management functions • Chapter 6: Planning • Chapter 7: Organising • Chapter 8: Leadership • Chapter 9: Control • **Part 3 Functional aspects of sport management** • Chapter 10: The marketing function • Chapter 11: The operations management function • Chapter 12: The financial management function • Chapter 13: The human resource management function • Chapter 14: The event management function

Lecturer resources

- PowerPoint® slides
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Student resources

- Self-assessment question bank



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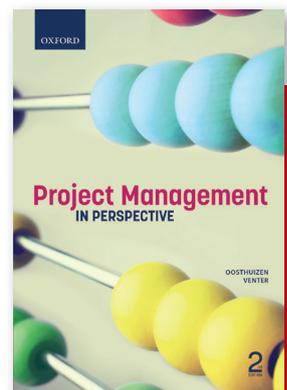
Project Management in Perspective 2e

Editors: T Oosthuizen and R Venter

Authors: S Boodhoo, L Bricknell, J Fraser, L Labuschagne, M Maritz, A McGregor and A Radford

Project Management in Perspective 2e introduces the fundamentals of project management. The approach of the book is interdisciplinary and ensures that the essential processes are thoroughly covered, and relevant to various business contexts. The book offers a step-by-step approach to project management within the South African context. Exercises provide students with opportunities to gain practical experience and case studies at the end of each chapter give students an opportunity to reflect on their knowledge and apply it to a relevant scenario. *Project Management in Perspective 2e* is an ideal introductory text that focuses on project management from a business management angle.

The book is suitable for introductory courses offered by departments of business management and logistics management at universities and universities of technology. It is also appropriate for short courses.





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New to this edition:

- New case studies have been added
- A new chapter on Project Crashing has been added
- A new central case study has been added

Table of Contents

Part 1 Nature and content of project management • Chapter 1: Introduction to project management • Chapter 2: Project selection through strategic alignment • Chapter 3: Organisational project capability • **Part 2 Project management process** • Chapter 4: Project initiation and definition • Chapter 5: Project planning Part 1 • Chapter 6: Project planning Part 2 • Chapter 7: Crashing a project • Chapter 8: Project execution, monitoring and control • Chapter 9: Project closure • **Part 3 Project integration/principles** • Chapter 10: Project risk management • Chapter 11: Stakeholder management • Chapter 12: Project communication • Chapter 13: People management for projects • **Part 4 Contemporary issues** • Chapter 14: Change management • Chapter 15: Leadership • Chapter 16: Programme and portfolio management

Lecturer resources

- PowerPoint® slides
 - Question bank
 - Teaching plan
- learningzone.oxford.co.za



Strategic Management 4e

Editors: L Louw and P Venter

Authors: T Amos, C Callaghan, A Davis, R Hamann, M Jansen van Rensburg, E Neuland, S Perks and R Venter

Strategic Management 4e covers the key concepts of strategic management and shows how these concepts are integrated within the management environment, answering questions such as:

- how does one strategise in a management context?
- what competencies and capabilities do organisations need?
- how does one adopt a strategic approach towards making organisations sustainable?

The book has been written in clear, accessible language and is suitable for senior undergraduate students, postgraduate students and those who are already employed. It provides theory and knowledge that can be applied to the work context to enable career growth and development.

New to this edition:

- Greater emphasis on sustainability
- Additional information on turnaround strategies
- An updated chapter on strategic innovation
- Stronger focus on strategic decision-making and risk management
- Updated case studies and examples

Table of Contents

Part 1 Strategy, stakeholders and strategic direction • Chapter 1: Introduction: the nature of strategic management • Chapter 2: The purpose and context of business: Key elements of sustainable organisation • Chapter 3: Strategic direction • **Part 2 Strategic analysis** • Chapter 4: Strategic decision-making • Chapter 5: Analysing the macroenvironment • Chapter 6: Analysing the industry environment • Chapter 7: Analysing the internal environment • **Part 3 Strategic development and formulation** • Chapter 8: Business level strategy • Chapter 9: Strategic innovation • Chapter 10: Corporate level strategy • Chapter 11: Strategies for international competitive advantage • **Part 4 Strategy implementation** • Chapter 12: Strategic leadership • Chapter 13: Organisational alignment and strategy implementation through organisational architecture • Chapter 14: Strategic risk management

Lecturer resources

- PowerPoint® slides
- Case Study bank
- Question bank
- Solutions manual
- Part case studie

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Student resources

- Self-assessment questions



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Supply Chain Management 2e

Editor: G Horn

Authors: H Badenhorst-Weiss, G Cook, S Heckroodt, J Howell, A Jappie and J Strydom

What are the critical components and concepts of supply chain management? Why do we need to be aware of the different supply chain network designs and performance drivers? What are the reasons for stock holding and what are the costs related to inventory management? How can proper supply chain management assist an organisation in creating a competitive advantage?

Supply Chain Management 2e provides a practical framework for students and demonstrates how organisations manage the enterprise-wide functions of supply in today's business environment. It covers discussions around current supply chain issues from South African and southern African contexts.

The book is written for degree and diploma students studying transport and logistics within a management qualification, as well as relevant short courses. The theory is pitched at an introductory level and contains appropriate technical and practical content to ensure that the textbook is relevant to students.

New to this edition:

- Additional content on forecasting and demand management
- Additional information on containers and packaging
- New chapter on environmentally sustainable logistics
- Updated information regarding international best practice
- Updated case studies which reflect local practices

Table of contents:

Part 1: Inbound supply chain • Chapter 1: Introduction to supply chain management and logistics • Chapter 2: Purchasing management • Chapter 3: Supplier management • Chapter 4: Inbound transportation • **Part 2: Internal supply chain** • Chapter 5: Inventory management • Chapter 6: Warehouse management • Chapter 7: Operations management • **Part 3: Outbound supply chain** • Chapter 8: Distribution management • Chapter 9: Outbound transportation • Chapter 10: Customer service management • Chapter 11: Integration of the supply chain • **Part 4: Supply chain management in practice** • Chapter 12: Environmentally sustainable supply chain management • Chapter 13: Supply chain management in a platform economy – practice and service supply chain management • Chapter 14: Supply chain management in the public sector

Lecturer resources

- Question bank
- PowerPoint Slides
- Solutions manual
- Part case studies

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Student resources

- Interactive self-assessment question bank

COMMUNICATION

Business Communication 2e

Editor: J Middleton

Authors: D Daniels, A Hunter, V McGhie, M van Jaarsveldt and T van Vuuren

Business Communication 2e provides a practical framework for students and demonstrates how communication functions in today's business environment. The textbook covers discussions around communication theory, cognitive communication, organisational communication, cultural communication, stakeholder communication, the writing and listening process, and academic literacy.

The book features comprehensive introductory theory that covers topical issues experienced within the South African workplace. Reflection boxes develop students' critical thinking and encourage class discussion. Practical exercises and self-evaluation questions throughout the chapters provide students with the opportunity to apply what they have learnt.

Business Communication 2e is aimed at students who are completing a National Diploma in tourism and entrepreneurship, management, logistics, HRM, retailing, marketing, hospitality management, PR management, office management, etc. The book is pitched at an introductory level and is suitable for first-year students at both universities and universities of technology.



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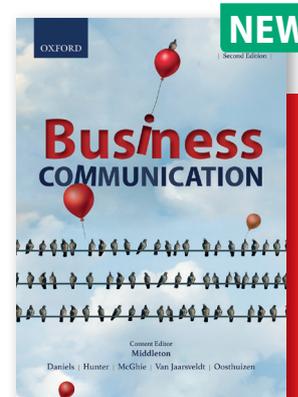
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New to this edition:

- Greater focus on social media as part of mass media communication
- Greater focus on the role of technology in academic writing
- Includes content on social media marketing
- Updated examples throughout

Table of contents:

Chapter 1: The origins of language and communication • Chapter 2: Elements of communication • Chapter 3: Organisational communication • Chapter 4: Interpersonal communication in the workplace • Chapter 5: Reading for academic purposes • Chapter 6: The writing process • Chapter 7: Academic writing and referencing • Chapter 8: Writing a literature review • Chapter 9: Business writing • Chapter 10: Stakeholder communication • Chapter 11: Grammar • Chapter 12: The listening process • Chapter 13: Oral presentations • Chapter 14: Meetings • Chapter 15: Conflict and negotiation • Chapter 16: The dynamics of business communication

Lecturer resources

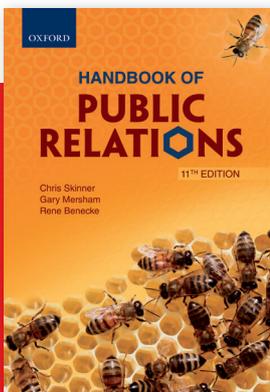
- PowerPoint® slides
- Solutions manual

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Student resources

- Question bank
- Interactive self-assessment question bank

- Template bank



Handbook of Public Relations 11e

Authors: C Skinner, G Mersham and R Benecke

Handbook of Public Relations 11e is a South African text that offers academic and practical perspectives on public relations in the business and management environment. The new edition provides current, relevant and topical PR developments in the industry using case studies on issues such as social media.

New to this edition:

- An updated chapter on social media and online public relations
- A strategic plan for public relations communication
- Practical guidelines to assist students with skills such as listening, speaking and writing.

Table of Contents

Part 1: Fundamentals of public relations • Chapter 1: Scope of public relations • Chapter 2: The development of public relations • Chapter 3: Public relations and communication • Chapter 4: Stakeholder and reputation management • Chapter 5: Public relations and marketing • Chapter 6: Public relations and advertising • Chapter 7: Public relations and selling • Chapter 8: Public relations and research • Chapter 9: The practice of public relations • Chapter 10: Internal communication • Chapter 11: Planning a public relations programme • **Part 2: Public relations and the media** • Chapter 12: Print and electronic media • Chapter 13: Working with the media • Chapter 14: Developing a media toolkit • Chapter 15: Social media • **Part 3: The techniques of public relations** • Chapter 16: Effective listening • Chapter 17: Effective communication: The spoken word • Chapter 18: Business communication • Chapter 19: Video technology via television and alternate channels • Chapter 20: Direct mail marketing • Chapter 21: Reports • Chapter 22: Background to printing and publishing • Chapter 23: PR and event management • Chapter 24: Promotional activities • Chapter 25: Sponsorships • Chapter 26: Exhibitions and trade fairs • Chapter 27: Conferences and seminars • Chapter 28: Corporate image and identity • Chapter 29: Corporate social investment • Chapter 30: Public relations issues and crisis management • Chapter 31: Government and public affairs • **Part 4: Doing it right** • Chapter 32: Practical guidelines

Lecturer resources

- PowerPoint® slides
- Teaching plan
- Solutions manual
- Question bank

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Student resources

- Interactive self-assessment question bank



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Strategic Communication: South African Perspectives

Editors: R Benecke, T Phumo and S Verwey

Strategic Communication straddles the disciplines of Business Communication, Stakeholder Communication, Public Relations and Integrated Marketing Communications. *Strategic Communication: South African Perspectives* breaks down these silos and emphasise the importance of a holistic and strategic approach to communication. This textbook will offer a South African perspective on the emerging discipline and practice of strategic communication.

Increasing technological complexity and globalisation have resulted in fundamental societal and business changes that require scholars and practitioners to challenge their own theoretical assumptions, and come to grips with the implications of paradigm shifts in various fields including public relations and communication. This book will explore the nature of these paradigm shifts, and considers what implications tensions in the field hold for public relations and communication scholarship in general, but also specifically for the South African field of scholarship and practice.

This text is aimed at undergraduate students, enrolled in South African tertiary education institutions studying communication science, corporate communication, marketing communication, marketing and brand communication and public relations. The book is intended to provide a key text that can be used throughout a learner's undergraduate studies in various theoretical and applied modules.

Table of contents:

Part 1: Conceptual foundations • Chapter 1: Paradigms, perspectives and paradoxes: understanding the origins of discipline • Chapter 2: Shifting paradigms: trends and drivers towards a strategic communication paradigm • Chapter 3: Strategy as emergence and emergent strategy: understanding social change • Chapter 4: Relational capital and shifting power relationships in the public sphere: towards a collaborative turn • Chapter 5: Reconceptualising the role of the strategic communicator: poly-phony and poly-contextual practice • Chapter 6: Towards a moral philosophy for strategic communication practice in communal contexts • **Part 2: Unlocking strategic communication value in practice** • Chapter 7: Understanding the brand value model • Chapter 8: Achieving brand sustainability through brand purpose, authenticity and engagement • Chapter 9: Building relational capital through strategic stakeholder engagement • Chapter 10: Collaboration and co-creation in the online brand space • Chapter 11: Engaging employees through employee and employer brand • Chapter 12: Brand legitimacy and social justice: building social capital through corporate social responsiveness • **Part 3: Challenges of strategic communication in the southern African context** • Chapter 13: Moral laxity and ethical brand failures in the South African corporate brand scape • Chapter 14: Resistance from the margins: social injustice and stakeholder activism • Chapter 15: Unreal: fake bots and fake news and artificial intelligence • Chapter 16: In need of a makeover? Image repair and brand apology: a South African brand reality • Chapter 17: Brand risk in online spaces: facing up to the Twitterati • Chapter 18: Big data but little insight • Chapter 19: Changing client-agency relationships • Chapter 20: The future of strategic communication theory and practice • **Part 4: Case studies**

Lecturer resources

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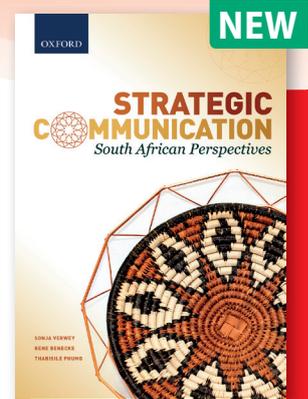
ENTREPRENEURSHIP

Entrepreneurship and New Venture Management 6e

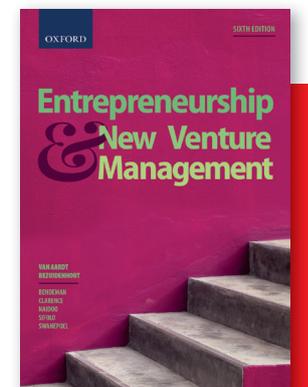
Editors: I van Aardt and S Bezuidenhout

Authors: H Bendeman, W Clarence, P Naidoo, P Sifolo, E Swanepoel and C van Aardt

Entrepreneurship and New Venture Management 6e covers the key concepts of entrepreneurship and provides comprehensive coverage of all aspects, including marketing, financial, HR and operations management. The book discusses the various theoretical aspects to be considered when starting a new business venture and offers practical examples to demonstrate the real-life application of the theory. The new edition includes additional discussion questions and experiential exercises, and updates to information and technology. *Entrepreneurship and New Venture Management* is written for undergraduate students studying business management at universities and universities of technology.



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- 9780190736859



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- NOV 2019
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- 664 PAGES
- 9780190722494
- 9780190448615

New to this edition:

- Updated material on information and technology, and its impact on all of the different aspects of a business
- Discussion on ethical business practices such as anti-corruption, compliance, due diligence, bribery and whistle-blowing
- Added information on social entrepreneurship
- Additional discussion questions and experiential exercises

Table of Contents

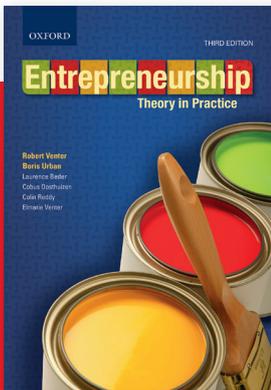
Part 1 Introduction • Chapter 1: Entrepreneurship defined • Chapter 2: The entrepreneurial mindset • **Part 2 The entrepreneurial process** • Chapter 3: Creativity and generating new business ideas • Chapter 4: Opportunity recognition and evaluation • **Part 3 New venture creation** • Chapter 5: Entrepreneurial strategy • Chapter 6: Business start-up • Chapter 7: Franchising • Chapter 8: Business ethics and social responsibility • Chapter 9: Entrepreneurial management • Chapter 10: Marketing • Chapter 11: Operations • Chapter 12: Managing human resources • Chapter 13: Basic financial concepts • Chapter 14: Financial planning and forecasting • Chapter 15: The business plan • Chapter 16: Legal aspects • **Part 4 Managing the venture** • Chapter 17: Business cycles and the entrepreneur • Chapter 18: Managing growth and harvesting • Chapter 19: Decline and turnaround • Chapter 20: Corporate entrepreneurship • Chapter 21: Contemporary issues

Lecturer resources

- PowerPoint® slides
 - Case study bank
- learningzone.oxford.co.za

Student resources

- Question bank
- Solutions manual
- Self-assessment question bank



Entrepreneurship: Theory in Practice 3e

Editors: B Urban and R Venter

Authors: L Beder, C Oosthuizen, C Reddy and E Venter

Entrepreneurship: Theory in Practice 3e is a comprehensive text on entrepreneurship that will equip students with the sound theory needed to, not only establish a business, but also succeed in a new venture. The book is academically sound, offering theory to students and encouraging them to apply this theory through the use of profiles of entrepreneurs, case studies, examples, and review and application questions. The textbook presents the processes and dynamics of entrepreneurship in South Africa, integrating theory into local circumstances in an accessible way, addressing opportunities and highlighting challenges. The third edition of *Entrepreneurship: Theory in Practice* is suitable for senior undergraduate students studying entrepreneurship at university or university of technology.

New to this edition:

- A new chapter on family business
- Updated policy frameworks for entrepreneurs
- New examples and case studies
- Glossary as a quick reference guide to support learning.

Table of Contents

Part 1 Pre start-up phase: opportunity recognition and evaluation • Chapter 1: Introducing entrepreneurship • Chapter 2: The individual in entrepreneurship • Chapter 3: The entrepreneur in a social context • Chapter 4: The entrepreneurial environment • Chapter 5: Entrepreneurial opportunities • **Part 2 Start-up phase: action and opportunity exploitation** • Chapter 6: Business planning • Chapter 7: Selecting a venture form • Chapter 8: South African policy and broader contextual issues • Chapter 9: Financing new ventures • Chapter 10: Strategic entrepreneurship • Chapter 11: Compliance and ethical issues • **Part 3 Post start-up phase: sustainability and growth** • Chapter 12: Technopreneurship and e-commerce • Chapter 13: Family entrepreneurship • Chapter 14: Corporate entrepreneurship • Chapter 15: Social entrepreneurship • Chapter 16: International entrepreneurship

Lecturer resources

- Solutions manual
 - Appendices for Chapters 12 and 15
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Student resources

- Question bank



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Principles of Entrepreneurship and Small Business Management 2e

Editor: I van Aardt

Authors: W Clarence, L Janse van Rensburg, N Mmako, S Radipere, E Rankhumise, E Venter and K Visser

What do you need to know about innovation and creativity and how they foster business growth? How do you create a successful business plan?

Principles of Entrepreneurship and Small Business Management 2e provides students with a practical introduction to the subject and creates a foundation for students continuing their study of entrepreneurship. The textbook covers the content in a practical manner and provides students with many South African examples.

Written for undergraduate students at universities, universities of technology and comprehensive universities.

New to this edition:

- A greater focus on entrepreneurial skills
- Case studies and examples have been updated to reflect latest trends in the field
- Additional content that deals with innovation and creativity have been added.

Table of Contents

Chapter 1: Discovering entrepreneurship and small business management • Chapter 2: Generating and screening ideas • Chapter 3: Assessing market feasibility and viability • Chapter 4: Sales and marketing • Chapter 5: Finance • Chapter 6: Operations management • Chapter 7: Legal issues • Chapter 8: Entrepreneurial leadership • Chapter 9: Business ethics • Chapter 10: The business plan • Chapter 11: Growth and exit strategies

Lecturer resources

- PowerPoint® slides
 - Question bank
 - Teaching plan
- learningzone.oxford.co.za

Student resources

- Question bank
- Case study bank

HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL PSYCHOLOGY

Contemporary Issues in Human Resource Management 5e

Editor: Nicole Dodd

Authors: R Bothma, C Brewster, W Chinyamurindi, A Cox, P Holland, N Kougiannou, A Mazingi, Renee Paulet, B Robinson and B de Villiers

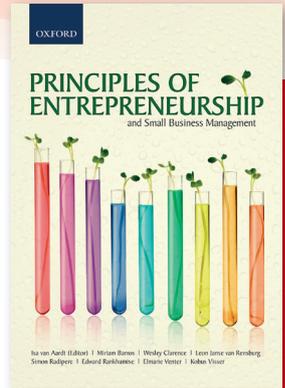
Contemporary Issues in Human Resource Management 5e is aimed at senior undergraduate HR students and offers them practical insights into the working world of HR. One lecturer commented that it is one of the few books that “told the truth about HR”. The textbook is written by a group of international and local authors, as well as practitioners, and presents the latest developments within the field of HR. There is a strong focus on applying current theories and models to the contemporary workplace. Topics are positioned in such a way so as to lend strategic and innovative perspectives to ensure success in local and global contexts.

New to this edition:

- Comprehensive updates to all chapters including new case studies
- Topics are integrated with the SABPP standards.
- Discussions around innovative approaches to HR, including current challenges
- Additional information on diversity and inclusion, self-managed work teams, alternative workplaces, the gig economy, managing various generations in the workplace, employee retention, the employee value proposition, future-proofing organisations, and changing notions of work
- Frameworks updated to reflect King IV
- Updated discussions on technology advancements including the impact of 4IR AI, Internet of Things, digital HR, and impact of social media

Table of Contents

Chapter 1: Human resource management's evolving role in South Africa • Chapter 2: Human Resources and the competitive advantage • Chapter 3: Human Resources and Leadership • Chapter 4: The strategic role of human resource management • Chapter 5: Flexible work for competitive advantage • Chapter 6: Talent management as a human resources advantage • Chapter 7: Measuring human resource management within organisations • Chapter 8: Ethical issues and challenges in human resource management • Chapter 9: Corporate responsibility and the rise of humane capital • Chapter 10: Human resource management in the electronic era • Chapter 11: Change management and building the learning organisation • Chapter 12: Employee voice • Chapter 13: Wellness and engagement for competitive advantage • Chapter 14: Sustainable human resource management • Chapter 15: An international dimension



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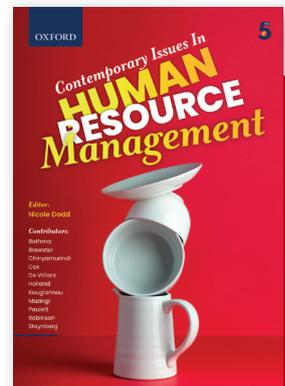
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Lecturer resources

- PowerPoint® slides
 - Question bank
 - Solutions manual
- learningzone.oxford.co.za

Student resources

- Interactive self-assessment questions

Human Resource Management 11e

Editor: P Nel and A Werner

Authors: C Botha, W Chinyamurindi, N Dodd, M du Plessis, S Majova, M Mey, P Poisat and L van Hoek

Human Resource Management 11e is a comprehensive introductory textbook for undergraduate students. The textbook focuses on the core responsibilities of human resource management and how this function is central to the success of an organisation. The content reflects the main theories and processes and how these can be applied in an organisation to give it a competitive advantage. The textbook also explores topical issues within human resource management and labour practices.

New to this edition:

- Detailed focus on job analysis and recruitment
- Additional information on psychological contracts, career development, performance management, health and safety, changing nature of work, diversity management, equity, harassment, wellness, globalisation, talent management, technology/HRM software, and reward/compensation systems
- Discussion on the impact of 4IR, the digital economy, globalisation, and Covid on HR and labour practices
- Update case studies

Table of Contents

Chapter 1: Introduction to human resource management • Chapter 2: Laws impacting human resource management • Chapter 3: Human resource planning • Chapter 4: Recruitment • Chapter 5: Selection • Chapter 6: Induction and socialisation • Chapter 7: Remuneration and reward • Chapter 8: Health, safety and wellness • Chapter 9: Employee development and career management • Chapter 10: Performance management • Chapter 11: Diversity management and retention • Chapter 12: Motivation • Chapter 13: Leadership • Chapter 14: Groups and teams • Chapter 15: E- human resource management and knowledge management • Chapter 16: Change management • Chapter 17: Strategic human resource management • Chapter 18: International human resource management • Chapter 19: Challenges of human resource management

Lecturer resources

- PowerPoint® slides
 - Question bank
 - Case study bank
 - Solutions manual
- learningzone.oxford.co.za

Student resources

- Interactive self-assessment questions

Introduction to Work Psychology 3e

Editor: Z Bergh

Authors: E Botha, J Kiley and A Werner

How does psychological theory help you to understand, shape and influence work behaviour and relationships? How does workplace learning take place? How do you assess workplace values and attitudes?

Introduction to Work Psychology 3e features the practical application of theory using relevant workplace examples. The textbook examines industrial and organisational psychology within the context of the South African business environment. Its strength lies in a sound balance between the discussion of psychology, industrial psychology and human resource management.

The content is written in an accessible, academic style, with a focus on African perspectives, examples and indigenous knowledge systems. Each chapter includes learning objectives; boxed features that illustrate the theory within each chapter; self-assessment tasks for students to measure their progress, and a summary and reflection section that highlights the implications of the theory in practice.

Introduction to Work Psychology 3e is suitable for first-year students of industrial psychology at universities, and first-year students of personnel management at universities of technology. The textbook is also very accessible and suitable for service courses, for example nursing.



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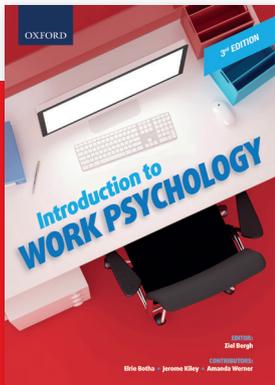
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New to this edition:

- Greater focus on the rapidly changing work environment and the effect that both internal and external factors have on employees' psyche.
- Greater focus on the concept of Africanisation and how this impact on the I-O Psychology landscape – both within organisations as well as the broader environment.
- Discussions regarding the role of the Fourth Industrial Revolution in terms of digital economy, automation and new socio-politico-economic factors.
- Updated information on changes to legislation.
- Updated examples and case studies.

Table of Contents

Chapter 1: Introduction to psychology and industrial and organisational psychology • Chapter 2: Frameworks for thought and practice in I-O psychology • Chapter 3: Biology in work behaviour • Chapter 4: Human and career development across the lifespan • Chapter 5: Sensory and perceptual processes in work behaviour • Chapter 6: Cognitive processes • Chapter 7: Workplace learning • Chapter 8: Workplace motivation and emotion • Chapter 9: Social processes in the workplace • Chapter 10: Work-related attitudes and values • Chapter 11: Psychological well-being and maladjustment at work • Chapter 12: Psychological assessment and research in the work context

Lecturer resources

- PowerPoint slides
- Lecturer question bank
- Case study bank

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Student resources

- Self-assessment questions
- Glossary translated into Afrikaans and isiXhosa

Labour Relations in South Africa 5e

Editors: A Levy and R Venter

Authors: H Bendeman and B Dworzanowski-Venter

Labour Relations in South Africa 5e provides a thorough, engaging introduction to the science and practice of labour relations in South Africa. The fifth edition presents a more critical and reflective approach, engaging with the various issues, shifts, and seismic events which have impacted this dynamic field in recent years. The text's view is expanded to encompass a multi-faceted perspective, relating to business science, law, economics, and sociology, and to focus more specifically on the context and dynamics of a developing country.

New to this edition:

- The text is fully updated to reflect the recent amendments to the Labour Relations Act, Basic Conditions of Employment Act, and the Employment Equity Act. In addition, recent case law and other developments are addressed. The fifth edition provides a stronger focus on the role and influence of the Constitution of South Africa in the fields of labour law and labour relations
- A new introductory chapter orientates the reader with a multi-faceted perspective of labour relations.
- The field is introduced from the diverse perspectives of business science, law, economics, and sociology
- The fifth edition focuses more specifically on the context and dynamics of a developing country.
- Contemporary, emerging issues are discussed, including the issue of pay equality; the platinum industry strikes, and the far-reaching implications of the events which have unfolded in recent months and the emergence of small or 'splinter' unions.

The text is directed toward undergraduate, introductory students who are studying labour relations as a module within programmes of management or social science disciplines..

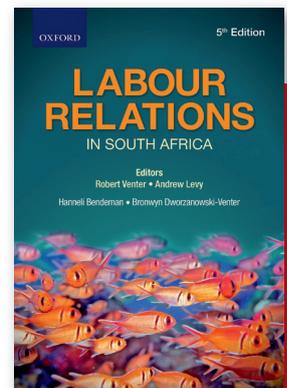
Table of Contents

Chapter 1: An introduction to labour relations • Chapter 2: Perspectives on labour relations • Chapter 3: The historical development of South African labour relations • Chapter 4: Comparative labour relations: lessons from the BRICS debate • Chapter 5: An introduction to labour economics • Chapter 6: Contemporary issues in the South African labour market • Chapter 7: The South African labour legislative framework • Chapter 8: Managing labour relations in the workplace • Chapter 9: Collective bargaining and organisational rights • Chapter 10: Negotiation • Chapter 11: Dispute resolution • Chapter 12: Worker participation in South Africa • Chapter 13: Industrial action • Chapter 14: Ethics in labour relations • Chapter 15: Some future patterns and predictions for labour relations in South Africa

Lecturer resources

- PowerPoint® slides
- Teaching plan
- Question bank

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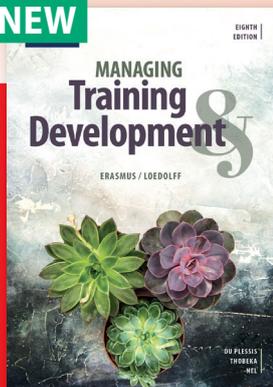
696 PAGES



9780199049318



9780195996531

NEW

Managing Training and Development 8e

Editors: B Erasmus and P Loedolff

Authors: M du Plessis, T Mda and P Nel

Managing Training and Development 8e focuses on the training and development of people from a human resource management perspective. The book provides detailed discussions, case studies and activities to integrate theory and practice, and guide students through a wide spectrum of training and development issues. It includes legislation, such as South African Qualifications Authority and the Skills Development Act, as well as the factors that influence the training and development of people in organisations.

The book is written for undergraduate students of Human Resource Management, Human Resource Development, Industrial Psychology, Management and Business Management at universities, universities of technology, as well as industry training providers.

New to this edition:

- New chapters on talent management and challenges in human resource development
- Updated legislation that impacts on education and training, such as the South African Qualifications Authority and the Skills Development Acts
- A glossary of keywords to clarify new concepts.

Table of Contents

Chapter 1: Managing training and development in organisations • Chapter 2: The education, training and development environment in South Africa • Chapter 3: The administration and technological support of training and development in the organisation • Chapter 4: Learning theories and principles • Chapter 5: Determining training and development needs • Chapter 6: Programme design and development • Chapter 7: Preparing and presenting training and development • Chapter 8: Assessing learning and evaluating training and development • Chapter 9: Management development • Chapter 10: Talent management • Chapter 11: Challenges in human resource development

Lecturer resources

- PowerPoint® slides
- Teaching plan
- Case study bank
- Question bank

learningzone.oxford.co.za

Student resources

- Self-assessment question bank



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NEW

Organisational Behaviour 2e

Editor: A Moerdyk

Authors: W Chinyamurundi, N Dodd, F Donald, G Freedman, J Kiley and L van Hoek

Organisational Behaviour 2e is an introductory-level textbook which covers the basic theoretical foundations of individual, group and organisational behaviour. Current and up-to-date thinking is contextualised within management themes, including ethics, communication, negotiation and decision-making.

Examples, case studies, reflection features, ethics features and experiential exercises ensure that students have ample opportunity to apply the theory within a South African context.

The textbook offers comprehensive coverage for senior undergraduate students who are studying organisational behaviour as part of a degree or diploma at a university of technology or university.

New to this edition:

- Greater focus on BBBEE policies and how they shape organisations for the future, based on equality
- Greater focus on how future studies, technology, artificial intelligence and other trends will impact organisational behaviour
- More South African examples with a greater discussion of the organisational behaviour landscape in South Africa
- Integrated examples which provide an opportunity for application of theoretical concepts

Table of contents:

Chapter 1: What is organisational behaviour • Chapter 2: Values, attitudes and beliefs • Chapter 3: Personality and generational differences in the workplace • Chapter 4: Motivation and satisfaction • Chapter 5: Groups and teams • Chapter 6: Communication • Chapter 7: Power and organisational politics • Chapter 8: Leadership • Chapter 9: Organisational structure and culture • Chapter 10: Change and innovation • Chapter 11: Sustainability • Chapter 12: Organisational behaviour in the future

Lecturer resources

- PowerPoint® slides
- Teaching plan
- Case study bank
- Question bank

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Student resources

- Interactive self-assessment questions



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Personnel Psychology: An Applied Perspective 3e

Editors: E Botha, M Coetzee and L de Beer

Authors: A Barnard, J Botha, M Bussin, A Deas, J Kiley, M Kirsten, E Nel, H Roythorne-Jacobs, C Tebele, S van der Westhuizen, and X van Lill

How should you create a systematic learning programme in your organisation? How is research relevant to the employment process? What does job enrichment entail and how can it benefit the employee and the organisation? *Personnel Psychology: An Applied Perspective 3e* focuses on the connections between psychological theory and human resource management in South Africa. Personnel psychology deals with the psychological factors that drive and affect individuals in the workplace.

The textbook covers the main areas of human resource management activity, utilised to achieve organisational objectives, and analyses of how these activities might be carried out by managers.

This text is aimed at senior undergraduate students studying industrial and organisational psychology, personnel psychology, or human resource management.

New to this edition:

- Content on ethics have been added to relevant chapters.
- Greater focus on the changing nature of work, for example virtual work environments.
- Greater focus on talent management and performance management.
- New chapter on employee wellness included.
- Updated examples and case studies.

Table of Contents

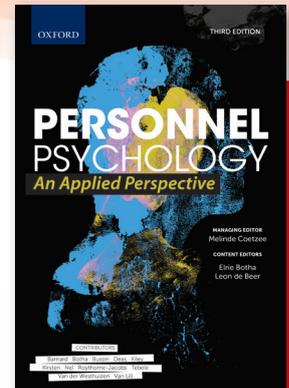
Part 1 Introduction to personnel psychology • Chapter 1: Introduction: Personnel psychology in context • Chapter 2: Research methods in personnel psychology • **Part 2 Personnel employment** • Chapter 3: Introduction: The employment context and human resource planning • Chapter 4: Job analysis and criterion development • Chapter 5: Psychological assessment: Predictors of human behaviour • Chapter 6: Recruitment and selection • **Part 3 Personnel retention** • Chapter 7: Introduction: Psychology of personnel retention • Chapter 8: Reward and remuneration • Chapter 9: Performance management and evaluation • Chapter 10: Training and development • Chapter 11: Talent and career management • Chapter 12: Employee wellness • Chapter 13: Employment relations

Lecturer resources

- PowerPoint slides
 - Lecturer question bank
- learningzone.oxford.co.za

Student resources

- Self-assessment question bank



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608 PAGES



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Psychology in the Work Context 5e

Editors: ZC Bergh and DJ Geldenhuys

Authors: J Kiley, L Louw, M May, C Tebile, L Ungerer, T Veldsman and A Werner

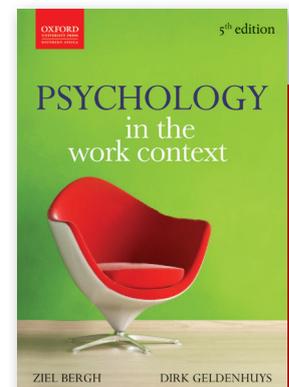
How do you gain an understanding of workplace conflict? Why is training and development important in a successful organisation? What approaches could you use to motivate people in the work situation?

Psychology in the Work Context 5e provides students with a solid, comprehensive foundation to analyse issues in the workplace and to better understand work behaviour. The textbook is written in clear, accessible language and provides students with work-related examples and applications that are relevant to the South African context.

This book is written for undergraduate students studying industrial and organisational psychology as part of a degree or diploma.

New to this edition:

- New case studies on issues such as the biology of thinking and problem solving, and how organisations can avoid workplace violence, which will enhance the reader's understanding of the key concepts
- Revised ethical readers and critical thinking boxes which ensure that current topics in the industrial psychology field are covered
- Self-assessment features to test the student's knowledge and understanding of key concepts
- Questions for discussion and practice that help to relate the theory to real-world experience and preparing students for the working environment.





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Table of Contents

Part 1 Study fields and thinking frameworks in industrial and organisational psychology • Chapter 1: Fields of study/practice areas in psychology, and industrial (I-O) and organisational psychology • Chapter 2: Exploring the metatheory of industrial and organisational psychology • **Part 2 Individual behavioural processes** • Chapter 3: The biological basis of behaviour • Chapter 4: Human development across the lifespan • Chapter 5: Learning • Chapter 6: Perception • Chapter 7: Cognition • Chapter 8: Motivation and emotion • **Part 3 Social behaviour and processes** • Chapter 9: Attitudes and values • Chapter 10: Prosocial behaviours, aggression and conflict • Chapter 11: Group behaviour and other social processes in organisations • Chapter 12: Leadership and entrepreneurial behaviour • **Part 4 Personality in the work context** • Chapter 13: The nature of personality and fundamental assumptions in personality study • Chapter 14: Personality in unconscious processes • Chapter 15: Personality by learning • Chapter 16: Personality recognised in traits • Chapter 17: Personality through self-experiences • Chapter 18: Personality through cognitive constructions • **Part 5 Employee and organisational well-being** • Chapter 19: Psychological well-being • Chapter 20: Psychological disorders and work dysfunctions • **Part 6 Psychological methodologies** • Chapter 21: Assessment of personality and individual differences • Chapter 22: Research and other methods in psychology

Lecturer resources

- Teaching Plan
 - Question Bank with solutions
 - PowerPoint® slide
- learningzone.oxford.co.za

MARKETING

Consumer Behaviour: South African Psychology and Marketing Applications 2e

Editors: A Erasmus and M Mpinganjira

Authors: E Botha, G Donga, D du Toit, L Ehlers, B Jacobs, T Maree, V Mugobo and R Shambare

What exactly drives motivation? How important are social class, status and group influences when making a buying decision? How important is it to be ethically and socially responsible when dealing with issues surrounding consumer behaviour?

Consumer Behaviour 2e uncovers the essential concepts of a subject that covers both marketing and industrial psychology. The textbook focuses on both the internal and external factors which impact the decision-making process. It provides internationally accepted theories which are relevant to the South African context.

The textbook is written for senior undergraduate students who are studying consumer behaviour as part of their degree in marketing or industrial psychology at a university, or as part of a national diploma in marketing.

New to this edition:

- New chapter on experiential retail
- New examples and case studies
- New content on ethics and consumer protection, the digital environment and the online customer

Table of Contents

Part 1 Introduction • **Chapter 1: Introduction to consumer behaviour** • Part 2 Internal factors • Chapter 2: Consumer motivation • Chapter 3: Learning and information processing • Chapter 4: Consumer perceptions • Chapter 5: Personality • Chapter 6: Consumer attitudes • **Part 3 External factors** • Chapter 7: Social class, reference groups and the diffusion of innovations • Chapter 8: Cultural and sub-cultural influences on consumer behaviour • Chapter 9: Family and household influences on consumer behaviour • Chapter 10: Situational influences on consumer behaviour • **Part 4 Complexities of the consumer decision-making process** • Chapter 11: Market segmentation from a South African perspective • Chapter 12: Communicating with consumers • Chapter 13: Consumer decision models • Chapter 14: Consumerism and consumers as citizens • Chapter 15: Changes in retailing

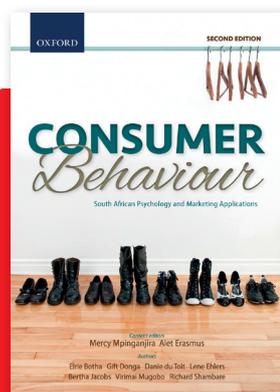
Lecturer resources

- PowerPoint® slides
- Teaching plan
- Question bank
- Case study bank

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Student resources

- Interactive self-assessment question bank



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International Marketing 2e

Editors: S Burgess and C Bothma

Authors: O Dayan, S de Klerk, L de Vries, R Geldenhuys, A Gouws, R Machado, E Mazibuko, M Mpinganjira, J Nel, S Saunders, J Strydom and J Wiid

International Marketing 2e combines foundational marketing theory and practice and illustrates the latest advances in international trade agreements and legislation, with specific reference to the southern African region. The text combines foundational international marketing theory with practical experience.

International Marketing is the only South African-based textbook written by a team of South African academics and practitioners.

New to this edition:

- A new chapter on segmentation, targeting and positioning completes the marketing mix
- Greater focus on South African trade agreements means that the content is presented in a relevant context
- A case study with questions at the end of each chapter that assists students with self-assessment.

The book is directed at senior undergraduate students of Marketing (second- and third-year level) at universities and is also appropriate for postgraduate students.

“The textbook is recommended because the detailed theory, diverse practical illustrations and case studies will assist the students in developing their knowledge and understanding of International Marketing. Overall, the book will make a positive contribution to students’ lives and groom them for the international arena.”

Ms M Moos, University of Pretoria

Table of Contents

Part 1 Introduction to international marketing • Chapter 1: Introduction to international marketing • Chapter 2: Marketing strategy across the borders • **Part 2 Overview of international trade** • Chapter 3: International trade theory • Chapter 4: The international trade environment • Chapter 5: International trade in southern Africa and Africa • Chapter 6: Barriers to international trade • Chapter 7: Foreign exchange and the international monetary system • **Part 3 The international marketing environment** • Chapter 8: The socio-cultural environment • Chapter 9: The legal environment • Chapter 10: The political environment • Chapter 11: The economic environment • Chapter 12: Physical and technological environments • **Part 4 International marketing research** • Chapter 13: International marketing research • **Part 5 The international marketing mix** • Chapter 14: International market segmentation, targeting and positioning • Chapter 15: International product policy and development • Chapter 16: International distribution and logistics systems • Chapter 17: International marketing communication • Chapter 18: Pricing for international markets • Chapter 19: The Internet and international marketing • Chapter 20: Exporting and small businesses • Chapter 21: Export administration and logistics • Chapter 22: Evolving context and future issues in international marketing

Lecturer resources

- PowerPoint® slides
 - Teaching plan
- learningzone.oxford.co.za

Marketing 6e

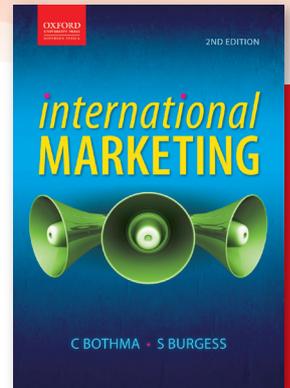
Authors: CW Lamb, JF Hair, C McDaniel, C Boshoff, N Terblanche, R Elliott and HB Klopper

Marketing 6e is a strong foundational text for first-year students studying towards a BCom and BA qualifications in departments of management, marketing or business management at universities. It is also suitable for students who are studying a national diploma in marketing at universities of technology. The book covers issues such as sponsorship, marketing research, consumer behaviour and marketing positioning.

Marketing is a principles-based guide through current topics such as green marketing and marketing communications. The title includes pedagogical features such as opening case studies, strategy readers, technology boxes, key concepts and useful summaries.

New to this edition:

- Additional content on sustainability
- Updates on digital marketing
- Updates of examples, readers and case studies



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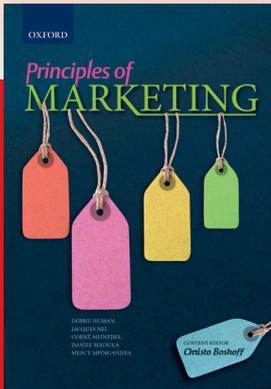


Table of Contents

Part 1 Introduction to marketing • Chapter 1: An overview of marketing • Chapter 2: Analysing the external environment's influence on marketing • Chapter 3: Understanding consumer decision making • Chapter 4: Analysing the competitive situation • Chapter 5: Information for marketing decision making and marketing research • Chapter 6: Segmenting and targeting markets • Chapter 7: Positioning the firm and its products • **Part 2 Implementing marketing mix strategies** • Chapter 8: Product decisions • Chapter 9: Developing and managing products • Chapter 10: Marketing channels and the role of intermediaries • Chapter 11: Marketing communication strategy • Chapter 12: Implementing marketing communication mix strategies • Chapter 13: Pricing concepts and setting the right price • Chapter 14: Putting it all together: The strategic marketing plan • **Part 3 Specialised marketing** • Chapter 15: Marketing in specialised markets • Chapter 16: Sustainable marketing

Lecturer resources

- PowerPoint® slides
- Teaching plan
- Glossary
- Question bank
- Links and video clips

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Student resources

- Self-assessment question bank
- Digital component on the marketing plan



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JAN 2017



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Principles of Marketing

Editor: C Boshoff and C de Meyer-Heydenrych

Authors: D Human, D Maduku, C Meintjies and J Nel

How do you create a marketing plan? What communication strategies are helpful when promoting new products or services? How can you use digital marketing communication channels to reach a wider audience?

Principles of Marketing provides a well-structured, solid foundation that addresses the need for students to have real marketing skills which can be used in the industry. The textbook not only provides a theoretical perspective, but also focuses on marketing skills development, especially within the context of small business enterprises.

The textbook is written at an introductory level for undergraduate students at universities and universities of technology.

Table of Contents

Chapter 1: An introduction to marketing • Chapter 2: The influence of the environment in marketing • Chapter 3: Consumer behaviour and consumer decision-making • Chapter 4: Understanding competition • Chapter 5: Research and marketing decision-making • Chapter 6: Segmentation, targeting and positioning • Chapter 7: Product management • Chapter 8: Managing distribution channels • Chapter 9: Marketing communication strategy • Chapter 10: Media and media planning • Chapter 11: Pricing • Chapter 12: Managing the marketing process

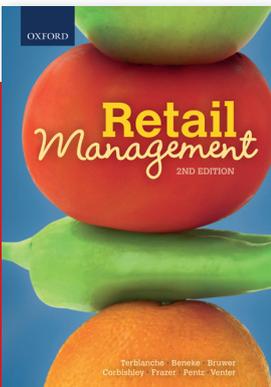
Lecturer resources

- PowerPoint® slides
- Teaching plan

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Student resources

- Interactive self-assessment question bank
- Interactive case study which allows students to create a marketing plan



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Retail Management: A South African Perspective 2e

Editor: N Terblanche

Authors: J Beneke, JP Bruwer, K Corbishley, M Frazer, J Nel, C Pentz and P Venter

Have you considered the advantages and disadvantages of online retailing? What do you need to know about logistics and supply chain management?

Retail Management: A South African Perspective 2e answers these and other questions and topics encountered in retail management. It provides a comprehensive foundation of traditional retail theory and retail within the South African context.

The book has been written in accessible language and builds on the strengths of the first edition. The title offers features such as case studies and example boxes.

Retail Management: A South African Perspective 2e is an introductory textbook suitable for students at senior undergraduate level or students who are studying either a degree or a diploma in Marketing. The book is also suitable for short courses that are accredited by the QCTO for the Wholesale and Retail sector.

New to this edition:

- New chapter on online retail
- Additional information on ethics in retail management
- Additional exercises on quantitative aspects of retailing.

Table of Contents

Part 1 Introduction • Chapter 1: Role of retailing • Chapter 2: Retail environment • **Part 2 Marketing activities** • Chapter 3: Shopper behaviour • Chapter 4: Location • Chapter 5: Design and layout • Chapter 6: Communication • Chapter 7: Pricing • Chapter 8: Online retailing • **Part 3 Merchandising** • Chapter 9: Merchandise management • Chapter 10: Logistics • **Part 4 Operations management** • Chapter 11: Stakeholders • Chapter 12: Customer services • Chapter 13: Assets and risks • **Part 5 Resource management** • Chapter 14: Human resources • Chapter 15: Finance • **Part 6 Strategic retail management** • Chapter 16: Strategy

Lecturer resources

- PowerPoint® slides
 - Question bank
 - Case study bank
- learningzone.oxford.co.za

Student resources

- Interactive self-assessment question bank

Strategic Marketing: Theory and Application for Competitive Advantage 3e

Editors: M Jansen van Rensburg and P Venter

Authors: B Chummun, K de Villiers, M Goldman, F Herbst, S McCoy, J Strydom and H Visser

What social responsibility do you have as a strategic marketer? How do you deal with the unique southern African context from a strategic marketing perspective? What is the role of a corporate brand? How do you drive product innovation?

Strategic Marketing 3e deals with the theories and formulation of strategic marketing, discusses the analysis of the environment, and applies and evaluates marketing concepts through southern African case studies. The textbook deals with the formulation of strategic marketing objectives as well as the necessary theoretical approaches. It covers the analysis of the environment and applies and evaluates marketing concepts through southern African case studies.

The textbook is aimed at senior undergraduate students who are studying a BCom and postgraduate students. The book is also used by senior National Diploma Marketing students at universities of technology.

New to this edition:

- Greater focus on corporate branding and positioning
- Updated content on the key areas of the marketing plan
- Updated information on the 4Ps of marketing
- Updated South African case studies
- More information on digital marketing and the role of social media

Table of contents:

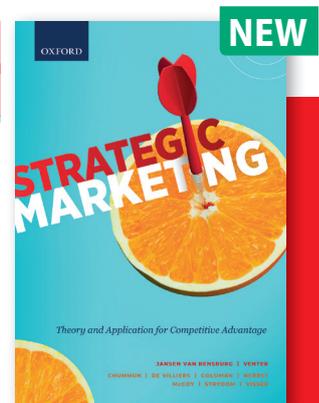
Section 1: Strategic marketing in context • Chapter 1: The nature of strategic marketing • Chapter 2: Corporate branding • **Section 2: Market opportunity analysis** • Chapter 3: Identifying market opportunities • Chapter 4: Developing market opportunities • **Section 3: Strategic marketing process** • Chapter 5: Identifying and targeting attractive market segments • Chapter 6: Tactical branding and positioning • Chapter 7: Product and service innovation • Chapter 8: Marketing strategies in the life cycle • **Section 4: Strategic marketing implementation and control** • Chapter 9: The marketing plan • Chapter 10: Implementation of marketing strategies • Chapter 11: Marketing metrics • **Section 5: Contemporary issues in marketing** • Chapter 12: Ethical and sustainable approaches to marketing

Lecturer resources

- PowerPoint® slides
 - Question bank
 - Case study bank
 - Teaching plan
- learningzone.oxford.co.za

Student resources

- Self-assessment question bank
- Digital component on the marketing plan



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RESEARCH METHODOLOGY



Economic and Management Research

Editor: P Venter and D van Zyl

Authors: W Janse van Rensburg, P Joubert, R Pellissier and E Stack

Economic and Management Research is aimed at postgraduate students, primarily those studying economics and management sciences. The book draws attention to both quantitative and qualitative research methods.

This title is suitable for honours students in the College of Economic and Management Sciences, specifically the School of Management Sciences and the School of Accounting Sciences.

Table of Contents

Part 1 Introduction • Chapter 1: An introduction to the philosophy and aims of business research • Chapter 2: The research problem • Chapter 3: The literature review • **Part 2 Conceptualising and environment scanning phase** • Chapter 4: Research design • Chapter 5: Qualitative research designs • Chapter 6: Surveys as research strategy • Chapter 7: Quantitative data analysis techniques in research • **Part 3 Academic literacy** • Chapter 8: Writing a research proposal • Chapter 9: Research reporting • Chapter 10: Academic literacy



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9780199078158

Research Methodology: Business and Management Contexts 2e

Editors: A Bryman, E Bell and P Hirschsohn

Authors: A dos Santos, J du Toit, N Faasen, A Masenge, I van Aardt and C Wagner

Research Methodology: Business and Management Contexts 2e provides students with a clear conceptual framework for conducting research in a step-by-step manner. While the textbook is pragmatic in its approach, it equips students to use different research traditions and methods.

The textbook follows a problem-solving approach which is suitable to the current business environment. South African examples provide students with practical examples of what they are likely to encounter when doing research and writing assignments. The title provides a practical guide to research with examples that are relevant to South Africa and includes steps on how to write up research reports and make recommendations.

The textbook is suitable for all senior undergraduate or postgraduate students, as well as students studying towards an MBA.

New to this edition

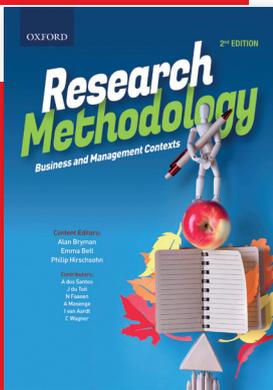
- New introductory chapter which provides an accessible overview of the book.
- Greater focus on decolonisation at South African universities and the decentering of knowledge with examples from the South African workplace.
- Greater focus on how to conduct a literature review and evaluate the quality of literature published in various sources.
- Content on e-research updated to reflect latest trends and best practices.

Table of Contents

Part 1 Introduction • Chapter 1: The nature and process of business research • Chapter 2: Approaches to business research – Key philosophical issues / differences • Chapter 3: The nature of qualitative & quantitative research • Chapter 4: Mixed methods research: Bridging the divide between quantitative & qualitative approaches • **Part 2 Main steps in research** • Chapter 5: Project planning: Research design options • Chapter 6: Getting started: Getting to know the literature • Chapter 7: Formulating a research proposal: Choosing a topic and developing research questions • Chapter 8: Ethics in business research • Chapter 9: Writing up research • **Part 3 Data gathering methods for Qualitative and Quantitative research** • Chapter 10: Sampling • Chapter 11: Surveys and questionnaires • Chapter 12: Interviews and focus groups • Chapter 13: Ethnography and participant observation • Chapter 14: Secondary analysis • **Part 4 Data analysis methods** • Chapter 15: Quantitative data analysis methods • Chapter 16: Qualitative data analysis methods

Lecturer resources

- PowerPoint® slides
 - Question bank
 - Solutions manual
- learningzone.oxford.co.za



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Developing Tourism in South Africa: Towards competitive destinations 2e

Author: H Keyser

Developing Tourism in South Africa 2e explores the ability of major destinations to develop and manage tourism effectively, provide satisfactory visitor experiences, and conduct tourism in an economically, culturally, environmentally, and politically sustainable manner. It begins by examining the competitiveness, development and sustainability of a destination, and provides comprehensive definitions of tourism and other terms related to the tourism industry.

The book includes an analysis of tourism destinations at a micro level, such as their resources and infrastructure, and looks at the destinations in their broader context, such as their political and social conditions. It examines what is involved in managing a destination, from its various stakeholders to policy making, and assesses the destination's position in the market, tourism patterns and trends, and the economic, social and cultural, and environmental impacts of tourism.

The text also deals with the implementation of management actions for tourism competitiveness, including policy, management, and plans and strategies.

Numerous example boxes with relevant and up-to-date case studies support the theoretical concepts explored, and many activities, in the to-do feature, engage the student in an active, practical learning experience.

The book is suitable for first- and second-year courses in tourism development as part of a BA (Tourism) or National Diploma (Tourism).

“This book is very comprehensive and detailed in what it covers, the case studies provided are also very relevant.”

Ms S Loni, Nelson Mandela Metropolitan University

Table of Contents

Part 1 Key concepts in tourism, development and destination competitiveness • Chapter 1: Tourism, development and destination competitiveness • Chapter 2: Understanding tourism • **Part 2 Analysing the tourism destination** • Chapter 3: Unpacking the tourism destination • Chapter 4: Contextualising the tourism destination • Chapter 5: Examining destination management • Chapter 6: Understanding the tourism industry • Chapter 7: Assessing destination market position • Chapter 8: Understanding travel patterns and trends • Chapter 9: Evaluating the economic impacts of tourism • Chapter 10: Assessing the environmental impacts of tourism • Chapter 11: Evaluating the social and cultural impacts of tourism • Glossary

Managing Tourism in South Africa 2e

Editor: R George

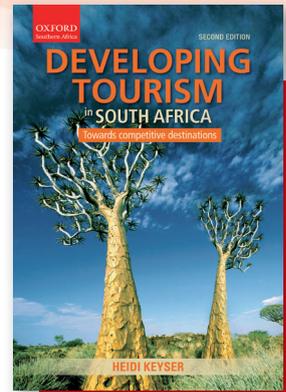
Authors: T Barben, M Boekstein, A Brits, D Caras, R Chivaka, M Jansen van Vuuren, B Knott, S Lehmann, M Mulder, J Nel, C Nieuwenhuizen, C Saunders, K Swart, H van der Watt, C van Zyl, G Visser and C Vorster

Managing Tourism in South Africa 2e equips students and practitioners with current industry knowledge and general managerial skills needed to succeed. It provides instructive guidelines on managing various segments of the tourism industry, such as accommodation, transport and visitor attractions. It explores fundamental business management aspects including management, marketing and finance, and features current issues and trends in tourism. The book organises the management of tourism around four main themes: tourism overview; the tourism industry; managing tourism business; issues in tourism management.

New to this edition:

- Up-to-date industry trends and statistics
- New and updated case studies and example boxes
- A Career Route feature which highlights possible career paths for students
- New chapters focusing on events management and sport tourism.

This book is suitable for students taking Introduction to Tourism or Tourism Management courses as part of a B.Com, B.Com(Tourism), a National Diploma, or Certificate programme as well as industry practitioners.



OUP SA



JAN 2009



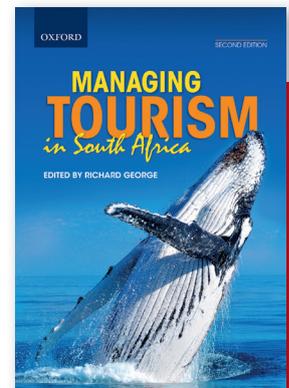
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9780190407018

“This book is a valuable addition to the body of knowledge about the management of tourism, and will help students and practitioners of tourism to achieve the sector’s aspirations.”

Mr D Hanekom, National Department of Tourism

“In my view this book provides a good overview and is the most up to date and relevant textbook for South African tourism students who are at an introductory phase of their degree or diploma studies. I liked the extra information and noted that most of the material has been updated. The added chapters and additional information will enhance the students’ understanding and grasp of an industry that is complex.”

Mrs C Baldie, Nelson Mandela Metropolitan University: Tourism

Table of Contents

Part 1 Tourism overview • Chapter 1: Introduction to tourism • Chapter 2: The history of tourism • Chapter 3: The geography of tourism • **Part 2 The tourism industry** • Chapter 4: Managing visitor attractions • Chapter 5: Transport for tourists • Chapter 6: Managing accommodation for tourists • Chapter 7: Managing travel intermediaries • Chapter 8: Managing events • Chapter 9: The government and tourism • **Part 3 Managing tourism businesses** • Chapter 10: Managing tourism businesses • Chapter 11: Tourism and entrepreneurship • Chapter 12: Managing finance for tourism • Chapter 13: Marketing for tourism • **Part 4 Issues in tourism management** • Chapter 14: Managing the sociocultural and environmental impacts of tourism • Chapter 15: Managing the economic impacts of tourism • Chapter 16: Managing tourism responsibly • Chapter 17: Sport tourism • Chapter 18: The future of tourism and tourism trends

Lecturer resources

- PowerPoint® slides
 - Video clips
 - Teaching plan
- learningzone.oxford.co.za



Marketing Tourism in South Africa 6e

Author: R George

Contributor: C Hattingh

Marketing Tourism in South Africa 6e offers a solid foundation in marketing theory applied to the unique context of the tourism industry in South Africa. This updated edition is a definitive source for universities, universities of technology and colleges, where courses in tourism marketing and event marketing are offered.

Marketing Tourism in South Africa 6e is written in a simple and concise style to appeal to both tourism students and practitioners. The text familiarises the reader with the tourism industry in South Africa – its statistics, trends, main organisations and role-players.

New to this edition:

- An updated chapter on digital marketing and direct marketing strategies
- A revised and updated chapter on event marketing
- Information on new international and local marketing practices
- Updated theoretical concepts, examples, statistics, case studies and references have been updated to reflect the latest trends in the market.

Table of Contents

Part 1 Understanding marketing in the tourism industry • Chapter 1: Tourism marketing principles • Chapter 2: Characteristics of tourism and marketing • **Part 2 Gathering information for decision-making** • Chapter 3: The tourism marketing environment • Chapter 4: Tourism marketing planning • Chapter 5: Tourism marketing research • **Part 3 Analysing the tourism market** • Chapter 6: Segmentation, targeting and positioning • Chapter 7: Consumer behaviour in tourism • **Part 4 The tourism marketing mix** • Chapter 8: Tourism products • Chapter 9: Product offering strategies • Chapter 10: Tourism distribution • Chapter 11: Promoting and advertising tourism products • Chapter 12: Sales promotion and personal selling in tourism • Chapter 13: Digital marketing and direct marketing strategies • Chapter 14: Marketing collateral and public relations in tourism • **Part 5 Understanding marketing issues in tourism** • Chapter 15: Service quality through internal and relationship marketing • Chapter 16: Destination marketing • Chapter 17: Event marketing • Chapter 18: Tourism trends and the future of tourism marketing

Lecturer resources

- PowerPoint® slides
 - Teaching plan
- learningzone.oxford.co.za



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Business Statistics using Excel®: A first course for South African students

Authors: G Davis, B Pecar and L Santana

Business Statistics using Excel® offers an excellent and helpful introduction to business statistics for students who require a first course, providing all of the explanations, tools, and skills which are required in order to master the subject matter. Thorough, clear and accessible, the text guides students in a progressive, step-by-step manner through the theoretical concepts and techniques, and supports understanding by providing extensive examples from a South African context. The text assumes no prior knowledge of the subject, and includes refresher chapters on numerical skills and Microsoft Excel.

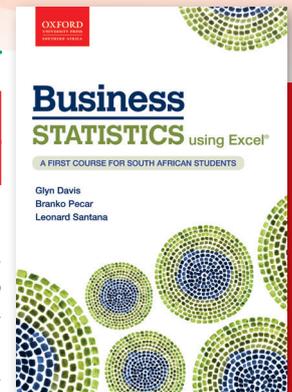
This text is eminently suitable as a first course in statistics for students who are studying the subject as a module within any business-related programme of study.

Table of Contents

Chapter 1: Introduction • Chapter 2: Visualizing and presenting data • Chapter 3: Data descriptors • Chapter 4: Probability concepts • Chapter 5: Random variables • Chapter 6: Discrete probability distributions • Chapter 7: Continuous probability distributions • Chapter 8: Sampling and sampling distributions • Chapter 9: Estimation • Chapter 10: Hypotheses testing: One population/sample • Chapter 11: Hypotheses testing: Two populations/samples • Chapter 12: Linear correlation and regression analysis • Chapter 13: Time series data and analysis • Chapter 14: Chi-square and non-parametric hypothesis testing • Chapter 15: Factorial experiments • Appendix A: Numerical skills revision • Appendix B: Introduction to Microsoft Excel

Lecturer resources

- PowerPoint® slides
 - Question bank
- learningzone.oxford.co.za



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NOTES

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COMMERCIAL LAW

- 50** Companies and other Business Structures in South Africa 5e
- 50** Guide to Business Law in South Africa 6e
- 51** The Law of Commerce in South Africa 3e

Companies and other Business Structures in South Africa 5e

Editors: D Davis and W Geach

Authors: Z Buba, D Burdette, D Butler, L Coetzee, D Davies, W Geach, A Loubser, T Mongalo

Companies and other Business Structures in South Africa 5e offers a clear and practical approach to the law relating to companies, close corporations, trust entities, partnerships and financial markets. The fifth edition is comprehensively revised to address the extensive common law jurisprudence that has developed since the Companies Act 71 of 2008 was promulgated, and offers an expanded commentary to support meaningful understanding and practical application of the legislative provisions and common law. In addition, the fifth edition offers a new chapter that discusses corporations' obligations in relation to human rights.

Companies and other Business Structures in South Africa is suited as core course material for students of all disciplines, who are studying company law at undergraduate or postgraduate level. The text offers a clear pedagogical structure that supports effective learning and independent engagement with the subject matter. To support teaching and learning, teaching presentation and assessment materials are available to lecturers.

The book is also a useful resource for legal or accounting practitioners who may wish to engage with practical and current principles of the field.

New to this edition:

The text is comprehensively updated to reflect relevant cases and developments, and includes updated and expanded assessment material.

"This book will be a useful reference for anyone concerned with South African company law – not only students but also practitioners, legal and accounting."

Michael Katz: Chairman Edward Nathan Sonnenbergs Inc.
Honorary Professor of Company Law, University of the Witwatersrand



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MAY 2021



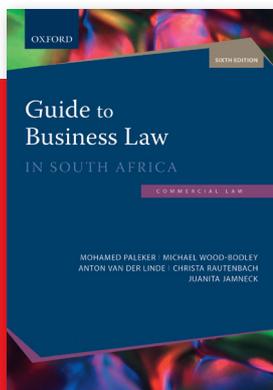
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Table of Contents

Part One Companies • Chapter 1: Introduction: The Companies Act 71 of 2008 • Chapter 2: Legal personality, types of company, and company formation • Chapter 3: Groups of companies • Chapter 4: Corporate finance: Equity, Debt instruments and distributions • Chapter 5: Shareholders and company meetings • Chapter 6: Directors and board committees • Chapter 7: Company records and financial statements • Chapter 8: Securities registration and transfer • Chapter 9: Public offerings of company securities • Chapter 10: Fundamental transactions and takeovers • Chapter 11: Insider trading • Chapter 12: Business rescue proceedings and compromises • Chapter 13: Audit, independent review, audit committees and the company secretary • Chapter 14: Remedies, enforcement agencies and alternative dispute resolution • Chapter 15: The winding-up and deregistration of companies • **Part 2 Close Corporations** • Chapter 16: Close corporations • **Part 3 Partnerships** • Chapter 17: Partnerships • **Part 4 Business Trusts** • Chapter 18: Business trusts • **Part 5 Financial markets** • Chapter 19: Financial markets

Lecturer resources

- PowerPoint® slides
 - Assessment questions
- learningzone.oxford.co.za

Guide to Business Law in South Africa 6e

Author: S Kopel

The sixth edition of *Guide to Business Law in South Africa 6e* offers a clear and practical introduction to the basic principles of commercial law. It covers a broad spectrum of subject areas within commercial law, in a concise, simple and straightforward manner. The text provides numerous examples and case illustrations, and a rich and diverse collection of teaching and learning resources, in order to support readers in understanding and applying legal principles, to assess their progress and to master their learning.

New to this edition:

- The text and features are updated to address recent legal developments, reflecting relevant issues and questions
- Assessment material is further developed to provide a substantial bank of automatic self-assessment resources.
- The text is directed to commercial law courses at universities of technology, universities and business schools

Table of Contents

Part One: The South African legal system – What is law and how does it work? • Chapter 1: The concept of law • Chapter 2: Sources of law and the origins of our legal system • Chapter 3: Court structure and jurisdiction • Chapter 4: Officers of the court and the law, and the development of law • Chapter 5: Litigation, arbitration and mediation • **Part Two: Basic principles of contract – What happens if you break your agreement?** • Chapter 6: Formation of a valid contract • Chapter 7: Lawfulness of contract • Chapter 8: Capacity to contract • Chapter 9: Serious intention to contract • Chapter 10: Communication: offer and acceptance of contract • Chapter 11: Certainty of terms of contract • Chapter 12: Reality of consent • Chapter 13: Possibility of performance • Chapter 14: Common contractual provisions and third parties to a contract • Chapter 15: Termination of contract and remedies • **Part Three: Specific business contracts – What contracts will my business need?** • Chapter 16: Sale • Chapter 17: Credit agreements • Chapter 18: Lease and occupancy • Chapter 19: Insurance • Chapter 20: Securities and other forms of mitigating risk • Chapter 21: Negotiable instruments and other forms of payment • **Part Four: Agency and employment – How do other people make my business liable for what they say or do?** • Chapter 22: Agency • Chapter 23: Employment • Chapter 24: Labour legislation • **Part Five: Business organisation – What is the smart way to structure my business?** • Chapter 25: Sole proprietorship, partnership and joint ventures • Chapter 26: Close corporations, trusts and cooperatives • Chapter 27: Corporations • **Part Six: Business conduct – What is the right way for me to run my business?** • Chapter 28: Corporate governance and insider trading • Chapter 29: Broad-based Black Economic Empowerment • Chapter 30: Consumer protection • Chapter 31: Insolvency • **Part Seven Online chapters** • Chapter 32: A brief history of South Africa • Chapter 33: The Constitution of South Africa, 1996 • Chapter 34: Franchising • Chapter 35: Business ethics • Chapter 36: Competition • Chapter 37: Delict • Chapter 38: Intellectual property • Chapter 39: Cyber law • Chapter 40: Privacy

Lecturer resources

- PowerPoint® teaching presentation
 - Assessment resources
- learningzone.oxford.co.za

The Law of Commerce in South Africa 3e

Content editors: S Cornelius and J Scott

Authors: D Baqwa, S Eiselen, T Field, M Kelly-Louw, N Smit, P Sutherland, T Woker, R Evans, E de Stadler, T Naude, D Bellengere, P Mnyai, C Maimela, M Job, M van Eck, E Fredericks, S du Toit, S Kopel, I Konyin, C Jooste, S Scott, C van der Bijl, M Wiese, T Woker.

The Law of Commerce in South Africa 3e provides a rigorous, clear and applied introduction to various aspects of commercial law for students of commercial disciplines. The third edition is thoroughly revised to reflect recent legal developments in all aspects of commercial law and includes substantial new material. Acknowledging the evolution of the commercial environment as it rapidly adapts to technological change and innovation, the third edition addresses key areas of development such as cyber law and modern ICT payment methods. A new chapter on the principles of competition law acknowledges the increasing relevance of anti-competitive market regulation, and the text now offers a succinct explanation of delictual principles and obligations as relevant to commercial entities.

New to this edition:

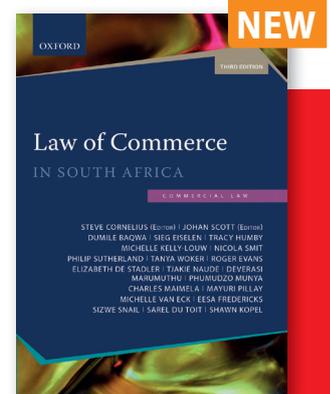
- The third edition is thoroughly updated to reflect issues and legal developments within the recent period.
- Reflecting the evolution of the commercial environment as it rapidly adapts to technological change and innovation, the text offers valuable discussion of modern ICT payment methods (including cryptocurrencies and blockchain technologies) and cyber law.
- Acknowledging the increasing relevance of anti-competitive market regulation, the text now includes a discussion of the principles of competition law.
- The third edition offers a useful explanation of the elements and remedies of the law of delict, as relevant to commercial entities.
- To support educational outcomes, teaching and learning material is enriched and expanded.

Table of contents:

Introduction to the South African legal system • The law of delict • The law of contract • The law of sale • The law of consumer credit agreements • The law of lease • The law of agency • The law of real and personal security • The law of insurance • Labour law • Payment methods • The Consumer Protection Act 68 of 2008 • The law of intellectual property • The law of insolvency • Competition law • Cyber law

Lecturer resources

- PowerPoint® teaching presentation
 - Assessment resources
- learningzone.oxford.co.za



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NOTES

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ECONOMICS

- 52** Economics 2e
- 52** Introduction to Economics
- 53** Monetary Economics 2e
- 53** Public Economics 7e
- 54** The Oxford Companion to the Economics of South Africa

Prices available on our website: please visit www.oxford.co.za/page/price-lists/index or call our Customer Services department on tel +27 (0)21 596 2300 All information is correct at the time of going to print, but is subject to change without notice.



Economics 2e

Authors: E Blecher, S Muradzikwa, L Smith, K Thomas and P de Villiers

It is difficult to make sense of what is happening in the world today without an understanding of economic principles. *Economics 2e* is a comprehensive first-year textbook developed by South African authors to introduce students to both macroeconomics and microeconomics. It explores the foundational concepts in accessible language and makes economics interesting and relevant by linking these concepts to everyday life. The authors have chosen to place vital economic debates squarely within the socio-political environment, and to discuss the impact of the previous political dispensation on South Africa's current economic development.

The book features:

- a language level that is designed for students who are being exposed to economic concepts for the first time, ensuring that these concepts are explained in an accessible way
- many practical examples based on real-life South African situations and events which will help students to understand difficult concepts
- interesting history and debate boxes which promote the understanding of key economic theories in context
- clear learning outcomes that reinforce each chapter's key elements
- multiple-choice questions and longer-answer questions at the end of each chapter to help students assess what they have learnt.

Table of Contents

Part 1 Introduction • Chapter 1: Making sense of economic activity • Chapter 2: Economic systems • Chapter 3: An overview of the South African macroeconomy • Chapter 4: Opportunity cost and the production-possibility curve • **Part 2 Microeconomics** • Chapter 5: Demand and Supply: Price and quantity determination • Chapter 6: Elasticities • Chapter 7: Government intervention: Price determination and elasticities in real-world markets • Chapter 8: Demand theory • Chapter 9: Supply theory • Chapter 10: Market structure • Chapter 11: Factor markets • Chapter 12: Trade • **Part 3 Macroeconomics** • Chapter 13: Introduction to macroeconomics • Chapter 14: Measuring macroeconomic performance • Chapter 15: A simple Keynesian model • Chapter 16: The open economy with government • Chapter 17: Extensions and application of macroeconomic theory • Chapter 18: Money and banking • Chapter 19: Fiscal and monetary policy • Chapter 20: Exchange rates and the balance of payments



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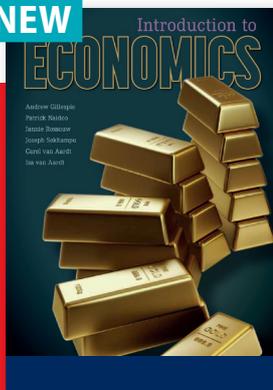


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Lecturer resources

- PowerPoint® slides
 - Teaching plan
 - Question bank with solutions
- learningzone.oxford.co.za

NEW



Introduction to Economics

Editors: A Gillespie, J Rossouw and I van Aardt,

Authors: P Naidoo, J Sekhampu and C van Aardt

Introduction to Economics has been written specifically for students with limited prior knowledge of economics, and is especially well suited to non-specialist students. Written in a highly engaging style, and supported by clear diagrams, it is packed with learning features to instil absolute confidence in the subject.

The book follows a step-by-step approach to provide students with the necessary concepts and tools for understanding how governments, businesses and individuals use economics to shape and influence decisions in the real world. *Introduction to Economics* provides numerous local examples to illustrate theoretical concepts.

The writing style is accessible and engaging and will appeal to students who are taking economics as a minor subject or as a service course. It will be most suitable for students who are studying economics at universities of technology and comprehensive universities.

Table of contents:

Part A: Microeconomics • Chapter 1: What is economics? • Chapter 2: The production possibility frontier • Chapter 3: Demand • Chapter 4: The elasticity of demand • Chapter 5: Supply • Chapter 6: Cost structures, revenue and profit • Chapter 7: Allocative mechanisms • Chapter 8: Market structures • Chapter 9: Intervening in the market system • Chapter 10: The labour market • **Part B: Macroeconomics** • Chapter 11: Introduction to macroeconomics • Chapter 12: Equilibrium in the economy • Chapter 13: Economic growth and the business cycle • Chapter 14: Unemployment • Chapter 15: National income and standard of living • Chapter 16: Aggregate demand, aggregate supply, and the price level • Chapter 17: Consumption • Chapter 18: Investment • Chapter 19: Fiscal policy • Chapter 20: Money • Chapter 21: Inflation and monetary policy • Chapter 22: Exchange rates • Chapter 23: International trade and balance of payments • Chapter 24: Economics as a changing discipline



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Lecturer resources

- PowerPoint® slides
- Teaching plan
- Solutions manual
- Question bank

learningzone.oxford.co.za

Student resources

- Interactive self-assessment questions
- Web links
- Translated glossary– Afrikaans, isiXhosa and Sepedi

Monetary Economics 2e

Editor: E van der Merwe

Authors: S Mollentze, L Leshoro, JJ Rossouw and JC Vermeulen

The second edition of *Monetary Economics* will look into these matters and other topical issues such as the subprime crisis. The text uses a step-by-step approach to technical areas such as formulae and graphs. The book takes a look at South Africa as a developing country within the wider global arena. *Monetary Economics* is written in a concise and accessible level for Economics students at senior undergraduate and honours levels.

The book features:

- Opening vignettes
- Closing case study with questions
- Discussion boxes
- Self-assessment questions.

New to this edition:

- A new chapter on the 'Financial system and the role of the South African Reserve Bank' has been added
- Opening vignettes have been included at the beginning of each chapter
- A strong focus on theoretical foundation

"This textbook will be admirably suited for the undergraduate market at South African universities. It is also a very timely text in the wake of the international financial crisis which has emphasised the central role of monetary economics in economic crises and has highlighted both the power and limits of monetary policy."

Prof S du Plessis, Stellenbosch University

Table of Contents

Part 1 Basic concepts and monetary theory • Chapter 1: The nature and scope of monetary economics • Chapter 2: The evolution of money • Chapter 3: The financial system • Chapter 4: The money-supply process • Chapter 5: The demand for money • Chapter 6: Interest rates • Chapter 7: Exchange rates • Chapter 8: Inflation • **Part 2 Monetary policy** • Chapter 9: A framework for monetary policy • Chapter 10: Monetary policy in South Africa • Chapter 11: Monetary policy operational procedures in South Africa • Chapter 12: The monetary policy transmission mechanism • Chapter 13: Monetary and fiscal interdependence • Chapter 14: Financial stability and the central bank • Chapter 15: Monetary policy co-operation

Lecturer resources

- PowerPoint® slides
 - Teaching plan
- learningzone.oxford.co.za

Public Economics 7e

Editors: E Calitz, K Siebrits and T Steenekamp

Authors: T Ajam, A Jansen, I Stuart and T van der Merwe

Public Economics 7e is a southern African textbook on the subject, written by well-respected South African experts.

Dealing with current issues such as social security and health care, the textbook demonstrates how public economic theory is relevant to the real-world context. Cross-references to, and examples from countries making up the southern African region are made throughout the text, in view of the increased interaction and economic cooperation between these countries.

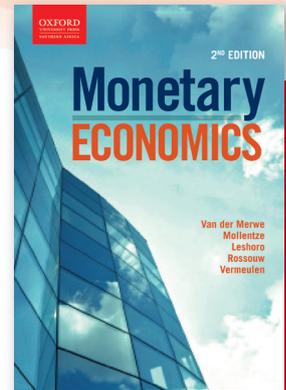
The new edition of *Public Economics* equips senior undergraduate and postgraduate students with the basic analytical skills and demonstrates how these skills can be applied to practical issues.

New to this edition:

- New information on allocative efficiency, imperfect competition and regulation that deals with natural monopoly pricing, competitive restructuring, privatisation and types of regulation
- Separate chapters on personal income tax and on the taxation of companies, which includes foci on capital gains taxation, small businesses, the informal sector, tax gap analysis, compliance and tax reforms
- Special attention to different views on fiscal policy and the requirements of public debt sustainability

Table of Contents

Part 1 Perspectives on the role of government in the economy • Chapter 1: The public sector in the economy • Chapter 2: Benchmark model of the economy: Positive and normative approaches • Chapter 3: Public goods and externalities • Chapter 4: Public utilities and regulation • Chapter 5: Equity and social welfare • Chapter 6: Public choice theory • **Part 2 Public expenditure** • Chapter 7: Public expenditure and growth • Chapter 8: Government



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JUL 2014



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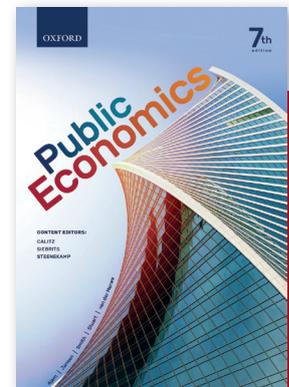
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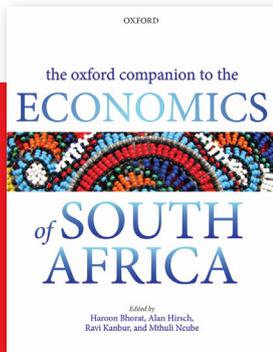
expenditure, redistribution and poverty alleviation • Chapter 9: Income protection programmes • Chapter 10: Social services • **Part 3: Taxation** • Chapter 11: Introduction to taxation and tax equity • Chapter 12: Tax efficiency, administrative efficiency and flexibility • Chapter 13: Taxation of the individual • Chapter 14: Taxation of companies • Chapter 15: Taxation of wealth • Chapter 16: Taxation of goods and services, and tax reform • **Part 4 Fiscal policy** • Chapter 17: Public debt and debt management • Chapter 18: Fiscal policy • **Part 5 Intergovernmental fiscal relations** • Chapter 19: Fiscal federalism

Lecturer resources

• PowerPoint® slides • Solutions manual • Teaching plan
learningzone.oxford.co.za

Student resources

• Self-assessment question bank



The Oxford Companion to the Economics of South Africa

Editors: H Bhorat, A Hirsch, R Kanbur and M Ncube

Contributions from leading economists from within South Africa and based around the world

Editors are global leaders in South African economic analysis and policy

Brings together perspectives on a range of issues: micro, macro, sectoral, country wide, and global

Provides a perspective on the last two decades and the challenges faced by South Africa as it moves to translate political freedom into economic prosperity and inclusion.

Table of Contents

Part 1: The Economics of Post-Apartheid South Africa • Part 2: South Africa and the World Economy • Part 3: Macroeconomics and Fiscal Policy • Part 4: Finance, Industry, and Infrastructure • Part 5: Labour and Employment • Part 6: Poverty and Inequality in South Africa • Part 7: Post-Apartheid Social Policy • Part 8: Land, Agriculture, and Environment



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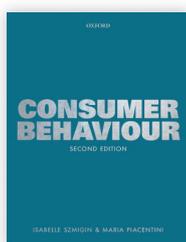


456 PAGES



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ACCOUNTING, BUSINESS AND ECONOMICS TITLES FROM OUP UK



Consumer Behaviour 2e

Authors: Szmigin and M Piacentini | OUP UK | Paperback | April 2018 | 528 pages | 9780198786238

In this highly practical and engaging textbook, Szmigin and Piacentini provide the most holistic consideration of consumer behaviour available, demonstrating how seminal theories and cutting-edge research impact on today's marketing professionals.

The latest behavioural, psychological and sociological approaches are presented alongside emerging techniques, such as the analysis of big data, integrating digital experiences, and the continuing importance of conscious consumption. Theory is set firmly in context for students through extended cases and extensive use of international examples, including interactive advertising on Snapchat, social media marketing by Maybelline in China, and culturally-reflective advertising by IKEA and McCain.

This second edition reflects the very latest research in consumer behaviour and contains substantially increased coverage of digital consumption and online consumer behaviour, including social media research, online group buying, and attitudes to online privacy. New coverage of sustainability and ethical issues in consumer behaviour, including deceptive packaging, Fairtrade, and ethically-conscious fashion at H&M, has been woven throughout the text.



Economy, Society, and Public Policy

Authors: CORE Team | OUP UK | Paperback | September 2019 | 632 pages | ISBN: 9780198849841

Economy, Society, and Public Policy is a new way to learn economics. It is designed for students studying social sciences and other disciplines who want to understand how the economy works and how it can be made to work better. By addressing problems like inequality, climate crisis and financial instability, ESPP introduces economics as policy-oriented yet also quantitative and analytical.

- Students begin their study of economics by understanding that the economy is situated within society and the biosphere
- Economists are interested in establishing causation does a policy work so, students learn how to identify causation (not just correlation) through the use of natural experiments, lab experiments, and other quantitative methods
- Social interactions (modelled using simple game theory) and incomplete information (modelled using a series of principal-agent problems) are introduced from the beginning. As a result, phenomena studied by the other social sciences such as social norms and the exercise of power play a role
- The insights of diverse schools of thought - from Marx and the classical economists to Hayek and Schumpeter - play an integral part in the book
- The way economists think about public policy is central to ESPP. This is introduced in Units 2 and 3, rather than later in the course.
- Students analyse the government as an actor large enough to solve as well as to cause problems
- Students work with real data and learn transferable, quantitative skills by analysing policy problems. The online Doing Economics provides a step-by-step guide for the quantitative analysis of a policy problem related to each ESPP unit.



Fundamentals of Marketing

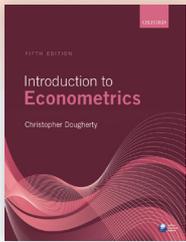
Authors: P Baines, C Fill, S Rosengren, and P Antonetti | OUP UK | Paperback | April 2017 | 408 pages | 9780198748571

Do you want to know how a traditionally French brand expands into an international market, how a department store can channel its business online, or how any organization can incorporate social media into their communication campaigns? What can you learn from these practices, how do they incorporate sustainability and ethical practice, and how could it influence your career, whether in marketing or not?

Incorporating the big brand case studies, unique expert insights, and engaging learning features of the best-selling *Marketing* by Baines, Fill, and Rosengren, *Fundamentals of Marketing* is the most complete resource for students looking for a briefer guide to help build their theoretical understanding of marketing into skilful practice.

Covering the most essential theories and latest trends, this book take you from the traditional marketing mix to the cutting-edge trends of the discipline, with a particular focus on sustainability, ethics, and digitalization. With cases featuring international companies such as YouTube, Koppaberg, and Nestlé, and exploring issues such as greenwashing, guilt appeals, and responsible branding, the book goes beyond marketing theory to illustrate marketing at work in the business world, and how it can be used to promote a company's success.

Review and discussion questions conclude each chapter, prompting readers to examine the themes discussed in more detail and critically engage with the theory. Links to seminal papers throughout each chapter also present the opportunity to take learning further and read in depth on selected topics.



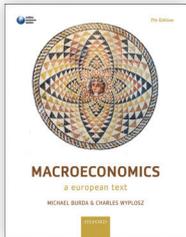
Introduction to Econometrics 5e

Author: C Dougherty | OUP UK | Paperback | March 2016 | 610 pages | 9780199676828

Introduction to Econometrics provides students with clear and simple mathematics notation and step-by-step explanations of mathematical proofs, to give them a thorough understanding of the subject. Extensive exercises throughout build confidence by encouraging students to apply econometric techniques.

Retaining its student-friendly approach, *Introduction to Econometrics* has a comprehensive revision guide to all the essential statistical concepts needed to study econometrics, additional Monte Carlo simulations, new summaries, and non-technical introductions to more advanced topics at the end of chapters.

Online resources are available for lecturers and students. Please contact your academic consultant for more information.



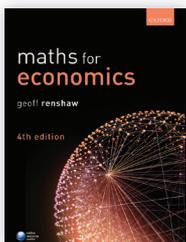
Macroeconomics 7e

Editor: M Burda and C Wyplosz | OUP UK | Paperback | June 2017 | 624 pages | 9780198737513

Macroeconomics teaches students to be young economists, providing a contemporary approach to the subject and a wealth of real-life case studies to allow students to understand how economics works in practice.

- The most applied macroeconomics textbook on the market, utilising case studies from the post-crisis macro economy to help students think like modern economists
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- A wealth of online content provides lecturers with a ready bank of practical resources to use in their teaching and gives students the opportunity to test their understanding of key concepts.

Online resources are available for lecturers and students. Please contact your academic consultant for more information.

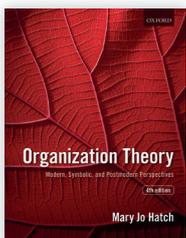


Maths for Economics 4e

Author: G Renshaw | OUP UK | Paperback | March 2016 | 728 pages | 9780198704379

Drawing on his extensive experience teaching in the area, Geoff Renshaw has developed *Maths for Economics* to enable students to master and apply mathematical principles and methods both in their degrees and their careers. Knowledge is built up in small steps rather than big jumps, and once confident that they have firmly grasped the foundations, the book helps students to make the progression beyond mechanical exercises and on to the development of a maths tool-kit for the analysis of economic and business problems - an invaluable skill for their course and future employment.

Online resources are available for lecturers and students. Please contact your academic consultant for more information.

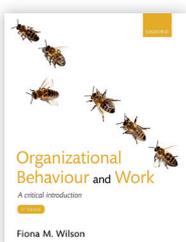


Organization Theory 4e

Author: M Hatch | OUP UK | Paperback | March 2018 | 440 pages | 9780198723981

Organization Theory offers a clear and comprehensive introduction to the study of organizations and organizing processes. Through the unique three-perspective approach, students are challenged to explain, explore, and evaluate organizational theory, drawing on their own experiences as well as the book's diverse practical examples.

The fourth edition includes a host of new learning features, which examine the practicality of theorizing and encourage students to broaden their intellectual reach. 'Theory to Practice' boxes and case studies highlight organizing processes in a range of settings, either through real-life, business examples or through exercises that encourage students to apply the theory to organizations they know or organizing experiences of their own. 'Think like a Theorist' and 'Exercise Those Perspectives' boxes then encourage students to actively theorize and evaluate, developing essential critical thinking skills and a greater understanding of the complex knowledge with which organization theorists grapple. By taking theory off the page, students can learn through doing and adopt a reflexive stance to the world around them.



Organizational Behaviour and Work

Author: F Wilson | OUP UK | Paperback | March 2018 | 456 pages | 9780198777137

As the most critical yet accessible introduction to organizational behaviour and work this book will help you understand the complexities of organizational life and evaluate modern business practices.

Classic organizational behaviour topics such as team-working, motivation, and change are complemented by core critical approaches such as power and control, organizational misbehaviour, and health and well-being through a clear three-part structure. Students are encouraged to look beyond a descriptive approach and truly engage with the content. Examples and 'Stop and Think' boxes placed throughout chapters, as well as end-of-chapter case studies with accompanying questions, provide the opportunity for this engagement and show how each chapter's theoretical coverage applies in real-life business situations. Suggestions of films and novels which relate to the chapter topic provide further opportunities to see organizational behaviour in context and demonstrate just how prevalent its principles are in everyday life.



Strategic Human Resource Management 2e

Authors: C Bailey, D Mankin, C Kelliher, and T Garavan | OUP UK | Paperback | March 2018 | 416 pages | 9780198705406

What is strategic HRM, and how do you apply it in business? What makes good HR strategy and how do you develop it? What are the key issues that need to be considered when creating, developing, and embedding a strategic approach to managing people? These are the fundamental questions asked by HR professionals and tackled in this innovative and comprehensive textbook.

Drawing on the latest academic research, the well-respected author team take a reliably thematic approach to SHRM. Broken into four distinct parts, the book addresses the context, theories, themes, and future of managing people strategically. Tata Motors, Samsung, Pizza Express, and Deliveroo make up some of the case studies and examples that feature across the book, ensuring that theoretical discussion is always linked to practical application. New 'Strategic HRM in Action' boxes take this one step further by presenting students with a scenario in which they themselves can make strategic decisions and reflect on their own evaluation of real-life business practices.

Critical thinking is essential in SHRM, so frequent Critical Reflection boxes, Review Questions, and questions or activities to accompany every case study ensure students are challenged to engage with the subject critically and reflectively, and consider their own evaluations of the essential theories and the strategic practices adopted by different organizations. Global case studies and an opening chapter dedicated to the global context of SHRM challenge the dominant Western perspective and provide a rounded and adaptable view of SHRM.



Strategic Marketing: Creating Competitive Advantage 3e

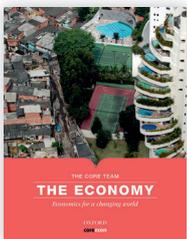
Authors: D West, J Ford, and E Ibrahim | OUP UK | April 2015 | 600 pages | 9780199684090

The third edition of *Strategic Marketing* examines the ways in which companies create and sustain their competitive advantage. Utilizing a robust marketing strategy framework, it covers each of the central questions in the popular "WWHD" model:

- Where are you now?
- Where do you want to be?
- How will you get there?
- Did you get there?

This framework provides students with the tools and techniques to assess the role of marketing strategy in an organization, and to evaluate its impact and contribution.

Online resources are available for lecturers and students. Please contact your academic consultant for more information.



The Economy: Economics for a changing world

Authors: S Bowles, W Carlin, and M Stevens | OUP UK | September 2017 | 1152 pages | 9780198810247

The only introductory economics text to equip students to address today's pressing problems by mastering the conceptual and quantitative tools of contemporary economics.

OUP has partnered with the international collaborative project of CORE researchers and teachers to bring students a book and learning system that complements and enhances CORE's open-access online e-book.

The Economy:

- is a new approach that integrates recent developments in economics including contract theory, strategic interaction, behavioural economics and financial instability
- Engages with issues students of economics care about, exploring inequality, climate change, economic instability, wealth creation and innovation, among other issues
- provides a unified treatment of micro- and macroeconomics
- motivates all models and concepts by evidence and real-world applications
- uses interactive student-paced model-building
- has been adopted as the standard principles course at University College London, Sciences Po Paris and the Toulouse School of Economics.

Online resources are available for lecturers and students. Please contact your academic consultant for more information.



Understanding Strategic Management 3e

Author: A Henry | OUP UK | Paperback | March 2018 | 376 pages | 9780198823544

Understanding Strategic Management is the ideal introduction to strategy for students on one-semester courses who require an informative yet practical approach. The book's four-part structure defines the concept of strategy, before using the overarching strategic framework of analysis, formulation, and implementation to show how strategy can be used to develop a sustainable competitive advantage in business.

Making use of chapter maps and learning objectives to guide students through the complexities of the subject, the author conveys the realities of strategic management through a diverse selection of international and contemporary examples. Strategy in Focus boxes use examples from popular media to show strategic management issues at work in the headlines we read every day. A longer, integrated Case Example closes every chapter tying in multiple strategic challenges that affect businesses large and small, public and private. Review and discussion questions then encourage students to be critical of the material and juxtapose alternative concepts and frameworks to evaluate their strengths and weaknesses.

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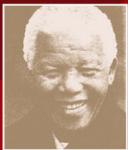


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