Frankfurt
International Rights Guide

Proud to be
The Independent Publishers Guild
ProQuest Academic and Professional Publisher of the Year 2018

emeraldpublishing.com/bookstore
Welcome

We are delighted to welcome you to Emerald’s Rights Guide for the Frankfurt Book Fair 2018. At Emerald, we are committed to helping our authors reach as wide an audience as possible: licensing the translation rights to our books is an important part of that commitment. In this guide, we are thrilled to be sharing a selection of the books that helped us to be named ProQuest Academic and Professional Publisher of the Year 2018 by the Independent Publishers’ Guild, as well as looking ahead to the exciting new titles we have coming later this year and in 2019.

This month, we are particularly pleased to be publishing the first in our brand new series the Emerald Concise Guides to the United Nations’ Sustainable Development Goals: 17 short books, each examining one of the UN’s Sustainable Development Goals, starting with three titles, ‘No Poverty’, ‘Sustainable Cities and Communities’ and ‘Quality Education’.

If you have any queries or would like to browse some of our books, please come and see us in Hall 4.2, Stand H66. We hope you enjoy looking through this guide and wish you a very successful fair.

Becky Taylor
Foreign Rights Executive
btaylor@emeraldgroup.com

Award-Winning Publishing

As well as our award from the Independent Publishers’ Guild and being shortlisted in The British Book Awards, we are pleased to have been shortlisted recently as Academic / Scholarly Publisher of the Year in the Digital Book World 2018 Awards. We are also delighted to have won prizes for some of our individual book titles in 2018:

Connect with us through social media:

@Emerald_Books /emeraldpublishingimpact
in/company/34137 YouTube /EmeraldPublishing67
Culture Your Culture: Innovating Experiences @Work

Author
Karen Jaw-Madson
Co.- Design of Work Experience, USA

Publication date: 14 June 2018
Page count: 272
Hardback: 9781787438996 | £24.99 | €32.00 | $40.00
Dimensions: 152mm x 229mm
Classification: HR & organizational behaviour

Synopsis
Organizational culture isn’t just a hot topic—it’s an untapped asset and potential liability for all businesses. And yet, for all its potential to make or break, few know how to manage cultures with proficiency. Culture Your Culture: Innovating Experiences @Work provides the much-needed “how-to” with Design of Work Experience (DOWE). Tapping into human-centered design, interdisciplinary innovation concepts, and other research, this leading edge approach partners employees and their employers in unprecedented ways to co-create solutions and differentiating experiences that are customized, relevant, and profoundly impactful to the organizations for which they are intended—all while building employee engagement, learning agility, and capability.

Be open to changing mindsets, for this is not your typical business book. Part-business case, part-instructional, and part-commentary, the guidance offered here puts your organization—not some detached case studies—at the center to envision how DOWE can help you design solutions and experiences unique to your context.

Culture will no longer be esoteric or intangible, but overt, meaningful, fully leveraged, and truly experienced. No more hacking through trial and error to a culture that lacks sustainability. We can practice the management of culture and organizational change through lived experiences, with intention, rigor, and discipline.

Leaders, managers, teams, and employees alike will benefit from understanding the need for this approach, how it’s defined, why it works, and what to do to successfully tackle business challenges and positively influence lives with this innovative model—if you are willing to do the work to get there.

About the Author
Organizational expert Karen Jaw-Madson enjoyed success as a corporate executive before pursuing a ‘portfolio career’ comprised of research, writing, consulting, teaching/speaking, and creative pursuits. As a versatile leader across multiple industries, Karen developed, led, and implemented numerous organizational initiatives around the globe. Today, this East Coast transplant to Silicon Valley (via Ireland and the Midwest) is principal of Co.-Design of Work Experience, where she enables organizations with innovative approaches and customized solutions for intimidating challenges. Focus areas include culture, organizational change, and people strategies. She has a BA in Ethnic and Cultural Studies from Bryn Mawr College and a MA in Social-Organizational Psychology from Columbia University.

Visit her website at www.designofworkexperience.com

Table of Contents

Introduction.
Chapter 1. A Common Need
Chapter 2. Enter DOWE
Chapter 3. DOWE Deconstructed
Chapter 4. DOWE Prep
Chapter 5. Understand
Chapter 6. Create & Learn
Chapter 7. Decide
Chapter 8. Plan
Chapter 9. Implement
Chapter 10. Finding Your Initiative
Customer Experience Innovation: How to Get a Lasting Market Edge

Authors
Robert Dew
Coriolis Innovation, Australia
Cyrus Allen
Strativity, Australia

Publication date: 13 August 2018
Page count: 232
Dimensions: 152mm x 229mm
Classification: Marketing

Synopsis
Companies who invest in successful Customer eXperience (CX) innovation stand out from the crowd. Markets tend to reward these companies because it is rare for firms to try something new, much less prove customer acceptance of their attempted innovations. Firms offering remarkable CX create loyal customers who happily pay more for their products and services, and then refer them to other customers for free.

This book outlines innovative processes used to research, conceive and develop innovations in the CX space for both large and small companies. The challenge is not so much finding out what customers like, as it is remaining apart from the crowd of rivals and copycats.

Written as a practical guide for managers with a background in line management, operations, marketing, finance or customer service, this book contains a simple framework with an extensive range of design thinking and creative problem solving tools. Starting with a validation for investing in improving your firm’s CX, the book also provides a primer on competitive advantage, the most critical objective of strategic planning. Mastering the book’s content creates the potential for any business manager or owner to find a hard-to-copy market advantage and drive their business’ growth.

Table of Contents

Chapter 1. Introducing Sheep and Pirates
Chapter 2. Why Improving Your CX is Important
Chapter 3. Understanding Competitive Advantage
Chapter 4. How to Benchmark Your CX
Chapter 5. How to design incremental CX improvements
Chapter 6. How to evolve or transform your CX
Chapter 7. Bringing it all together

About the Author
Dr Robert Dew started out as a physicist, but quickly realised professional scientists rarely ‘get the girl’. Several career reinventions evolved his career to consulting in innovation management and customer experience (CX). As the principal of Coriolis Innovation, he now has almost 20 years’ experience helping companies grow. He has consulted for many large Australian firms, while at the same time as a business angel he founded 48 start-ups and invested in 4 other private firms. As an academic his PhD relates to increasing creativity in organisations with strong corporate governance. He has lectured in Competitive Strategy, Entrepreneurship and Creative Problem Solving as a visiting professor at 8 universities across Europe, Asia and Australia. As a 10-year member for the International Society of Innovation Managers (ISPIIM) he chaired their Advisory Board for two years and continues to front their conference rock band as lead singer. He believes ‘You can’t learn less. Insight driven innovation is the surest path to extraordinary profitability.’

Prior to becoming a Managing Director for Strativity Australia, Cyrus Allen held senior customer experience roles within the Telecommunications & Finance sectors. As Director Customer Experience at Telstra Corporation, he established the customer experience program and deployed their first brand experience facility (the Telstra Experience Centre), and drove the experience agenda as Head of Digital Customer Experience at ANZ Banking Group. He believes ‘A great promise well delivered is the cornerstone of a successful brand.’

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
Mapping a Winning Strategy: Developing and Executing a Successful Strategy in Turbulent Markets

Authors
Marc Baaij
Erasmus University, The Netherlands
Patrick Reinmoeller
Cranfield University, UK

Publication date: 22 August 2018
Page count: 220
Hardback: 9781787561304 | £24.99 | €32.00 | $40.00
Dimensions: 152mm x 229mm
Classification: Strategy

Synopsis
In an increasingly connected world experiencing accelerating levels of technological disruption, the strategic challenges for business leaders are greater than ever before, and conventional approaches to strategy are unable to contend with today’s VUCA (volatile, uncertain, complex and ambiguous) business environment. A new approach to strategic decision-making is required to motivate and mobilize stakeholders to achieve the business’s overarching goals, such as making a profit and delivering on people- and planet-related objectives.

Mapping a Winning Strategy introduces a new mapping method for creating and executing an effective business strategy. This method uses visual maps to engage colleagues throughout the organization, ensuring that every stakeholder’s voice is considered by avoiding a top-down approach. It also enables business leaders to identify the strategic issues they face without distraction, so that a clear path is formed towards the best strategic plan. By mapping out the most effective strategy, organizations can anticipate and manage roadblocks to strategic change and make winning and well-executed operational choices.

Table of Contents
Preface: Why Read this Book?
Chapter 1. Overcoming the Challenges of Strategy with the Mapping Method
Chapter 2. Engaging Critical Stakeholders to Support the Strategy Process
Chapter 3. Spotting the Real Strategic Issues and Developing Superior Insights
Chapter 4. Developing Superior Strategic Options and Making Winning Choices
Chapter 5. Making Your Strategy Work - Anticipating Execution Issues
Chapter 6. Looking Ahead - Developing Strategies for Anticipating Your Future
Chapter 7. Getting Started - Using the Mapping Method in Practice

About the Author
Marc Baaij, PhD is an associate professor of strategy at the Erasmus University in The Netherlands. He coaches managers on real-world strategy projects. Baaij has previously been a strategy consultant and a research manager at The Boston Consulting Group. Marc has authored many articles for scientific and professional journals, as well as professional titles and textbooks on the strategy and problem-solving methods used by top-tier consultants. He has also worked for IBM, and holds degrees in economics and strategy.

Patrick Reinmoeller, PhD is a professor of strategic management and the academic head of the ‘Directors as Strategic Leaders’ programme at the Cranfield School of Management. He was previously a professor at the Japan Advanced Institute of Science and Technology and Erasmus University, where he retains a part-time position. Reinmoeller’s research on innovation, organizations and strategy has been published in several leading journals, including the Academy of Management Journal, the Asia-Pacific Management Journal, Organization Studies, and the MIT Sloan Management Review. He speaks and consults for companies worldwide.

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
Exceptional Leadership by Design: How Design in Great Organizations Produces Great Leadership

Editors
Rob Elkington, Global Leadership Initiatives, Canada
Madeleine van der Steege, Synquity, The Netherlands
Judith Glick-Smith, MentorFactor, Inc., USA
Jennifer Moss Breen, Creighton University, USA

Publication date: 17 September 2018
Page count: 312
Hardback: 9781787439016 | £24.99 | €32.00 | $40.00
Classification: Leadership and Motivation

Table of Contents
1. Introduction; Judith Glick-Smith
2. Great Leadership Informed by Design; Atul Handa, Kanupriya Vashisht
3. Designing Leadership Like Jazz; Gloria J. Burgess
4. Strengthening Our Own Leadership by Design; Greg Morgan
5. Redesigning the Hero Leader: Leveraging Emergent Leadership; Rob Elkington
6. A Design to Activate Fe+Male Leadership Synergy in your Organization; Madeleine van der Steege
7. Design Thinking: How to Thrive in a VUCA World; Fred Krawchuk
8. Designing an Organization that Builds Resilient Leaders; Jennifer Moss Breen
9. Flow-Based Leadership through Emergent Design; Judith Glick-Smith
10. Designing Leadership for Innovation; Bettina von Stamm
11. Designing Globally and Culturally Intelligent Leadership; Elizabeth A. Tuleja
12. Leadership, Built In; Perttu Salovaara, Bettina von Stamm
13. Bringing it all Together; Jennifer Moss Breen, Madeleine van der Steege

Synopsis
Imagine a world with great leadership. What would that world be like? Would it be a better world or a worse one? Now ratchet great leadership up to exceptional leadership and suddenly we have cause for optimism. But how do we design exceptional leadership, and would we even know it if we saw it? Traditional paradigms of leadership have celebrated decisive top-down control and analytical decision-making. But times are changing. The world is more connected, complex, fluid and interdependent.

This book debunks the myth that leaders need to be creative like designers to apply Design Thinking. Applying design approaches and practices to organizational leadership is not just about its leaders becoming more creative. It is definitely not about the person at the top coming up with the grand answer. Design thinking starts with the ‘pain point’ related to the problem you are trying to solve. You get to the heart of the issue. It is a collaborative effort that neatly leads stakeholders and representatives affected by the problem to design novel leadership solutions that actually work.

This collection of stories, examples and narratives about exceptional leadership by design provides readers of all levels of experience with tangible, real, and heartfelt examples of how the design process can be applied to leadership.

About the Authors
Rob Elkington, Ph.D. is the CEO and President of Global Leadership Initiatives. He also serves as an Adjunct Professor at the University of Ontario Institute of Technology in the faculty of Business and IT and the faculty of Education.

Madeleine (“Mads”) van der Steege, MA (Soc. Sc.) is a managing editor, award-winning female entrepreneur, master coach, researcher and writer. She was ’Woman of the Year Regional Entrepreneur’ in South Africa in 2004.

Judith L. Glick-Smith, Ph.D. has been a knowledge management and leadership consultant since 1983. She is the author of Flow-based Leadership: What the Best Firefighters Can Teach You about Leadership and Making the Hard Decisions.

Jennifer Moss Breen, Ph.D. is an Associate Professor and Program Director for Creighton University’s Interdisciplinary Leadership Ed.D. Prior to this, she served as inaugural Director of Bellevue University’s Human Capital Management Ph.D. program.
The Thinking Strategist: Unleashing the Power of Strategic Management to Identify, Explore and Solve Problems

Editors
Vickie Cox Edmondson, Tuskegee University, USA
Publication date: 8 October 2018
Page count: 248
Hardback: 9781787561588 | £26.99 | €34.00 | $44.00
Dimensions: 229 mm x 152 mm
Classification: Business Strategy

Table of Contents

SECTION A: SEE YOURSELF AT THE TOP
1. What Is Strategy And Why Is It Important To Anyone Not At The Top?
2. The Process, the Players and the Stakes
3. The Art of Judgment

SECTION B: BUSINESS ACUMEN
1. Problem Not Currently Solved
2. Criteria for Good Strategy

SECTION C: TAKING STOCK
1. Gathering Information with a Shared Goal in Mind
4. Gaining Alignment on What is Happening and Why

SECTION D: CRAFTING STRATEGY FOR COMPETITIVE ADVANTAGE
1. Theory Linking Strategy to Performance Objectives
2. Strategies for Overcoming Constraints
3. Brainstorming and Collaborative Decision Making

SECTION E: ORGANIZATIONAL LEARNING THROUGH STRATEGY IMPLEMENTATION
1. Linking Implementation to Objectives
2. Managing Talent, Time, and Money
3. The Art of Gaining Commitment by Raising the Stakes

SECTION F: ASSESSING PROGRESS AND IMPACT
1. Strategy Evaluation and Control
2. Strategic Communications

Synopsis
The success of any strategic management process within an organization depends greatly on its ability to manage stakeholders. Stakeholders with competing expectations and demands are actively involved in the implementation of strategy, have a vested interest in the success or failure of organizations, and most importantly, can derail your strategic efforts.

The Thinking Strategist promotes the strategic management process as a way to identify, explore and solve problems. It succinctly provides useful advice and practical tools to strengthen decision making and problem solving skills to accomplish organizational goals, exceed objectives, and to get top management and other key stakeholder support. Ideal for business students and aspiring managers who seek to distinguish themselves as people who make success happen, The Thinking Strategist provides key concepts and principles, as well as analytical tools and frameworks used by organizations, to help identify, select, and implement appropriate solutions to problems that can lead to a competitive advantage and long-term success. The book is designed to help develop the skills, confidence, business judgment, and resilience needed not only to be successful but to be a driver of decision making and problem solving. To be an expert – a thinking strategist.

About the Author
Vickie Cox Edmondson, Professor of Management, has taught strategic management, a business capstone course, since 1994. Prior to joining Tuskegee University in fall 2018, she taught the course for seven years at Morehouse College where she served as the first Associate Provost for Student Success. Dr. Cox Edmondson taught the course at the University of Alabama at Birmingham in an academic appointment for 15 years, and at the University of Georgia while pursuing a doctorate degree in the discipline. More information can be found at her personal website: https://www.vickiecoxedmondson.com/
The Technology Takers: Leading Change in the Digital Era

Editors
Jens P. Flanding, Ph.D.
Genevieve M. Grabman, J.D.
Sheila Q. Cox, MBA

Publication date: 30 November 2018
Page count: 200
Hardback: 9781787694644 | £24.99 | €32.00 | $40.00
Dimensions: 216 mm x 138 mm
Classification: Organizational theory & behaviour

Table of Contents
Chapter 1. The Technology Takers of the Digital Era
Chapter 2. Technology Taking as a Strategy
Chapter 3. Create Value Through Data Analysis and Behavior Change
Chapter 4. Playbook to Digital-Era Change
Chapter 5. Leading Change in the Digital Era

Synopsis
Users of twenty-first century, digital-era technologies are "technology takers," accepting of and adjusting to whatever the market offers them. Similar to small firms that lack the market power to set prices and are economic "price takers," managers today are increasing unable to customize the digital-era technologies their organizations use. Technology takers have little influence over the capabilities of the technologies they adopt; they cannot expect to improve on or customize for themselves the features of Facebook, Google, the iPhone, the blockchain, cloud-based enterprise resource planning systems, or other game-changing and often disintermediating technologies.

The inability to modify available information technologies is a shock to leaders and managers alike. Cloud-based technologies arrive with set processes developed by others, and users must learn new ways of working each time the technologies themselves evolve. But refusing to adopt and adapt to digital-era technologies is, increasingly, not an option. Change in the digital era is constant and behavior-transforming. Managers must respond to these changes, or they will get left behind by those who do. The constancy of change also means that organizations have to do more than launch typical, one-off change management or transformation projects to succeed.

To adopt efficiently and adapt effectively to behavior-changing technologies, astute leaders should employ change leadership techniques as a strategy for the digital era. This book offers technology takers a playbook to manage change, create value, and exploit the digital era's strategic opportunities. The book draws on research and recent case studies to explain what it means to be a technology taker. Organizations and their managers are offered change leadership plays, which emphasize the iterative nature of change management in the digital era. The book also describes how technology taking can create value through data stream analytics and be used strategically to respond proactively to the challenges of the digital era.

About the Authors
Jens P. Flanding is an advisor on strategic initiatives and innovation, and a member of the United Nations Change Management Peer Network of the UN Laboratory for Organizational Change and Knowledge. He is UN System Staff College faculty for designing and managing organizational change with expertise in practical techniques for digital-era change management. Dr. Flanding has master's degrees in policy and research and a doctorate in political science from the London School of Economics.

Genevieve M. Grabman is an attorney and expert on strategic planning, governance, and risk management. Based in Washington, DC, she has advised public, private, non-profit, and United Nations organizations and helped draft and pass organizational policies and procedures, national laws and regulations, and international treaties. Ms. Grabman holds a master's degree in health policy and management from Johns Hopkins University and earned a Juris Doctor from the Georgetown University Law Center.

Sheila Q. Cox leads transformational change at the intersection of technology and human behavior. After graduating from Harvard, Ms. Cox became a systems engineer at IBM, designing and implementing application software. She earned an MBA at the University of Chicago and worked as a management consultant at BearingPoint and founded Performance Horizons, a change management firm in Charlotte, NC. For more than 30 years, Ms. Cox has helped management teams successfully adapt to rapid changes within their industry.

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
The Battle To Do Good:
Inside McDonald’s Sustainability Journey

Author: Bob Langert
Retired VP, CSR & Sustainability, McDonald’s Corporation
Publication date: 31 January 2019
Page count: 316pp
Hardback: 9781787568167 I £16.99 I €22.00 I $26.00
Dimensions: 229 mm x 152 mm
Classification: Business ethics & social responsibility

Table of Contents

Introduction From Defense to Offense
1. The Battle Against Waste: McDonald's First Societal Clash
2. The Battle for Farm Animals: How Animal Welfare Is Transformed
3. The Battle of Extremism: McCruelty - Meat Is Murder
4. The Battle to Be Proactive: Happy Meal Toys and the Ups and Downs of Anticipatory Issues Management
5. The Battle of the Waistline and Brand Health: The Obesity Dilemma and a Healthier Happy Meal
6. The Battle for a Sustainable Supply Chain: From Silence to Sustainable Fish, Less Polluting Hogs, and Better Lives for Tomato Pickers
8. The Battle Goes to the Board Room: A Shareholder Proposal Makes a Difference
9. The Battle for the Amazon Rainforest: How Greenpeace Chickens Changed McDonald's
10. The Battle to Make A Pig’s Life Better: How Much Room Does a Sow Need?
11. The Battle for Better Beef: The Quest for Sustainable Beef
12. The Battle to Lead Both Business and Society: The Profits of Sustainability

Synopsis
In The Battle to Do Good, former McDonald’s Executive Bob Langert takes readers on a behind-the-scenes eye-witness account of the mega brand giant’s decades-long battle to address numerous societal hot-button issues, such as packaging, waste, recycling, obesity, deforestation and animal welfare. From the late 80s, McDonald’s landed smack in the middle of one contentious issue after another, often locking horns with powerful NGOs such as Greenpeace, People for the Ethical Treatment of Animals, and Corporate Accountability.

This sudden shift from being the beloved Golden Arches since opening its doors in 1955, to the demon of many societal ills, caught McDonald’s off guard. Langert chronicles the highs and lows that McDonald’s experienced in turbulent times and how its sustainability journey evolved from playing defense to strategically solving issues with unlikely partners, including a whirling dervish, autistic animal scientist, and avid environmentalists from the World Wildlife Fund and Conservation International.

Packed with first-hand anecdotes, interviews with key McDonald’s executives and NGO leaders, and scores of lessons learned, The Battle to Do Good is a sustainability page turner that provides unique insights and guidance on how to successfully navigate and manage today’s societal issues to make the business stronger, more relevant, and more profitable.

About the Author
Bob Langert led McDonald’s Corporate Social Responsibility & Sustainability efforts for more than twenty-five years before retiring in 2015. Currently he is a columnist and editor-at-large for the GreenBiz Group and Senior Sustainability Advisor for The Context Network, the premier global and agribusiness consulting firm in advancing agriculture. He has been engaged in social responsibility issues at a global level since the late 1980s, leading environmental affairs, animal welfare, and Ronald McDonald Children’s Charities’ grants. He was appointed McDonald’s first vice president to lead sustainability in 2006 with contributions spanning sustainable fish, coffee, palm oil, beef, packaging, extensive animal welfare progress, and nutrition strategy. In 2007, Langert was named as one of the 100 Most Influential in Business Ethics by Ethisphere.
Navigating the Investment Minefield: 
A Guide to Successful Investing

Author: H. Kent Baker, Kogod School of Business at the American University, USA
Vesa Puttonen, Aalto University School of Business, Finland

Publication date: 21 April 2019
Page count: 150
Paperback: 9781787690561 I £16.99 I €22.00 I $26.00
Classification: Accounting and Finance

Table of Contents

Chapter 1 Navigating the Investment Minefield: Don’t Be Intimidated by the World of Investing
Chapter 2 Avoiding Costly Investing Mistakes: Don’t Make the Same Mistake Twice
Chapter 3 Overcoming Your Behavioral Biases: Don’t Be Your Own Worst Enemy
Chapter 4 Trap 1: Overpaying for Products and Services
Chapter 5 Trap 2: Becoming a Victim of Investment Fraud and Scams
Chapter 6 Trap 3: Misrepresenting Risky Products as Safe
Chapter 7 Trap 4: Investing in Complex Products
Chapter 8 Trap 5: Relying on Unsupported Evidence
Chapter 9 Trap 6: Having Unrealistic Return Expectations
Chapter 10 Trap 7: Engaging in Gambling Disguised as Investing
Chapter 11 Trap 8: Falling for Mutual Fund Traps

Synopsis

When you think about investing, what words come to mind? If you are like most investors, these words are likely to be overwhelming, intimidating, and scary. Investors face a vast array of investment options with many vying for their business. They are aware that some of those providing these “opportunities” seek to take advantage of them. Although most investors realize they are fallible, they often have no clear idea why or what they can do about it. No wonder people often view investing as overwhelming, intimidating, and scary especially if they attempt to tackle this task on their own. Although most individual investors are not experts, they still must take responsibility for their actions and financial lives. To be financially successful, you must avoid many pitfalls along the way or risk making errors that affect your wealth.

Given the complex and challenging world of investing, what chance do less savvy investors have navigating the investment minefield and emerging unscathed? The answer is not much unless they recognize the pitfalls along the way and deliberately sidestep these financial landmines. Investors need to avoid making rash financial decisions and committing investing sins. They also need to separate investment fads from time-tested investment principles. Accomplishing this task is easier said than done but it’s worth the effort.

The purpose of this book is to help you recognize and avoid common investing mistakes, behavioral biases, and investment traps that can ensnare investors, affect sound judgment, and reduce wealth. In other words, this book can enable you to manage the investment aspects of your personal finances more successfully.

About the Authors

H. Kent Baker, CFA, CMA, is University Professor of Finance in the Kogod School of Business at the American University. He has authored or edited 28 books and more than 250 other publications in such outlets as the Journal of Finance, Journal of Financial and Quantitative Analysis, Financial Management, Financial Analysts Journal, and Journal of Portfolio Management. Several sources rank him among the top 1 percent of the most prolific academic authors in finance during the past 50 years. Professor Baker has consulting and training experience with more than 100 organizations. He has eight earned degrees including three doctorates.

Vesa Puttonen is Professor of Finance at Aalto University School of Business. His research has been published in Management Science, Financial Analysts Journal, Financial Management, European Financial Management, Journal of Banking and Finance, and Journal of Asset Management among others. He has worked as Senior Vice President at the Helsinki Stock Exchange and as Managing Director at Conventum Asset Management (Helsinki). Professor Puttonen is a faculty member of MBA Programs in Helsinki, Hong Kong, Singapore, Poland, China, Iran, Taiwan and South Korea.

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
**Synopsis**

Why aren’t the most powerful new technologies being used to solve the most important problems: hunger, poverty, conflict, employment, disease? What’s missing? Link answers these questions, and describes a solution that is emerging worldwide. The challenge, however, is that the solution requires a new way of thinking: to shift from breaking problems into small parts—called reductionism or analysis—to understanding how those parts work together—synthesis. To make this shift requires a move from verbal and text thinking, to using the spatial and motor parts of our brains, which are older and in many ways smarter.

Link introduces the concept of Decision Intelligence (DI). DI connects human decision makers to the most powerful technologies that turn invisible decisions into visible ones. Throughout Link, Pratt shows practical examples of how Decision Intelligence (DI) can be applied to solve business, financial, and economic problems. First laying out the elements of the DI framework and explaining DI’s underlying technology and science, the book then moves the discussion to application. Pratt demonstrates how to apply the DI model and provides a variety of scenarios that demonstrate how DI can dramatically change the way problems are considered, data is analyzed, and technologies are applied. She gives readers insights on how to design solutions for complexity and think about decision patterns. To broaden the discussion, DI is applied to a wide variety of industries, from business management, the economy, and fraud analysis, to conflict, the developing world, and space. Finally, Pratt offers insight into how further complicated decision analysis will be in the future, underscoring the importance of the evolution of these problem-solving technologies.

Emphasizing the practical aspect of DI, throughout the book are examples from the author’s field work including:

- A project in Liberia designed to reverse the vicious cycle of war.
- An American health care company helping its clients to reduce the terrible costs of failed medical devices.
- A technology firm, winworks.ai, that is revolutionizing the actions that volunteers take to help political candidates communicate with their constituents.

**About the Author**

Lorien Pratt, Ph.D., Chief Scientist and co-founder at Quantellia, has been delivering artificial intelligence and machine learning solutions for her clients for over 30 years. These include the Human Genome Project, the Colorado Bureau of Investigation, the US Department of Energy, SAP, and the Administrative Office of the US Courts. She is a machine learning pioneer, having led the teams that invented Inductive Transfer and Decision Intelligence (DI). Pratt received the CAREER award from the National Science Foundation, an innovation award from Microsoft, and the Exemplary Research award from the Colorado Advanced Software Institute (CASI). Formerly a computer science professor at the Colorado School of Mines, Pratt often speaks internationally and has given two TEDx talks.
Selfies: Why We Love (and Hate) Them

Author: Katrin Tiidenberg
Tallinn University, Estonia

Publication date: 30 April 2018
Page count: 168
Paperback: 9781787437173 | £16.99 | €22.00 | $26.00
Dimensions: 129mm x 198mm
Classification: Sociology
Series title: SocietyNow

Table of Contents

Introduction: What’s The Big Deal, It’s Just Selfies?
Chapter 1. What Are Selfies?
Chapter 2. How Do We Selfie?

Chapter 3. (Why) Do Selfies Matter?
Chapter 4. Post Selfie?
Conclusion

Synopsis
This book brings a rich and nuanced analysis of selfie culture. It shows how selfies gain their meanings, illustrates different selfie practices, explores how selfies make us feel and why they have the power to make us feel anything, and unpacks how selfie practices and selfie related norms have changed or might change in the future.

As humans, we have a long history of being drawn to images, of communicating visually, and being enchanted with (our own) faces. Every day we share hundreds of millions of photos on Facebook, Instagram and Snapchat. Selfies are continually and passionately talked about. People take vast amounts of selfies, and generate more attention than most other social media content. But selfies are persistently attacked as being unworthy of all of this attention: they lack artistic merit; indicate a pathological fascination with one’s self; or attribute to dangerously stupid behaviour.

This book explores the social, cultural and technological context surrounding selfies and their subsequent meaning.

About the Author
Katrin Tiidenberg, is an Associate Professor of Social Media and Visual Culture at the Baltic Film, Media, Arts and Communication School of Tallinn University, Estonia and a Post-Doctoral Researcher at the School of Communication and Culture in Aarhus University, Denmark. Her research focuses on visual culture and social media, she has published extensively on selfies and is interested on the methods and ethics of studying visual selfpresentation and sexuality. She is the founding member of Estonian Young Academy of Sciences, second time board member of the Estonian Sociology Association, a long term member of the Association of Internet Researchers and its Ethics Committee and a member of the E-Read Cost Network.

“This deceptively slim volume offers a deeper and more nuanced dive into its topic than many realize selfies deserve, revealing the form to be steeped in histories - of art, of photography, of technology - and contemporary attitudes toward gender, youth, and bodies. Remarkably clear, full of examples, and fun to read, this book is essential for anyone interested in popular culture.”

Nancy Baym
Principal Researcher, Microsoft

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
Table of Contents

Chapter 1. What is an Internet Celebrity anyway?
Chapter 2. Qualities of Internet Celebrity
Chapter 3. Internet Celebrity and Traditional Media
Chapter 4. From Internet Celebrities to Influencers

Synopsis
The face of internet celebrity is rapidly diversifying and evolving. Online and mainstream celebrity culture are now weaving together, such that breakout stars from one-hit viral videos are able to turn their transient fame into a fulltime career.

This book presents a framework for thinking about the different forms of internet celebrity that have emerged over the last decade, taking examples from the Global North and South, to consolidate key ideas about cultures of online fame. It discusses the overall landscape, developments and trends in the internet celebrity economy, and cross-cultural lessons.

About the Author
Crystal Abidin is Postdoctoral Fellow with the Media Management and Transformation Centre (MMTC) at Jönköping University, Sweden, and Adjunct Researcher with the Centre for Culture and Technology (CCAT) at Curtin University, Australia. As a socio-cultural anthropologist of vernacular internet cultures, particularly young people’s relationships with internet celebrity, selfcuration, and vulnerability, she has published extensively on Influencers, a multimedia form of vocational internet celebrity, and is currently working on projects in East Asia, Australia, and Scandinavia.

“A succulent collection of up to date and incisive contributions to the field of global micro-celebrity. It offers an impressive array of new ideas and arguments to help us to understand and research one of the characteristic developments of our time.”

Chris Rojek, Professor of Sociology, University of London, UK

“Want a globally-focused primer on an emergent entertainment phenomenon that is as (at times) as baffling as it is (at times) lucrative? This is definitely your book.”

Dr. Theresa M. Senft, Macquarie University, NSW, Australia
Voluntary and Involuntary Childlessness: The Joys of Otherhood?

Editor: Natalie Sappleton, Manchester Metropolitan University, UK
Publication date: 23 August 2018
Page count: 424
Hardback: 9781787543621 | £65.00 | €80.00 | $100.00
Dimensions: 152mm x 229mm
Classification: Sociology
Series Title: Emerald Studies in Reproduction, Culture, And Society

Table of Contents

Introduction: Childlessness Through a Feminist Lens

Part One: Theoretical Perspectives On Voluntary and Involuntary Childlessness

Part Two: Structural and Agential Underpinnings of Childlessness

Part Three: Intersectional Perspectives On Childlessness

Part Four: Lived Experiences of Childlessness

Part Five: National Perspectives On Childlessness

Postscript: Moving Forward: Towards a Feminist Understanding of ‘Otherhood’

Synopsis

Childlessness is not a new phenomenon, but empirical evidence from the demographic field has demonstrated that it is on the increase. Furthermore, childlessness has a number of consequences for both women and men, the communities in which they live, their psychic states, their social networks and the organisations in which they work.

Bringing together research from a wide range of scholarly disciplines, including philosophy, psychology, sociology, gender studies, social work and social policy, and underpinned by a feminist ontology this edited collection of original chapters provides an insight into the current state of the art research on the drivers, determinants, manifestations and outcomes of childlessness. The collection is intended to be a key resource for scholars, students and policymakers addressing this issue in a wide range of disciplinary contexts.

About the Author

Natalie Sappleton is Senior Lecturer at Manchester Metropolitan University, UK. Her research interests are in the intersections between social networks, gender segregation and gender stereotyping in the labour market. Research programmes she has been involved in include Women Audio Visual Engineers (WAVE), Women in North West Engineering and numerous investigations into sex discrimination at the Equality and Human Rights Commission.

Also coming soon in the Emerald Studies In Reproduction, Culture And Society series:

The Cultural and Economic Context of Maternal Infanticide: A Crying Baby and the Inability to Escape

Editor: Martha Smithey, Texas Tech University, USA
Publication date: 6 December 2018
Page count: 150
Hardback: 9781787542082 | £60.00 | €75.00 | $95.00

Synopsis

This book examines the social, economic and cultural conditions and stressors under which mothers commit infanticide, and shows how these conditions affect the ability to meet societal and self-perceived expectations of “good” mothering.

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
Baby Boomers, Age, and Beauty

Author: Naomi Woodspring
University of the West of England, UK
Publication date: 01 October 2018
Page count: 304
Paperback: 9781787542365 | £19.99 | €25.00 | $32.00
Dimensions: 138mm x 216mm
Classification: Sociology

Table of Contents

Introduction
Chapter 1. Shaping Appearance and Beauty
Chapter 2. Women on Appearance
Chapter 3. Men on Appearance
Chapter 4. What We Know and What We See

Chapter 5. Living with Mortality
Chapter 6. The Appearance of Beauty
Chapter 7. A Passion for Life.

Synopsis
This book is a rich exploration of the baby boomers - those coming of age in the sixties and now entering old age - the influences that have shaped how they perceive ageing appearance, how they define ageing and beauty, and the meaning of appearance, beauty, and identity. The book draws from a variety of sources from ageing research, history and gender studies and a diverse group of interviewees.

The longevity revolution and shifting notions of identity coalesce as older women and men seek to find new modes of self-presentation as they age.

Ageing is a profoundly embodied process, yet older people’s concerns about appearance and beauty is perceived, by many, as trivial or a function of consumer society. Investigating notions of appearance and beauty as a core human concern, the author explores Western cultural notions of beauty. What then is beauty in old age? Is it even a possibility given the history of youth and aesthetic preference? The book seeks to bring forward ideas of age and beauty as defined by baby boomers, how they see themselves and how they are seen.

About the Author
Dr Naomi Woodspring is a Visiting Research Fellow, University of the West of England, UK. Prior to returning to university as a late life learner, she had her own consulting firm working with non-profit agencies and for-profit businesses seeking sustainable solutions to organisational and community challenges. She has also worked as a psychotherapist in a wide variety of settings from managing a community prison project to Native American communities.

Her first book, Baby Boomers: Time and Ageing Bodies, was published earlier this year by Policy Press.
# The Disruptive Power of Online Education:
## Challenges, Opportunities, Responses

**Author:** Andreas Altmann, Bernd Ebersberger, Claudia Mössenlechner, Desiree Wieser  
**MCI Management Center Innsbruck, Austria**  
**Publication date:** 14 December 2018  
**Page count:** 240  
**Paperback:** 9781787543263 | £65 | €80 | $100  
**Dimensions:** 229 mm x 152 mm  
**Classification:** Technology and learning

## Table of Contents

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Scaling Online Learning: The Case for a Program Level Approach</td>
</tr>
<tr>
<td>2</td>
<td>Logic Leads LEARNing: MOOCs in the Middle East</td>
</tr>
<tr>
<td>3</td>
<td>The Power of Technology in Customized Executive Education</td>
</tr>
<tr>
<td>4</td>
<td>Internationalization of Online Learning</td>
</tr>
<tr>
<td>5</td>
<td>Engagement in Online Learning</td>
</tr>
<tr>
<td>6</td>
<td>Social Collaborative Learning Environments</td>
</tr>
<tr>
<td>7</td>
<td>Online, not Distance Education</td>
</tr>
<tr>
<td>8</td>
<td>Disrupting Higher Education in Alaska</td>
</tr>
<tr>
<td>9</td>
<td>Academic Rigor and Video Technology in Online Learning and Teaching Masters-Level Assignment</td>
</tr>
<tr>
<td>10</td>
<td>Game-Based Learning as Education Method in the Digital Age</td>
</tr>
</tbody>
</table>

## Synopsis

The higher education sector is being disrupted through the effect that technological innovations have on the educational market. As digital and mobile technologies are developing further, higher education institutions must embrace these developments to meet the needs of their learners and to not become irrelevant. In higher education, disruptive effects are mainly visible on a program/product level, with an increasing number of programs including some element of online education.

Disruptive effects also become evident on a pedagogical level, where student engagement, collaboration and social learning, gamification and serious games, competency-based learning, teacher training, and overcoming geosocial divides are high on the agenda. This book considers the effect of online elements and their design on university business models and internationalization, course design, massive open online courses (MOOCs), and the scalability of online programs. It also explores how higher education institutions across the globe respond and react to the challenges and opportunities evolving in online education.

## About the Authors

Andreas Altmann is the founding Director of MCI Management Center Innsbruck, Austria. His research focuses on university regulation, governance and management – including the competitive environment – and market behaviour in the higher education and research sector.

Bernd Ebersberger is a Professor of Management and Economics of Innovation with the MCI Management Center Innsbruck, Austria. His research focuses on analysing innovation systems and the higher education system, the evaluation of innovation policy, quantitative industrial economics, and the economics of technical change and innovation.

Claudia Mössenlechner has been active in the field of teaching and higher education for some 20 years, focusing on English as a second language, communication skills, intercultural training and leadership. She has extensive experience as an examiner and accreditor (European Higher Education Space) and has coordinated ‘quality in teaching’ approaches at MCI, Austria.

Desiree Wieser is a Research & Teaching Assistant and PhD student at the MCI Management Center Innsbruck, Austria. Her main research area and publication activity focuses on higher education management, in particular on online education and the implementation of online education in higher education institutions.
Kardashian Kulture:
How Celebrities Changed Life in the 21st Century

Author: Professor Ellis Cashmore
Aston University, UK
Publication Date: 25 April 2019
Page count: 120
Paperback: 9781787437074 | £16.99 | €22.00 | $26.00
Dimensions: 198mm x 129mm
Classification: Sociology
Series Title: SocietyNow

Synopsis
The Kardashian family are household names. Whether you’ve watched Keeping up with the Kardashians or not, it’s hard to avoid the names Kylie, Kim, Kourtney and Khloé. Their rise to fame is a perfect example of how contemporary celebrity has changed in the 21st century. The Kardashians represent a new kind of fame, where talent and celebrity no longer go hand in hand. This work, written by the author of Elizabeth Taylor: A Private Life for Public Consumption, traces the sources of their influence and assesses the consequences of the new and developing Kardashian Kulture.

Part biography, part sociological text, Cashmore creates a map of the changing social contexts that gave rise to the Kardashians’ fame. Including chapters on the shifting public/private binary, race, transgenderism, glamour and political impact, Cashmore offers an alternative perspective on celebrity studies, through a unique and fascinating case-study. This work also illustrates how the combination of fame and social media has introduced new types of discourse, around sex, gender, the family, and race.

The world we live in is changing, and the way people – and the media – consume celebrity is changing with it. Through significant cultural events, moments and people, this book looks seriously at how the Kardashians control their fame and what that means for contemporary celebrity culture.

About the Author
Ellis Cashmore is Visiting Professor of Sociology at Aston University, UK. He was formerly a Professor of Culture, Media and Sport at Staffordshire University. Before this, he was Professor of Sociology at the University of Tampa, Florida; and, before this, lecturer in sociology at the University of Hong Kong. He has written widely on celebrity, sport and race and ethnicity and is the author of Elizabeth Taylor: A Private Life for Public Consumption, Beyond Black: Celebrity and Race in Obama’s America, Martin Scorsese’s America, Celebrity/Culture, Beckham, Sport and Exercise Psychology: The Key Concepts, Studying Football, Football’s Dark Side: Homophobia, Violence and Racism in the Beautiful Game, Mike Tyson: Nurture of the Beast, Making Sense of Sport, Dictionary and Race and Ethnic Relations and the Encyclopaedia of Race and Ethnic Studies. He has also written journal articles on Tiger Woods and Beyoncé.
The Smart City in a Digital World

**Author:** Professor Vincent Mosco  
Queen's University, Ottawa, Canada  
**Publication Date:** 15 June 2019  
**Page count:** 145  
**Paperback:** 9781787691384 $14.99, €18.00, $24.00  
**Dimensions:** 198mm x 129mm  
**Classification:** Sociology  
**Series Title:** SocietyNow

**Synopsis**
Gleaming new technologies are the face of the smart cities movement. However, beneath their glossy exterior lies a deeper transformation in urban governance, an insistence that private sector organizations, either alone or in partnership with government agencies, are best equipped to govern cities in a deregulated environment by making use of business principles. Smart cities are not just about the development and application of technologies. They are also about who governs cities and for whom.

The Smart City in a Digital World recognizes the importance of these developments even as it aims to broaden how we think about smart cities by examining what, in addition to the latest digital innovations, contributes to the intelligence of cities. It maintains that one of the problems with the smart cities movement is that it has co-opted the concept of “smart” and identified it almost exclusively with technology. In numerous places, it has served as a vehicle for a big real estate play, for gentrification, and for building the exclusive city, one focused on the needs of elites and tourists. Smart city advocates are to be credited with raising the issue of what makes an intelligent urban place. It is now time to address the question of what makes a smart city in all of its manifold dimensions, with the aim of seeing the smart city as an urban place that genuinely works for all, irrespective of class position and use of the latest in communication technology.

**About the Author**
Vincent Mosco is Professor Emeritus Queen’s University, and Distinguished Professor Fudan University. He formerly held the Canada Research Chair in Communication and Society at Queen’s and was Professor of Sociology. In 2016 he was appointed Distinguished Professor, New Media Centre, School of Journalism and Communication, Fudan University, Shanghai. He is the author or editor of twenty-one books and over 200 articles and book chapters on communication, technology, and society, his books have been translated into numerous languages, most notably Simplified Chinese.

Mosco serves on the editorial boards of academic journals in the North America, Europe, Asia, and Latin America and have held research positions in the U.S. government with the White House Office of Telecommunication Policy, the National Research Council and the U.S. Congress Office of Technology Assessment and in Canada with the Ministry of Communication. A founding member of the Union for Democratic Communication, he has also been head of the Political Economy section of the International Association for Media and Communication Research (IAMCR) and was a longtime research associate of the Harvard University Program on Information Resources Policy.

Also available from this author

**Becoming Digital:**  
*Toward a Post-Internet Society*  
**Publication date:** November 2017  
**Page count:** 150  
**Paperback:** 9781787432963 $16.99 I €22.00 I $26.00

**Synopsis**
This book examines the convergence of Cloud Computing, Big Data, and the Internet of Things to forge the Next Internet. Mosco looks at the ways the future of the internet can be used for exploitation, and, conversely, discusses ways it may be used to promote democracy and social justice.

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
The Quirks of Platform Culture:
Making Sense of the Strange Features of our Digital World

Author: David Beer
University of York, UK
Publication Date: July 2019
Page count: 150
Dimensions: 198mm x 129mm
Classification: Information & knowledge management

Table of Contents

1. The importance of quirks
2. The ordering of things
3. Why is everyone talking about algorithms?
4. Ripping up the Yellow Pages
5. The chaos of music genres
6. The Closure of Vine: are things slowing down?
7. One hit wonders and the acceleration of the pop charts

Watching and being watched
7. TV game shows and social change: becoming media savvy
8. The sound of surveillance
9. The TV calls your name
10. An all-seeing all-knowing politics
11. The invisibility of the recording engineer: the shadows of the culture industry

Interacting and connecting
12. Algorithms as the heroes and villains of a ‘post-truth’ era
13. Social media’s collective backfiring
14. Being trained by Twitter stats
15. Networks and postcapitalism
16. The Comfort of a smartphone
17. Bodies in musical bubbles

Knowing and remembering
18. Social Media and our memories
19. Platform Nostalgia
20. The rise of the comeback
21. Whatever happened to the mysterious epicenter of the British music scene?
22. Living with smartness
23. Everyday encounters with the melodramatic city

Counting ourselves
24. When ‘Special Measures’ become ordinary
25. The productive power of measures
26. From life goals to the micro-management of everyday life
27. Do we really need to trust numbers for them to have power over us?

Synopsis

Devices and media platforms have worked their ways into our lives, shifting how we live, what we know, what we encounter and how we connect with each other. ‘Platform Capitalism’ as it has been called, may be burgeoning, but we also have something close to a new type of platform culture emerging. In platform culture our everyday experiences are full of quirks, they accumulate and occupy our daily experiences and they are often the means by which we come, in aggregate, to know the world and to have a sense of our place within it. It would be easy to ignore a lot of the here-today-gone-tomorrow bits of culture that we routinely encounter and to which we give little thought. Some of these ephemera, these fleeting things, actually call for us to pause and take seriously what they mean, even if they themselves are quite disposable or appear inconsequential. Those ‘quirks’ matter, they can be used to reveal something, they give us a way into exploring the particular dynamics of the culture and media that shape our lives.

This book explores the ‘quirks’ of our digital culture, using these quirks as momentary glimpses into the hidden dynamics of our highly mediated cultural experiences.

About the Author

David Beer is Reader in Sociology at the University of York, co-editor at Theory, Culture & Society and sits on the editorial boards of the journals Information, Communication & Society, Cultural Sociology, and Big Data & Society. Author of Metric Power (Palgrave, 2016), Punk Sociology (Palgrave, 2014), Popular Culture and New Media (Palgrave, 2013), New Media: The New Concepts (Bloomsbury, 2008). Broadly speaking, his work explores how transformations in technology and media – such as social media, mobile devices and algorithms – have reshaped culture and society.

https://davidbeer.net/
Statistics tell us there has never been a better time to be a woman but feminists are quick to point out that women are still victims of everyday sexism. This title explores what life is like for women today. It’s time to ditch a feminism that appears remote from the concerns of most women and, worse, pitches men and women against each other.

‘A superb exposé of today’s victim feminism.’ – Christina Hoff Sommers, Author of Who Stole Feminism?

Selling points
Updated with a preface about the #MeToo movement. Korean and Swedish rights sold.

Extreme Teaming provides new insights into the world of increasingly complex, cross-industry projects. Edmondson and Harvey show vividly through their international cases how the complex demands of collaboration impact on management and revolutionize our understanding of teams.

‘I truly love the ideas in the book … it lights the path for every person in every organization to see themselves as leaders. It shows us that everyone is a leader and can get better at leading, if they recognize that truth.’ – Angela Duckworth, Founder and CEO, Character Lab and bestselling author of GRIT.

Selling points
Hungarian rights sold.

21st Century Corporate Citizenship is a practical guide to building a successful business in the modern day. This is the book that leverages corporate citizenship as a value-creating enterprise and translates sustainability, corporate responsibility, and social impact to help you create the most successful business possible in tomorrow’s competitive landscape.

Selling points

The technology and engineering behind autonomous driving is advancing at pace. This book presents the latest technical advances and the economic, environmental and social impact driverless cars will have on individuals and the automotive industry.


‘Autonomous vehicles are going to change the world in many ways you may not expect, just as the horseless carriage did … an authoritative new book.’ – ZDNet.com

Selling points
Simplified Chinese, Korean and German rights sold.

The LASSO model (Lateral; Addictive; Storied; Scalable; Own-able) offers a simple, accessible and effective way for marketers to get their heads around the desired attributes of highly successful growth programs. With insightful advice, anecdotes and tips from leading brand licensing professionals, household names like Coca-Cola and Disney, senior marketers and inspiring individuals, Canalichio has created a measured and proven ‘Think Big, Get Big’ framework to truly help your brand first expand, grow successfully, and ultimately thrive.

Selling points
Hungarian rights sold.
Emerald Concise Guides to the United Nations Sustainable Development Goals

Series Editors
Walter Leal Filho, World Sustainable Development Research and Transfer Centre, Hamburg University of Applied Sciences
Mark Mifsud, Centre for Environmental Education and Research, University of Malta

This brand new series comprises 17 short books, each examining one of the UN Sustainable Development Goals. The series provides an integrated assessment of the SDGs from an economic, social, environmental and cultural perspective. Books in the series critically analyse and assess the SDGs from a multi-disciplinary and a multi-regional standpoint, with each title demonstrating innovation in theoretical and empirical analysis, methodology, and application of the SDG concerned.

Titles in this series have a particular focus on the means to implement the SDGs, and each one includes a short introduction to the SDG in question along with a synopsis of their implications on the economic, social, environmental and cultural domains.
Emerald Studies in Death and Culture

Titles in the series
The Evolution of the British Funeral Industry in the 20th Century: From Undertaker to Funeral Director
by Brian Parsons
9781787436305 | 288 pages | March 2018 | Hardback | £60

Death, the Dead and Popular Culture
by Ruth Penfold-Mounce
9781787565746 | 146 pages | August 2018 | Hardback | £40

The Art of Obituaries: Writing About the Dead for a Living
by Tim Bullamore
9781787691001 | 176 pages | August 2019 | Hardback | £60

Meaning and Symbolism in Pet Inspired Memorial Tattoos: Echoes and Imitations of Life
by Racheal Harris
9781787564220 | 145 pages | May 2019 | Paperback | £60

Digital Activism and Society: Politics, Economy and Culture in Network Communication

Digital Materialism: Origins, Philosophies, Prospects
by Baruch Gottlieb
9781787436695 | 216 pages | February 2018 | Paperback | £40

Nirbhaya, New Media and Digital Gender Activism
by Adrija Dey
9781787545304 | 225 pages | August 2018 | Hardback | £60

Digital Activism and Cyberconflicts In Nigeria
by Shola Abidemi Olabode
9781787560154 | 260 pages | October 2018 | Hardback | £65

Digital Life on Instagram
by Elisa Serafinelli
9781787564985 | 140 pages | August 2018 | Paperback | £40

Internet Oligopoly
by Nikos Smyrnaios
9781787692008 | 115 pages | September 2018 | £40

Mediation, Meaning, & Movement
by Michael Schandorf
9781787565166 | 120 pages | February 2019 | £40

Cyberconflict, Digital Media and the Greek Crisis
by Ioanna Ferra
9781787693289 | 120 pages | May 2019 | £40

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
EMERALD POINTS

Short form, immediate impact
Submission to peer-reviewed publication in just 12 weeks

Each title provides a thorough critical assessment of a current issue
- Short and accessible: compelling insights across the social sciences
- 12 weeks from submission to peer-reviewed publication ensures unrivalled authority and relevance
- Includes think pieces, polemics, policy-focused research, case studies, monographs and edited collections

accessible   |  authoritative   |  current

To find out more: emeraldgrouppublishing.com/licensing/translation.htm
SOCIETY NOW

Short, informed books, explaining why our world is the way it is, now.

The SocietyNow series provides readers with a definitive snapshot of the events, phenomena and issues that are defining our 21st century world. Written by leading experts in their fields, titles in the series offer a thoughtful, concise and rapid response to the major political and economic events and social and cultures trends of our time.

SocietyNow makes the best of academic expertise accessible to a wider audience, to help readers untangle the complexities of each topic and make sense of our world the way it is, now.

Available and forthcoming in this series...

April 2019 | 110 pages | £16.99 | 9781787437074 | Paperback

Internet Celebrity: Understanding Fame Online - Crystal Abidin
July 2018 | 192 pages | £16.99 | 9781787560796 | Paperback

Selfies: Why We Love (and Hate) Them - Katrin Tiidenberg
April 2018 | 168 pages | £16.99 | 9781787437173 | Paperback

Becoming Digital: Toward a Post-Internet Society – Vincent Mosco
November 2017 | 248 pages | £16.99 | 9781787432963 | Paperback

To find out more: emeraldgrouppublishing.com/licensing/translation.htm