Autumn 2021
International Rights Guide

Delighted to be the Independent Publisher of the Year at the IPG Awards, 2020

https://books.emeraldinsight.com/
Welcome

Welcome to our Autumn rights guide for 2021. Emerald won’t be attending Frankfurt in person this year but I would be delighted to see you in a virtual meeting. Slots are available in the weeks 27-30 September, 4-8 October and 11-15 October.

Otherwise, please do get in touch if you would like to receive a review copy of any of the titles featured here.

I hope to see you in person in 2022.

Becky Taylor
Rights Manager
btaylor@emerald.com
Virtually International: How Remote Teams can Harness the Energy, Talent, and Insights of Diverse Cultures

Authors: William R. Dodson, Virtually International, USA
Publication date: 15 September 2021
Page count: 216
Hardback: ISBN 9781801171915 £20.00 \(\varepsilon\)24.00 \$27.00
Dimensions: 229 mm x 152 mm
Classification: Business process management, Management & management techniques

Table of Contents
1. The Work of Hephaestus
2. Assembling Remote Teams
3. The Habits of High-Performing Remote Teams
4. Remotely Productive: Anywhere, Anywhen Work
5. Out of Many Cultures, One Team
7. Conclusion: The Promise and The Limits of Remote Work

Synopsis
Organizations have turned in droves to videoconferencing to augment operations, launch products, and reduce the costs of doing business. The digital transformation of industries has driven a boom in a global gig economy. Enterprises are tapping vast pools of freelancers and distributed staff around the world to reduce overhead, use talent they do not have in-house, and become agile. A new dawn of project- and team management has arrived.

Virtually International speaks directly to corporate staff who find themselves propelled into managing projects with globally diverse teams of talent spread across countries and cultures. This book introduces readers to basic project management principles that will shorten learning curves and curtail the costs of managing international teams. Virtually International talks about what to look for in technology platforms and tools intended to facilitate the work of remote teams, and discusses how newly anointed home office workers can optimize home-working environments.

This book lays out ways that virtual project managers can support productivity and enhance the well-being of geographically distributed team members. Virtually International also explores the cultural dimensions of working with professionals from ethnic, religious, and linguistic backgrounds different from that of co-workers.

This is the book managers have been looking for to build globally diverse and inclusive teams of top talent. You can go to VirtuallyInternational.com to continue exploring practical ways of working effectively and problem-solving remotely across borders and cultures.

About the Author
William R. Dodson is an author, journalist, management advisor, and technology educator. He has been working with and managing virtual international teams since 1997 across dozens of countries. His expertise is in cross-cultural team communications, remote project management, and cross-border organizational change. Editor for American City Business Journals’ Dallas Business Journal and Pittsburgh Business Times.

“...A comprehensive must-read for those working in or managing virtual, international teams. Combining personal experience with management theory, Bill effortlessly details the complexities, challenges, opportunities and rewards of working across cultures, geographies and time zones.”

Viktoria Kish, Founder, International Study Programs

To find out more: https://www.emeraldgrouppublishing.com/services/permissions-rights-licensing/translation-rights
The Savvy Investor’s Guide to Building Wealth Through Alternative Investments

Authors: H. Kent Baker, American University, USA
Greg Filbeck, Penn State Behrend, USA
Andrew C. Spieler, Hofstra University, USA

Publication date: 13 July 2021
Page count: 232
Paperback: ISBN 9781801171380 | £20.00 | €24.00 | $27.00
Dimensions: 216 mm x 138 mm
Classification: Economics, finance, business & management

Table of Contents
1. Hedge Funds: Investing for Shorter-term Opportunities
2. Private Equity: Investing for Longer-term Opportunities
3. Investing in Real Estate: It’s Not Just Your Home
4. Investing in Commodities: An Inflation Hedge
5. Investing in Infrastructure: A Road to Economic Growth

Synopsis
Do you want to see your wealth grow?
If so, then this easy-to-read guide that focuses on alternative investments - hedge funds, private equity, real estate, commodities, and infrastructure - is just for you.
The fourth book in The H. Kent Baker Investments Series attempts to remove some of the mystery surrounding these investments so that you can determine whether any of these are right for you. If you’re willing to gain the necessary knowledge, you may be able to build long-term wealth by taking advantage of the benefits that each investment has to offer.
The Savvy Investor’s Guide to Building Wealth Through Alternative Investments is written for investors familiar with traditional investments but with limited knowledge of alternative assets and strategies.

About the Authors
H. Kent Baker, DBA, PhD, CFA, CMA, is University Professor of Finance in the Kogod School of Business at American University. He is an award-winning author/editor of 39 books, including Investor Behavior - The Psychology of Financial Planning and Investing and Investment Traps - Navigating Investor Mistakes and Behavioral Biases.
Greg Filbeck, DBA, CFA, FRM, CAIA, CIPM, FDP, PRM, is the Samuel P. Black III Professor of Finance and Risk Management and Director of the Black School of Business at Penn State Behrend, The Behrend College. He has authored or edited 14 books and published more than 105 academic articles.
Andrew C. Spieler, PhD, CFA, FRM, CAIA, is the Robert F. Dall Distinguished Professor of Business in the Frank G. Zarb School of Business at Hofstra University and founder of Advanced Quantitative Consulting, LLC. He has authored over 60 articles, books, and book chapters and received three ‘best paper’ awards from the American Real Estate Society.

Titles in this series
The Savvy Investor’s Guide series has an innovative and interesting Q+A format that ensures all readers come away with answers to their investment questions, helping them make the right investment decisions and reach their financial goals.
“C” Leadership: A New Way to Beat the Competition and Manage Organization Stakeholders

Authors: James D. Spina, The Delta Group Network, Inc., USA
Lori J. Spina, The Delta Group Network, Inc., USA
Publication date: 26 July 2021
Page count: 112
Hardback: ISBN 9781801170543 £45.00 | €52.00 | $60.00
Dimensions: 229 mm x 152 mm
Classification: Leadership, Management & management techniques

Table of Contents

Introduction. What is “C” Leadership?
1. Review of Conflicting Leadership Models
2. A Closer Look at the Science for “C” Leadership
3. A Deeper Dive Into “C” Leadership Theory
4. Leadership Skills and Abilities Assessment of Incumbent Managers
5. “C” Leadership Education and Development Activities for Managers
6. Introduction of “C” Leadership to External Stakeholders
7. Evaluation Techniques for Measuring “C” Leadership Success
8. Future “C” leadership Challenges
9. Final Thoughts

Synopsis

Success is envisioned as beating the competition to generate a financially strong and profitable organization while building stakeholder satisfaction.

“C” Leadership style is a new management theory derived from the research and science leading to the unification of conflicting traditional leadership models. Presenting a unique approach to address the needs of all stakeholders as they contribute to the success of the organization, “C” Leadership unifies task-centered styles with people-centered styles for managing talent.

Authors Jim and Lori Spina bring a track record of success and achievement in the fields of Education, Consulting and Business. Their “C” Leadership: A New Way to Beat the Competition and Manage Organization Stakeholders introduces this revolutionary and unique leadership style management system, offering a strategy geared to beat the competition by addressing the needs of all stakeholders who contribute to the success of the organization.

About the Authors

Jim Spina is Director of the Delta Group Network, Inc. He has also been on the faculty of an international school of business based in Zurich and served as board chair for a non-profit agency.

Lori Spina. President of Delta Group Network, Inc., has been helping managers succeed in for profit, and non-profit arenas such as law, hospitality, religious, charity, manufacturing, government, and technology. She has authored & implemented a Leadership Development curriculum for a major public agency.

To find out more: https://www.emeraldgrouppublishing.com/services/permissions-rights-licensing/translation-rights
Business Acumen for Strategic Communicators: A Primer

Authors: Matthew W. Ragas and Ron Culp, DePaul University, USA
Publication date: 1 March 2021
Page count: 336
Dimensions: 229 mm x 152 mm
Classification: Business strategy, Decision-Making & Problem Solving

Table of Contents
1. Strategic Communications and Business Acumen
2. Growth, Innovation and Change
3. Agile and Lean Management
4. The Purpose-Driven Enterprise
5. Stakeholders and Society
6. The Board of Directors and the C-suite
7. Finance and the Capital Markets
8. Financial Statements and Valuation Essentials
10. Strategic Communication Agencies and Consultancies
11. In-House Communication Departments and Teams
12. Business Acumen and Professional Development

Synopsis
Business acumen has emerged as a critical competency for communicators. But if you’re a public relations, advertising or communication professional that didn’t go to business school, how can you make sure you have the abilities and skills to evolve along with your role? This is the book for you.

Offering a critical primer for the world of business, Ragas and Culp equip you with the must-have business knowledge that you need to understand everything from the language and thinking of C-suites and boardrooms, to organizational agility, business models, rules and regulations, the money and the numbers, and even how to read financial statements and reports.

Written for communicators by communicators, the concepts in each are illustrated by expert insight essays written by a diverse group of senior communications leaders, and packed full of case studies, interviews, key terms and cutting-edge research. Brands profiled include Costco, CVS Health, Levi Strauss, Southwest Airlines, Target and YMCA of America. With these critical business literacy skills in hand, you will be set to serve with success as strategic counselors to the organizational leaders that are your colleagues, clients, and business partners.

About the Authors
Matthew W. Ragas, PhD and Ron Culp are on the public relations faculty in the College of Communication at DePaul University in Chicago, USA where they help develop the next generation of communication leaders.

“...This book tackles the top question I hear from communicators all over the world. What is the one x-factor that gives communications leaders the guts to speak up and shape critical C-suite affairs? If you’re in business, there are few things more important than understanding how businesses really work. Stepping up your business acumen is always time well invested.”

Stacey M. Tank, Chief Transformation & Corporate Affairs Officer, Heineken N.V.
Tiktok and Youth Cultures

Authors: Crystal Abidin, Jönköping International Business School, Sweden
Publication date: 21 March 2022
Page count: 210
Dimensions: 198 mm x 129 mm
Classification: SocietyNow Communication studies

Table of Contents
1. Overview
2. Social Movements
3. Small Businesses
4. Performance
5. Internet Celebrity
Post-script: Where are we going?

Synopsis
TikTok and Youth Cultures explores TikTok, its features, cultures, and users by drawing on research data, news reports, industry documents from digital marketing companies, personal interviews with TikTok creators and management agencies, and content analyses of TikTok case studies and trends.

You will have the chance to understand the app and its impact on youth culture, particularly since the outbreak of the coronavirus pandemic. Instead of being baffled by TikTok or fearing it, we hope this book will help you to navigate the challenges associated with TikTok and develop critical understandings of the issues surrounding the app. This book will explore the significance of TikTok as the next frontier of social media, offering an in depth exploration of how youth culture is evolving and being defined by TikTok, and explores what that means for social media use in general, particularly amongst Gen Z.

This book informs broader understandings of visual cultures, social media pop culture, and youth cultures online, unpacking what made TikTok the number one downloaded app in 2020 Q1, and at the same time, the one app generating the most controversial headlines in 2020.

About the Authors
Crystal is a digital anthropologist and ethnographer of vernacular internet cultures. She researches influencer cultures, online visibility, and social media pop cultures, especially in the Asia Pacific region, and has published extensively on these topics. Her recent book publications include: Internet Celebrity: Understanding Fame Online (Emerald, 2018), Microcelebrity Around the Globe: Approaches to Cultures of Internet Fame (Emerald, 2018), Instagram: Visual Social Media Cultures (Polity Press, 2020), and Mediated Interfaces: The Body on Social Media (Bloomsbury, 2020).

Authors: Christian Fuchs
University of Westminster, UK
Publication date: 6 September 2021
Page count: 336
Dimensions: 198 mm x 129 mm
Classification: Digital Technology / Conspiracy Theories

Table of Contents
1. Introduction: Pandemic Times
2. Everyday Life and Everyday Communication in Coronavirus Capitalism
3. Conspiracy Theories as Ideology
5. Users’ Reactions to COVID-19 Conspiracy Theories on Social Media
6. Donald Trump and COVID-19 on Twitter
7. Conclusion: Digital Communication in Pandemic Times and Commontopia as the Potential Future of Communication and Society

Synopsis
The COVID-19 pandemic crisis has changed the way we live and communicate. The phases of lockdown brought about by the pandemic fundamentally changed the way we work, lead our everyday lives, and how we communicate, resulting in Internet platforms becoming more important than ever before. Communicating COVID-19 explores the impact of these changes on society and the way we communicate, and the effect this has had on the spread of misinformation.

Critical communication and Internet scholar Christian Fuchs analyses the changes of everyday communication in the COVID-19 crisis and how misinformation has spread online throughout the pandemic. He explores the foundations and rapid spread of conspiracy theories and anti-vaccination discourse on the Internet, paying particular attention to the vast amount of COVID-19 conspiracy theories about Bill Gates. He also interrogates Internet users’ reactions to these COVID-19 conspiracy theories as well as how Donald Trump communicated about COVID-19 on Twitter during the final year of his Presidency.

Communicating COVID-19 is an essential work for anyone seeking to understand the role of digital technologies, changes in communication and the Internet, and the spread of conspiracy theories in the context of COVID-19.

About the Editors
Christian Fuchs is a critical theorist and Professor of media and communication studies at the University of Westminster, UK. His work focuses on digital media and society, the political economy of communication, communication theory, and critical social theory. He is the editor of the journal tripleC: Communication, Capitalism & Critique and author of many books, including: Social Media: A Critical Introduction (third edition 2021), Communication and Capitalism: A Critical Theory (2020), Digital Demagogue: Authoritarian Capitalism in the Age of Trump and Twitter (2018).

To find out more: https://www.emeraldgrouppublishing.com/services/permissions-rights-licensing/translation-rights
Answer Intelligence: Raise your AQ

By Brian Glibkowski
Page count: 320
Price: £23.99

Answer Intelligence is a book about six answers: story, metaphor, theory, concept, procedure, and action. By fully incorporating questions into those answers, Brian Glibkowski showcases how readers can not only elevate their understanding of questions and answers, but also reimagine what it means to communicate effectively. The book identifies five High AQ practices that distinguish expert communicators. Featuring chapters which each cover a different form of AQ such as Sales AQ, Interview AQ, Coaching AQ, and more, the book includes real-life examples of elevated answers.

With contributions from representatives of organizations such as Salesforce and Boston Mutual Life Insurance, as well as academics, the book provides comprehensive insight into AQ and equips readers with the skills to improve and hone their own AQ.

The Digital Pill: What Everyone Should Know about the Future of Our Healthcare Syste

by Elgar Fleisch, Christoph Franz, Andreas Herrmann
Page count: 224
Price: £24

Information technology is changing healthcare; it is significantly improving the overall quality of patient care and helping to reduce limitations in people’s daily lives.

The Digital Pill reflects on how digital technologies can combat chronic diseases including diabetes, cancer, cardiovascular, respiratory and neurodegenerative diseases, as well as mental disorders. Chronic diseases touch every family, generate infinite suffering and cause the lion’s share of every countries’ healthcare spending across the world.

The authors carefully study a broad selection of contemporary companies and healthcare organizations that are shaping digital healthcare. They report pioneering cases from large and small technology, insurance, and pharmaceutical companies as well as healthcare providers of all sorts across the globe. The Digital Pill is essential reading for anyone working in, engaged with or interested in understanding the future of healthcare.

To find out more: https://www.emeraldgrouppublishing.com/services/permissions-rights-licensing/translation-rights
The Emerald Guide to C. Wright Mills

By A. Javier Treviño

Publication date: 26 July 2021
Page count: 192 pages
Price: £20.00

Synopsis

This book offers a comprehensive guide to reading and understanding the development of Mills’ sociological ideas, placing them in the context of his life and his position in American sociology.

The Emerald Guide to C. Wright Mills focuses on his concern with the interrelationship between social structure and personality, and with the bureaucratisation of modern society and the power relations it produces. The book takes a chronological and biographical approach in illustrating the development of Mills’ ideas and interests over the course of his career. In doing so, it reveals the consistency as well as the evolution of his thinking.

Essential reading for students and those new to Mills’ ideas, this is a readable, clear, and comprehensive overview of the work of C. Wright Mills and conveys his influence on contemporary social thought.

About the Author

A. Javier Treviño is the author and editor of several books including The Social Thought of C. Wright Mills and C. Wright Mills and the Cuban Revolution: An Exercise in the Art of Sociological Imagination. He was a Fulbright Scholar to the Republic of Moldova and is a Visiting Professor in Social and Political Theory at the University of Innsbruck, Austria.

“Professor Treviño’s comprehensive presentation of C. Wright Mills’s work, set within Mills’ own framework of the dynamic between biography and history, is a great read...and Treviño’s book is highly recommended for students and scholars alike as an exceptional guide into these classic texts.”

Ann Nilsen, Department of Sociology, University of Bergen, Norway

Titles in this series

The Emerald Guides are a series of student-oriented guides to major thinkers on social issues.

To find out more: https://books.emeraldinsight.com/page/series-detail/Emerald-Guides-to-Social-Thought/
Future of Work

HR Without People
By Anthony R. Wheeler, M. Ronald Buckley
9 August 2021
208 pages
£24.00

Synopsis
As artificial intelligence and machine learning practices grow, entire industries and jobs could become more automated or cease to exist altogether. HR Without People? traces provocative and challenging timelines for future developments in ten, thirty and fifty years’ time, to interrogate how modern HR practices need to respond to far reaching technological and industrial change.

Focusing on the role these technologies are playing in changing the HR profession and how they could and should develop industry practices in the future, HR experts Anthony R. Wheeler and M. Ronald Buckley explore how this profession has a vital role in responding to these changes and how it can adapt to meet the new challenges faced by both employers and employees.

Examining key issues such as the effects of big data and algorithms ongoing role in influencing recruiting and selection, the changes in virtual technology that will alter training, and how the role of government will expand to address the needs of citizens affected by the rate of change in workforce displacement, HR Without People? is a stimulating and confrontational challenge to conventional thinking on this people-centric profession’s role in the future of work.

About the Authors
Anthony R. Wheeler is Dean of the School of Business Administration and professor of management at Widener University, USA.

M. Ronald Buckley is the JC Penney Company Chair of Business Leadership and a Professor of Management and a Professor of Psychology in the Price College of Business at the University of Oklahoma, USA.

The Healthy Workforce
By Stephen Bevan, Cary L. Cooper
15 November 2021
272 pages
£18.99

Synopsis
Mental health issues, stress and chronic illness are the biggest causes of absence from work and loss of productivity in most Western economies. Research and public awareness of this epidemic of physical and mental ill-health among working age people is growing, but our understanding of its impact on company performance and productivity and possible solutions for the future is less advanced.

The Healthy Workforce: Enhancing Wellbeing and Productivity in the Workers of the Future examines current challenges and future solutions to understand issues around how we can improve the health of today’s and tomorrow’s workforce. This book will look at why workforce health is such an important challenge for businesses, governments and for employees today and how this will increase in the future with an ageing workforce. Closely linked to the authors’ exploration of health issues in the work context is a focus on the impact of worker health on direct and indirect productivity costs.

This book offers practical guidance for professionals on getting started in the delivery of an effective and evidence-based workplace health plan which can enhance and sustain productivity growth in business now and for the future.

About the Authors
Stephen Bevan is Head of HR Research Development at the Institute for Employment Studies (IES) and was previously Director of Research and Managing Director at The Work Foundation.

Cary L. Cooper is the 50th Anniversary Professor of Organizational Psychology and Health at ALLIANCE Manchester Business School of the University of Manchester. He is President of the Chartered Institute of Personnel and Development (HR professional body), President of the Institute of Welfare and Chair of the National Forum for Health and Wellbeing at Work.

To find out more: https://books.emeraldinsight.com/page/series-detail/The-Future-of-Work/
Synopsis

Humans have engaged in theatre for at least 50,000 years for good reason: it builds social connections, provides opportunities to learn, and creates meaning through storytelling. Theatre offers readers an introduction to the role that theatre plays in health and wellbeing, and provides guidance on how to incorporate it into professional health and social care environments, community spaces, and the family home.

Case studies illustrate the broad range of applied theatre methods currently in use across the human lifespan - from bedside theatre performed for children in hospital to theatre workshops for people living with dementia. This volume will be useful to professionals, theatre artists and educators working in health or social care settings with special populations.

About the Author

Sydney Cheek-O’Donnell is Associate Professor in the Department of Theatre at the University of Utah, USA, where she teaches dramaturgy, theatre history, theory and dramatic literature. She regularly employs arts-based research in collaboration with multidisciplinary teams at the NIH-funded Utah Centre for Excellence in ELSI Research.

Synopsis

Drawings are everywhere. Daubed on ancient cave walls and projected on screens. Drawings help us describe science, depict emotions and discover. Yet many of us laid aside drawing - or more simply, mark-making - in childhood, thereby losing a rich and varied way to tell our stories.

This book gathers research evidence to demonstrate the substantial value of drawing for health, healthcare and improving wellbeing. It is for anyone interested in engaging in drawing - the low-cost, low-tech, and flexible process which is easily tailored to clients, parents, carers and professionals.

The activities featured in the book are distilled from the author’s experience of two decades facilitating drawing. Drawing is easily integrated in health and wellbeing contexts and benefits both our mental and physical health. Practically, it can record observations, make visual notes, invite the telling of important stories, improve stress and anxiety, express feelings, and explain complexities. This important book encourages readers to enjoy mark-making once again and learn that thinking through drawing is a powerful life skill that enriches health and wellbeing.

About the Author

Curie Scott is an independent Education and Arts & Health consultant, coach and artist. Qualified in medicine, science and education, her knowledge and research span Arts and Health. She is an award-winning teacher, having taught hundreds of health professional students.