

Higher Education New Books Preview

June/July 2020

Business and Management

Startup Navigator 3

Law

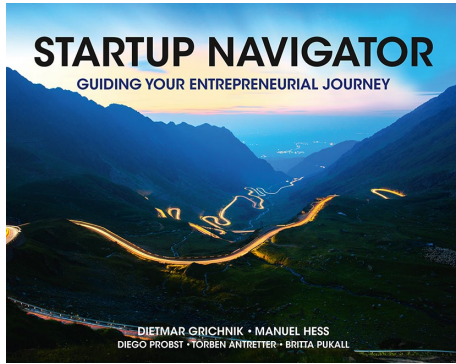
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Startup Navigator

Guiding Your Entrepreneurial Journey

D. Grichnik, University of St. Gallen, St. Gallen, Switzerland; **M. Hess**, University of St Gallen, Konstanz, Germany

About the author

Dietmar Grichnik is a leading researcher in the field of entrepreneurship, innovation, and finance. He is Director of the Institute of Technology Management at the University of St. Gallen (HSG), where he also leads the Chair for Entrepreneurship. Manuel Hess is a research associate at the Chair for Entrepreneurship of the University of St. Gallen. He is a lecturer to students, entrepreneurs, and executives for Entrepreneurship and Business Metrics.

About the book

This core text and practical handbook presents a dynamic start-up framework with building blocks and steps to help readers to increase the success rate of their new venture. Taking a data-driven, iterative, and evidential approach, it guides readers to collect their own data at every stage, helping them to make strong business decisions based on empirical facts and develop their venture in a systematic way. Throughout the learning and venture creation process users will be supported by a multitude of handy tools and techniques. Cutting edge research is applied to practice to help users maximise their chances of entrepreneurial success and gain a critical understanding of the issues at hand. It will be the ideal text for aspiring entrepreneurs keen to boost the success of their venture. It is also highly suitable for university students studying courses on entrepreneurship, new venture creation and start-up management at undergraduate, postgraduate and MBA level.

- Unique 'Startup Navigator' methodology and pull-out chart provides a step-by-step yet iterative process on how to start a business
- Many fresh and interesting tools and techniques to help readers grow their venture in a systematic way
- Cases and practitioner insight quotes in every chapter, deliberately chosen to be relatable and inspirational instead of daunting blockbuster examples
- Strong emphasis on data-driven decision making, supported by a Startup Cockpit learning feature that helps readers make effective business judgements based on empirical facts
- Balance of theory, practice and exposition makes the book equally suitable both as a classroom text and a practitioner handbook
- Up-to-date coverage of entrepreneurship, offering integration of current industry trends, tools, tricks and techniques

Table of contents

1: Profiling.- 1 motivation.- case insight: Aerogia.- 2 Problem.- 3 Customer.- 4 Jobs to be done.- 5 Solution.- Startup cockpit: profiling summary.- Case insight: Piavita.- 2: Prototyping.- 6 Product/service.- 7 Value proposition.- 8 Go to market.- 9 Competition.- 10 Unique selling proposition.- Startup cockpit: unit economics.- Startup cockpit: prototyping summary.- Case insight: Travis.- 3: sourcing.- 11 team roles and competencies.- 12 Network and partner.- 13 Co-creation.- 14 requirements.- 15 Intellectual property.- 16 Risk compass.- 17 Call to action.- Startup cockpit: transformation map and OKR.- Startup cockpit: sourcing summary.- Case insight: ava.- 4: Scaling.- 18 performance.- Startup cockpit: profitable growth.- Case insight: Pixability.- 19 Investment.- 20 Deal and exit.- Startup cockpit: scaling summary.- Case insight: a day in the life of a venture capitalist.- Appendix: the pitch – Art or science?.- Appendix: sample pitch deck.

Related Titles

F. Greene, *Entrepreneurship Theory and Practice*, February 2020
 P. Burns, *Corporate Entrepreneurship*, February 2020
 P. Burns, *Entrepreneurship and Small Business*, 5e, October 2021
 P. Burns, *New Venture Creation 2e*, February 2018 Goffin & Mitchell, *Innovation Management 3e*, 18/10/16
 P. Burns, *Entrepreneurship and Small Business 4e*, 18/03/16
 D. Rae, *Opportunity-Centred Entrepreneurship*, 12/12/14
 Bridge and O'Neill, *Understanding Enterprise 5e*, 24/10/2017
 Martin and Thompson, *Social Entrepreneurs*, 24/02/17 Westland, *Global Innovation Management 2e*, 11/11/16

ISBN

9781352010107



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£ 34.99 | \$ 47.99 | € 39,99*

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Main Discipline

Business and Management

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Format(s)

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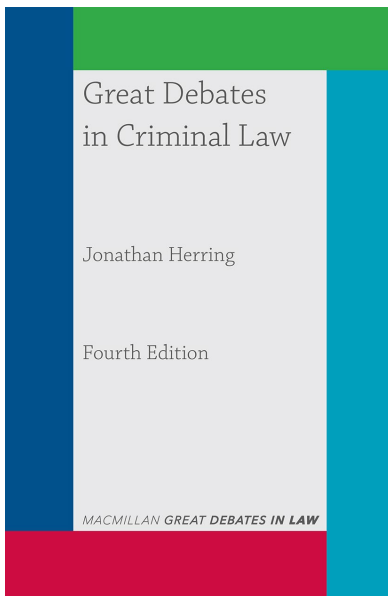
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240 x 190 mm

EBook ISBN

9781352010114

*Please note that Euro pricing may vary depending on country



Great Debates in Criminal Law

4th Edition

J. Herring, University of Oxford, Oxford, UK

About the author

Jonathan Herring is Professor of Law at the University of Oxford and a Fellow in Law at Exeter College, Oxford, UK. He is the author of two leading criminal law textbooks, *Criminal Law* published by Macmillan International Higher Education and *Criminal Law: Text, Cases, and Materials* published by Oxford University Press. He also writes well-known textbooks on family law and medical law. Among his other titles are works on family law and human rights, caring and the law, intoxication and sexual offences.

About the book

This textbook is an introduction to more advanced writings on criminal law, primarily designed to allow students to think critically and analyse specific topics. Each chapter is structured around key questions and debates that provoke deeper thought. It asks questions such as: Why do we have the laws that we have? Could the criminal law look differently? How should the law be applied to novel situations? Does the law in fact reflect prejudices? The aim of the book is not to present a complete overview of theoretical issues in criminal law, but rather to illustrate the current debates among those working in shaping the area. The text features summaries of the views of notable experts on key topics and each chapter ends with a list of guided further reading.

- Helpful summaries of the views of notable experts on key topics
- Each chapter ends with a list of guided further reading to provoke further thought and discussion
- Fact boxes present useful hypothetical examples to illustrate when and where the debates discussed would have relevant application
- A new debate on the law on body modification
- Fresh discussion of the law on dishonesty
- Important new case law on causation

Table of contents

1. Criminalization.- 2. Causation.- 3. Mens Rea.- 4. Assaults.- 5. Sexual Offences.- 6. Homicide.- 7. Property Offences.- 8. Inchoate Offences.- 9. Accomplices.- 10. Defences.- 11. Strict Liability.- Index

Related Titles

Herring *Criminal Law (Law Masters)* 29 March 2019, 30.99

ISBN

9781352010237



Price

£ 28.99 | \$ 40.99 | € 33,99*

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Law

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9781352010244

Previous ISBN

9781137475916

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The Reflective Journal

3rd Edition

B. Bassot, Ctr Career and Personal Devt, West Wickham, UK

About the author

Barbara Bassot is a Senior Lecturer in Education in the Centre for Career and Personal Development, Canterbury Christ Church University, UK. She is a qualified careers professional, and has a Doctorate in Education.

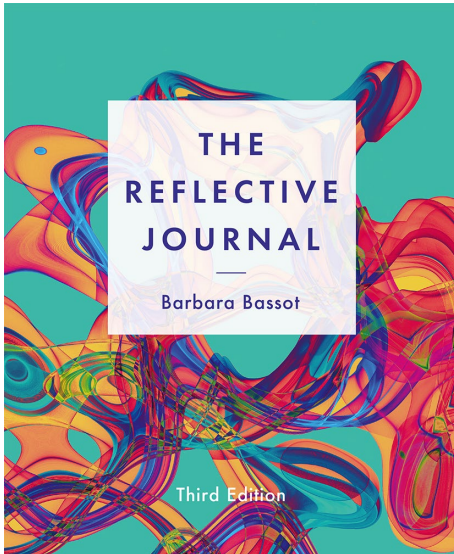
About the book

This is the third edition of Barbara Bassot's hugely popular book, a uniquely inspiring introduction to critically reflective practice. Using bite-sized theory combined with plentiful guidance and supporting activities, this book gives the reader a place to reflect on their learning and use writing as a tool for developing their thinking. Critical reflection is an essential skill for anyone undertaking qualifying professional programmes such as social work, nursing, health, teaching, childhood studies and youth and community work degrees. Whether being taught as a discrete module or as a major theme embedded in all teaching, this is essential reading for anyone wanting to improve their practise and deliver the best service possible.

- Takes the fear out of reflective writing by offering students space and encouragement to write without staring at a blank page
- Allows students to use exercises and personal experiences as a stimulus for reflection, giving them a structure for developing their reflective skills
- Introduces the theory of reflective practice and critical reflection in digestible bite-sized chunks
- An excellent companion across many disciplines, courses, modules and work-based learning opportunities, bringing together the latest theory on reflective practice in one place
- Revised throughout to ensure that the research and theory is up to date
- Brand new features - Case Studies and Journal Extracts to prompt further reflection

Table of contents

PART I MODELS AND TOOLS FOR REFLECTION.- Theme 1 Beginnings.- Theme 2 Starting to write reflectively.- Theme 3 Learning from experience.- Theme 4 The practice of reflection.- Theme 5 Building resilience.- Theme 6 Assumptions.- Theme 7 Ethics and values.- Theme 8 Reflecting with others.- Theme 9 Creativity in reflective practice.- Theme 10 Reflective practice for personal and professional well-being.- PART II: MORE SPACE FOR REFLECTION.- PART III: CAREER DEVELOPMENT.



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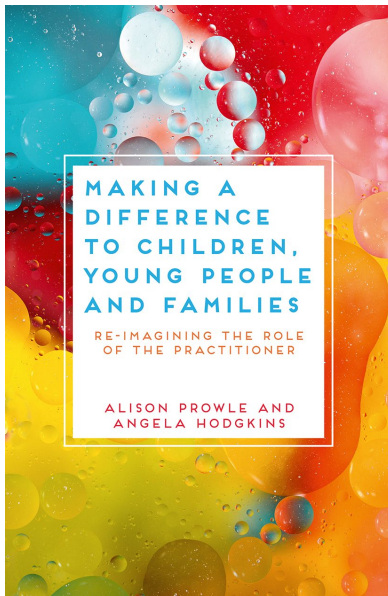
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9781352010305

Previous ISBN

9781137603487

*Please note that Euro pricing may vary depending on country



Making a Difference with Children, Young People and Families

Re-imagining the Role of the Practitioner

A. Prowle, University of Worcester Centre for Children & Families, Worcester, UK; **A. Hodgkins**, University of Worcester Centre for Children and Families, WORCESTER, UK

About the author

Angela Hodgkins, Senior Lecturer and Course Leader (Integrated Working with Children and Families), University of Worcester, UK Alison Prowle, Senior Lecturer in Centre for Children & Families, University of Worcester, UK

About the book

This textbook explores the changing children, young people and families (CYPF) landscape and the varied roles within that landscape. It considers the question of what are the essential skills and qualities for working with children and families today. It provides practitioners and students with opportunities to reflect upon what it means to be an effective practitioner, through the exploration of theoretical material and practice case studies from a range of professional disciplines.

- A focus transferable qualities and skills to cater for the trend of there being more generically skilled practitioners
- Covers extended provision of working with children of a 0-19 age range, more in line with current working practice, as oppose to 0-7 as in the past
- Case studies are developed in partnership with practitioners currently working within the fields to ensure that the content is relevant and up to date

Table of contents

Introduction: A Changing Children and Families Landscape.- 1. The Children and Families Workforce within the new landscape.- 2. Leading in the new landscape.- 3. Communicating in the new landscape.- 4. The reflective and ethical practitioner.- 5. The inclusive practitioner.- 6. The Emotionally Intelligent Practitioner.- 7. The Empathic and Compassionate Practitioner.- 8. The Engaging Practitioner.- 9. The Empowering Practitioner.- 10. The Practitioner as Advocate.- 11. The Resilient & Self-efficacious Practitioner.- 12. The Practitioner as an Agent for Change.- 13. The Creative and Problem Solving Practitioner.- 14. The importance of Practitioner Self-care.

Who will buy this book

Brief summary of primary market Students taking any of the following programmes: BA (Hons) degrees: · Integrated Working with Children and Families · Early Childhood Professional Practice · Early Years · Childhood Studies · Childhood and Family Studies Foundation Degrees – · Early Years · Collaborative Working with Children, Young People and Families · Learning Support HND · Advanced Working with Children and Families · Early Years Brief summary of secondary market Social Work and Nursing students and practitioners with a focus on children.

Related Titles

Adams, Working with Children and Families, Oct 11 - 9780230293854

Willan, Early Childhood Studies, May 17 - 9781137274014

ISBN

9781352010169



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