Higher Education Catalogue

Enabling students to flourish through effective learning
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Contact us

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Tel: 021 532 6000
Email: pearsonza.enquiries@pearson.com
or pearsonza.orders@pearson.com

Head Office
Cape Town
PO Box 396, Cape Town 8000

Prospective authors may submit manuscripts to Ute Späth on ute.spathe@pearson.com.

Learn more at www.pearson.co.za.
We support both lecturers and students on their own unique path to success, by ensuring that learning is personalised and relevant.

Dear lecturer

At Pearson, we enable students to flourish in their lives through effective learning. We believe in the power of learning to transform lives and prepare higher education students for new challenges, opportunities and a world as promising as their potential.

Welcome to Pearson’s 2015 Higher Education Catalogue. As the world’s leading learning company, we’re proud to present to you our quality books, innovative Digital Learning Solutions and professional development and assessment services that are driving higher education teaching into the future.

In this catalogue, you’ll find titles from Pearson’s successful local range of books and local content, p14. New titles have been enhanced with the introduction of Study on the Go – a mobile solution designed to allow students to study wherever and whenever via their mobile phones.

We’re also excited to introduce MyLab & Mastering on pg7 – the world’s leading collection of online homework, tutorial and assessment products designed with a single purpose in mind: to improve the results of all higher education students, one student at a time.

In our services and support section, pg12, you’ll find out about the Pearson Lecturer Education & Leadership Academy and the ICT in Education course it offers to further the professional development of South African lecturers.

As we look ahead to a digital future, we are focused on supporting every lecturer by producing the resources you need and the training you might require to effectively teach in a changing classroom by placing the student at the centre of everything we do.

Ute Späth
Learning Services Director – Post-School
Learning Solutions: Higher Education

At Pearson, we offer a variety of learning solutions including rich content, digital solutions, and services. Our Learning Solutions guide is designed to help you address your needs with the right Pearson solution.

Our locally-relevant solutions will enrich your teaching and engage your students.

Our Pearson Key Account Managers can guide and support you in selecting the best solutions for your institution.
Section 1:
Digital learning solutions

Introducing eLearning

Our dynamic digital solutions support personalised learning.

Whether you’re in the classroom, at home or on the go, Pearson’s digital learning solutions are designed to engage, inspire and support you and your students. Take advantage of MyLab & Mastering’s innovative online homework, tutorial and assessment programmes to improve outcomes through blended learning. Help build your students’ foundations and employability skills with MyFoundationsLab, MyEmployabilityLab and MyITLab.

Our mobile learning solutions allow your students to study whenever and wherever via their mobile phones, and our range of eBooks offer rich, engaging content. Equella is there to help you better store, manage and share your digital content, and CourseConnect offers you a world of online courseware.

We understand how important it is to ensure that your digital solutions are implemented effectively. So, our dedicated support team is there to help you get the best out of your chosen solutions.
Pearson prides itself on finding solutions. These solutions are not always in the form of a traditional textbook and often include a technology component. We have developed a wide range of online learning products in the series.

Our leading online learning products deliver customisable content and highly personalised study paths, responsive learning tools and real-time evaluation and diagnostics. They give educators the ability to move each student toward the moment that matters most in learning: the moment of true understanding.

What is an online learning product?

An online learning product is an innovative online course designed to work in conjunction with a Pearson textbook. With more than 50 online learning products available, there is sure to be a technology solution available for your course.

The MyLab series offers innovative homework, student assessment and multimedia instructional tools designed to enrich the learning experience and improve course outcomes. With a detailed gradebook and customisation options, lecturers can easily monitor student progress and save valuable time.

Similarly, the Mastering series, available for the sciences, is the most advanced online homework and tutorial system in the world. This system motivates students by giving partial credit for their method, providing immediate feedback on errors, and coaching each student individually by offering simpler sub-problems when the student gets stuck. Mastering can save lecturers time, provide unprecedented insight into class and student performance, and help take students further.

How does an online learning product work?

Students can use an online learning product as a personal tutoring system, which is available all day, everyday. Once students log in, they are able to work at their own pace and focus on the areas where they need to improve. The online learning products offer a host of additional resources to enhance the teaching and learning experience.

Give your students the advantage by prescribing a Pearson textbook and its accompanying online learning product. The products help students to succeed.

Pearson’s online learning products:

- Incorporate multimedia content
- Possess diagnostics that identify students’ weaknesses and strengths and then direct them to tutorials on particular topics
- Allow lecturers to devote more time to individual students, as the system automatically marks assessments.
MyLab™ & Mastering™

Break through to improving results

Introducing MyLab & Mastering
Engage students effectively with immersive content, tools and experiences.

MyLab & Mastering is the world’s leading collection of online homework, tutorial and assessment programmes designed with a single purpose in mind: to improve the results of students, one student at a time.

With input from more than 11 million student users worldwide, MyLab & Mastering creates learning experiences that are truly personalised and continuously adaptive. MyLab & Mastering reacts to how students are actually performing, offering data-driven guidance that identifies areas where they need help and supports them in understanding difficult concepts.

Join the thousands of lecturers who use MyLab & Mastering each year to break through to improving results.

Benefits of MyLab
• Personalised homework: MyLab analyses a student’s test results to provide personalised homework assignments, so students can focus on only those topics and objectives they haven’t yet mastered.
• Learning outcomes and mastery: MyMathLab gradebook allows you to track student performance, as it corresponds to the learning outcomes for the course.
• Mobile-friendly: From 2014, MyLab courses will be designed with mobile devices in mind, allowing students to study anytime, anywhere.

Benefits of Mastering
• Before class: Reading quizzes, pre-lecture quizzes and formative assessments test students’ knowledge of the material and ensure they come to class prepared.
• During class: Learning Catalytics and existing Mastering media such as simulations and videos keep your students engaged and bring tough topics to life.
• After class: “Traditional” homework, quizzes and testing automatically assess your students’ comprehension of the material and provide opportunities for remediation.

Learn more at www.pearsonmylabandmastering.com
MyFoundationsLab®

A complete online mastery-based resource for assessing and remediating foundational and employment skills.

MyFoundationsLab’s engaging tutorial system offers a rich environment of pre-built or customised assessments, personalised learning plans and highly interactive learning activities that enable students to master skills at their own pace.

Each MyFoundationsLab Learning Path includes competency-based learning “activities” designed to help students build confidence and proficiency in specific skills. Students become actively engaged in their own learning processes and break traditional barriers to learning at their own pace.

Ideal for students of various levels and ages, including continuing education or workforce readiness programmes, MyFoundationsLab provides the skills development students need in order to be successful in college-level courses or careers.

Learn more at www.myfoundationslab.com

MyEmployabilityLab®

An online learning programme that helps students identify and develop their employability skills and experience.

It can support the needs of an entire institution, providing a high-quality, scalable and sustainable resource to improve students’ confidence and ability to secure a graduate-level position.

MyEmployabilityLab identifies areas for development, accesses personalised employability support and identifies and articulates skills and experiences. CBI and Universities UK's 'Future Fit' report informs the content and it’s mapped to a number of other popular employability models.

Learn more at www.myemployabilitylab.com

MyITLab®

An interactive, engaging, online tutorial system that helps students effectively improve the end-user computing skills they already know.

MyITLab allows students to train in a simulated Microsoft Office environment, which enables them to complete an activity exactly as it is taught in the textbook or by using multiple methods that the Office applications will accept.

With MyITLab Grader, instructors can assign projects that students can complete offline in Microsoft Word, Excel, PowerPoint and Access, and then submit for immediate grading by the MyITLab grading engine.

Learn more at www.myitlab.com
Mobile learning solutions
Study whenever, wherever

Study on the Go

Pearson’s unique mobile solution allows students to study whenever and wherever they wish! Using their mobile devices, students can access the content on Study on the Go via a link in their Pearson textbook with the use of a QR code.

The platform provides online content to support learning such as:

• Learning objectives
• PowerPoint® slides
• Glossary
• Flashcards and more.

Learn more at www.studyonthego.com
eBooks

Bringing content to life

Pearson provides a comprehensive range of eBooks for you and your students to effectively support the teaching and learning process – and at a reduced price to that of the printed textbook.

We are proud to offer you the support of a trusted partner with widespread experience in implementing eBook solutions at educational institutions.

Our VitalSource eBooks provide the full text downloaded to your computer. Pearson VitalSource eBooks are downloaded to your computer and are accessible offline and online through the VitalSource Bookshelf app. To get the most out of your Pearson VitalSource eBook, you need to download the VitalSource Bookshelf software to your personal computer or laptop.

What to consider when purchasing eBooks:

• How will I use the eBook in my classroom?
• Does my eBook provider offer training to help me and my students use eBooks effectively?
• Will I receive dedicated support to assist me with any technical issues I might experience?
• What devices will my students need in order to access their eBooks?
• Can my students access the eBook when they are not connected to the Internet?

Pearson eBooks

• Our dedicated Implementation and Support team make it easy to implement eBooks at your university.
• We have a track record of eBook implementation at educational institutions across South Africa.
• We provide our eBooks in a variety of formats based on the needs of institutions.

Features of our eBooks

• Download and view the entire book offline.
• Highlight important sections, which you can refer to at a later date.
• Create personal notes in your eBook, which you can read and find easily.
• Search for keywords or phrases with ease.

How do I purchase Pearson eBooks?

Institutions typically include the cost of the printed textbook in the students’ fees and then purchase textbooks for all their students. Pearson eBooks work in the same way, with two ways to purchase eBooks.

• If you are a lecturer and you require eBooks for your institution, contact your Pearson Key Account Manager or Customer Services, who will assist you in implementing eBooks based on your needs.
• If you are purchasing eBooks in small quantities, visit the Pearson eStore at shop.pearson.co.za for more information on downloading the eBooks you need. On purchasing a Pearson VitalSource eBook access code, you will receive instructions on how to redeem your code and download your Pearson VitalSource eBook.

Reasons to implement Pearson eBooks at your institution

• We provide post-implementation support and will assist you with training, if needed, to ensure that you get the most out of your Pearson eBook in order to enhance the learning experience.
• Our dedicated Implementation and Support team will advise you of the best way to implement eBooks based on the needs and infrastructure of your institution.

Learn more by contacting us or by visiting http://shop.pearson.co.za
EQUELLA®
Create, store and share digital content

Equella is a digital repository that provides one platform to house your teaching and learning, research, media and library content.

So, in effect, it enables you to store your videos, PowerPoint presentations, images and animations in one place. As a powerful digital content repository, it’s rapidly changing the way institutions create, store and share content online.

How does Equella work?

Create content once, store in one place, and share with as many users as you want. Both Pearson and Equella have a proven record of services with their users, and can provide guidance on strategy and implementation, as well as training and hosting services.

Equella is flexible enough to be used in the following different ways:

- As a teaching and learning repository
- As a research repository
- As a library repository
- As an administrative document management solution

Learn more at www.equella.com

CourseConnect™
Personalised online courseware

Our award-winning CourseConnect courses are customisable online courses designed for lecturers to deliver blended or online learning.

They allow you to bring your students into a stimulating world of multimedia content and rich imagery, where high engagement is the norm and retention follows. CourseConnect minimises the time you spend looking for and compiling the best learning assets, so that you can focus on what you do best – teaching.

CourseConnect integrates with any learning management system, is compatible with any tablet, and offers built-in tools, including:

- Library of rich media, including personalised study guides and audio/video elements
- Flexible discussion questions, syllabi and assessment content
- Instructor resource guide and rubrics to support facilitation in the online environment

CourseConnect is a CODIE Award-winning suite of software (“Best Post-Secondary Instructional Solution”) brought to you by the world’s leading learning company.

Learn more at www.pearsonlearningsolutions.com/courseconnect/
Section 2: Services and support

Professional development for lecturers

When you flourish, so do your students.

Established to help drive the professional development of South African lecturers, Pearson’s Lecturer Education & Leadership Academy provides effective, research-based training programmes designed to transform the culture of teaching and learning in institutions. Our courses focus on equipping lecturers with practical knowledge and skills, with the ultimate aim of helping students to flourish.
Introducing ICT in education

Digital education is changing the way lecturers instruct and students learn. It’s important for lecturers to embrace technology and learn how it can be applied in higher education to challenge and engage students.

Our ICT training offers competency-based professional development for lecturers, empowering you to become confident with using technology in the classroom.

Our modular ICT courses offer you the opportunity to use technology to inspire, motivate and engage your students in order to enhance their learning experience. Our training is designed to enable you to:

- Integrate technology with the classroom
- Engage with all types of learners
- Match course material to individual student needs
- Add value to assessments, making them more effective and varied.

The ICT in Education programme is structured as follows:

- ICT in Education I course (6 modules)
- ICT in Education II course (6 modules)

Five key reasons to undertake ICT in Education training:

- Improves the effectiveness of teaching through appropriate use of technology in the classroom.
- Caters for different learning styles to allow lecturers to use technology to tailor learning according to student needs and abilities.
- Practical course material offers hands-on tools that can be immediately applied in the classroom.
- Offers valuable technology tools that can simplify and enhance student assessments.
- Modular course structure means it can be tailored to each lecturer’s needs and knowledge level.

Learn more at www.pearsonlectureracademy.co.za.

24/7 technical support

Pearson 24/7 is our online technical support site, assisting students and lecturers with all technology-related matters. Technical assistants stand ready to answer all your questions. A chat option is available, giving you live response in real time, as well as a database of searchable questions.

Facilitating support

With our large variety of eLearning products, our Implementation and Support team can help you easily incorporate technology with your classroom to enhance blended learning.
Section 3:

Content and titles

Local content for students and lecturers

We are proud to produce a range of local titles for the higher education market. The content of these titles are locally specific with relevant case studies.

In order to equip you, the student or lecturer, with sound local content that is up to date and relevant, Pearson has a focused development process backed up by a strong global list you can trust.
Custom publishing
Putting you in control

Pearson's custom publishing programme began in response to customers' desire to create textbooks or online resources that match the content of their course. Every university course is unique, and custom publishing allows for a bespoke product created by you for your students and your course.

We now have over 500 users in Europe, the Middle East and Africa who benefit from a close fit of academic material for their course.

There are no limits to what you can achieve with custom publishing. The diverse range of products that we have created are the result of our customers' creativity.

Your content choice

The content of your customised product is completely up to you. Pearson is the world’s leading learning company and creates high-quality content – from Accounting to Zoology. There are thousands of pages of content from which to choose. You don’t need to limit your choice to just our materials – anything you have produced yourself can be included in your customised product. Pearson custom publishing gives you the freedom to design your course materials based on exactly what and how you want to teach.

Content choices include:

• Chapters from one or more of our textbooks in the subject areas of your choice
• Your own authored content
• Case studies from any of our partners, including Harvard Business School Publishing, Darden, Ivey and many more
• Language glossaries to help students studying in a second language
• Online material tailored to your course needs.

Personalisation

You can:

• Create your own cover from our high-quality modern designs or provide your own image to create a completely bespoke cover
• Add your own name, course and university logo to the cover
• Write your own preface
• Adapt the table of contents to match your lectures
• Tailor online resources to reflect your institution’s needs
• Choose to receive your book in print or e-format.

Above are just some of our recent custom publications.
Pearson publishes across all disciplines and levels and has an extensive product range. As a lecturer, you may be familiar with our textbooks, but did you know that we also publish a wide range of instructor resources to accompany our textbooks?

Teaching your course with a prescribed Pearson textbook just got easier! For your convenience, many of our instructor supplements are available for download from your textbook’s catalogue page on the internet. Available resources include:

- PowerPoint® presentations, image banks and instructor manuals
- Premium content and instructions for Blackboard® cartridges and WebCT® e-Packs
- Test item files and access to TestGen and Pearson MyTest
- Access to create your own CourseCompass® course
- Pearson’s MySearchLab, the easiest way for students to master a writing or research project.

Access to Pearson’s lecturer resources is permitted only to lecturers who have prescribed Pearson products and are currently teaching at educational institutions. Pearson verifies all access requests by contacting the applicable institution to confirm the requestor’s status as an instructor.

How to register

1. Go to www.pearsoned.co.uk.
2. Click on “Academic catalogue”.
4. Click on “Download instructor resources”.
5. Click the “Request IRC Access” link.
6. Select your country from the drop-down list.
7. Select your customer type.
8. Enter your email address. If you’re already on our customer database, you’ll receive an access code via email, usually within minutes! If you’re not on our customer database, we’ll ask you where you teach and then manually verify your employment there and send you an access code within four to five working days.
9. Once you receive your access code, follow the instructions in the email to redeem it and create your login and password.
10. Come back to www.pearsonhighered.co.uk and download resources from our online catalogue.

How to download supplements

1. Find your textbook in our online catalogue using the “Go to a discipline” menu, “Find a product” search, or “Advanced” search at the top of this page.
2. On your textbook’s web page, click the “Resources” tab. Items available for download have a disk icon and a “View downloadable files” link.
3. Click the “View downloadable files” link below the supplement you want to download.
4. Click on the name or version of the file you wish to download.
5. Enter your login name and password when prompted.
6. Read the terms and conditions and click “I accept”.
7. Save the file to your computer in a place where you will be able to find it.
8. You may continue to download additional supplements until you log out.
Dear lecturer
We have developed the flow chart below to make the sampling and prescription process as easy as possible for you. With more than 60,000 international titles and a growing list of more than 200 local titles, we’re confident that we can provide suitable material for almost any course. Simply follow the steps to make sure you find the right book and that it is available for your students:

Phase 1: Sampling
- Request sample
- OR
- Browse Pearson Catalogue
  - Consult with Pearson sales consultant
  - www.pearsoned.co.uk
  - www.pearson.co.za

Consider textbook options

Considerations
- Is the publisher’s solution comprehensive and up to date?
- Does it offer support for me and my students?
- Will it engage my students and promote learning?
- Does the price translate into value for money?
- Will I receive after-sales support from the publisher?

Phase 2: Prescribing a textbook
- Lecturer confirms textbook prescription
- Lecturer advises Pearson and bookseller of following information
  - Title
  - ISBN
  - Course name
  - Course code
  - Expected student numbers
  - Semester
  - Technology component

Phase 3: Ordering prescribed books
- Bookshop places order
- Publisher ships
- Bookshop sells to students

How long does it take?
- By ship = 6 weeks
- By air = 3 weeks
- Local book takes 1–2 weeks
Business

Our Business list contains a variety of content, including South African adaptations of established international titles in economics, marketing, finance, organisational behaviour, operations management and human resource management, as well as bespoke content created for the individual needs of institutions. These titles are supported by lecturer support material to assist lecturers in their course preparation. We’ve crafted these titles to enable students to better understand the content, and they typically feature local examples and case studies and assessments. QR codes and Study on the Go enable students to revise core concepts using a mobile device, and all our new editions are available in eBook format.
Operations Management: Global and Southern African Perspectives
3rd edition

This book focuses on the sustainable and socially responsible imperatives of operations management using over 120 cases and illustrations of real-life scenarios. The author team have adapted the established text, Operations Management 7th edition by Slack, Chambers and Johnston, for the Southern African context. Retaining its accessibility and carefully developed pedagogical approach, with its focus both on theory and practical application, the adaptation reflects operations management in Southern African enterprises, while retaining a global perspective.

Features
• More than 120 case studies and numerous worked examples help students apply the concepts.
• Answers to key questions consolidate learning and assist students with revision.
• Critical commentary raise relevant debates in operations management.
• Problem and application exercises ensure students assess their understanding of key concepts.

ISBN: 9781775789345
Authors: Nigel Slack, Stuart Chambers, Robert Johnston, Hemmanth Singh and Khomotso Phihlela
Copyright: 2015
Extent: 768 pg
Format: Softcover and eBook

Contents

Part 1: Introduction
1: Operations management
2: Operations performance
3: Operations strategy

Part 2: Design
4: Process design
5: Innovation and design in services and products
6: Supply network design
7: Layout and flow
8: Process technology
9: People, jobs and organisation

Part 3: Planning and control
10: The nature of planning and control
11: Capacity management
12: Inventory planning and control
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14: Enterprise resource planning (ERP)
15: Lean synchronisation
16: Project management
17: Quality management

Part 4: Improvement
18: Operations improvement
19: Risk management
20: Organising for improvement

Part 5: The operations challenge
21: Operations and corporate social responsibility (CSR)
Introduction to Operations Management: A Strategic Approach

This text provides an introduction to the fundamentals of operations management and is aimed at first-year students. It provides students with the conceptual tools to sift through organisational complexity and enables them to make managerial decisions about how to use available resources to create the operational capability to satisfy customers.

Features
• Learning objectives outline the main ideas in the chapter.
• Integrated case studies at the end of each chapter allow students to apply the theory.
• Chapters that deal with a particular operational capability conclude with a strategic review explaining how that capability relates to the organisation’s ability to deliver on its value drivers.
• Learning tips help students understand difficult concepts.
• End-of-chapter exercises and summaries consolidate learning.
Fresh Perspectives series

About the series

In response to the needs of students and lecturers, the unique challenges they face and the pressure they are under to produce outstanding academic results, Pearson developed the Fresh Perspectives series for undergraduate study. The series features a balance of African and international perspectives, and offers content in business, law, psychology, accounting and nursing.

Features

• Comprehensive coverage of the core curriculum at first and second-year tertiary level.
• Accessible language encourages better understanding.
• Revise and study activities, chapter summaries and review questions facilitate and reinforce learning.
• Questions and critical thinking activities develop independent thinking and prepare students for assignments, examinations and the world of work.
• Lecturer support material (test banks, PowerPoint® slides) is available to prescribing lecturers. Access to resources from Pearson international books in the same subject is also provided.
• Local case studies and examples make subjects relevant to the everyday life experiences of students.
Introduction to Business Management: Fresh Perspectives

Introduction to Business Management: Fresh Perspectives is a substantial revision of Fresh Perspectives Business Management and Fresh Perspectives Management. It offers relevant, comprehensive material for first-year courses in business management and management.

Features
- The new, streamlined two-colour design makes the book easy to use.
- Recent case studies – both local and international – provide opportunities for application of concepts.
- To support students, keywords are highlighted in blue and explained in the text.
- The review feature at the end of each chapter includes critical thinking activities, a chapter summary, revision questions and a list of recommended reading.

In addition, a CD-ROM for students contains the following resources:
- More than 120 detailed answers to the end-of-chapter questions in the textbook to encourage revision
- More than 130 multiple-choice questions to monitor understanding
- Case studies (written and in video format) with questions to assess application
- MyManagementLab simulations to provide real-world decision-making opportunities
- Keywords and chapter summaries from the book to facilitate learning

Lecturers who prescribe this text have access to:
- Customisable question banks (multiple-choice, essay and short paragraph) with answers
- PowerPoint® slides of the main ideas and graphic material in the textbook
- Videos and simulation from MyManagementLab for use in lectures or tutorials

ISBN: 9781775783022

Authors:
Liezel Alsemgeest, Karen Booysen, Salomien de Kock
Alta Bosch, Stephné Botha, Peter Cunningham, Alfred Henrico, Watson Ladzani, Sandra Musengi and Kobus Visser

Copyright: 2012
Extent: 336 pg
Format: Softcover with CD-ROM
Ebook available
Business Management: A Practical and Interactive Approach

The second edition of the popular introductory text reflects the business environment and its demands. It takes an accessible and engaging approach to the subject and covers all the principles and functions of business management, with an additional focus on the small business sector and entrepreneurship.

Features
- Learning outcomes, summaries and self-assessment questions in each chapter consolidate learning.
- Interesting activities and varied examples make for an interactive learning experience.
- Definitions help simplify concepts.

Contents

Introduction to business management
1: Business management in perspective
2: The enterprise as a needs-satisfying institution in the free-market system
3: The enterprise and its environment
4: The place of establishment of the enterprise
5: The different forms of an enterprise: Functional division of an enterprise
6: The general management function
7: The human resources function
8: The financial function
9: The operations function
10: The purchasing function
11: The marketing function
12: The public relations function
13: The administrative function Entrepreneurship
14: Entrepreneurship in perspective
15: A feasible small business idea
16: A viable small business plan
17: Corporate entrepreneurship and innovation

ISBN: 9781770255609
Authors:
E le Roux, A de Beer, E Ferreira, C Hübner, H Jacobs, A Kritzinger, M Labuschagne, J Stapelberg and C Venter
Copyright: 1999
Extent: 416 pg
Format: Softcover
Business and Office Administration: An Outcomes-Based Approach

2nd edition

The second edition of Business and Office Administration includes expanded sections on electronic communication and new methods of telecommunication. There is an entirely new chapter on purchasing and selling documents. Additional topics such as video and teleconferencing have been added, while existing areas such as management functions have been extensively revisited to offer students a strong foundation for management studies.

Contents

The business environment
1: Economic structures
2: Industrial sectors
3: Ownership
4: Financing/banking
5: Stock markets
6: International trade
7: Insurance

The office environment
8: The administrator’s duties
9: Personal attributes and self-awareness
10: Goal setting
11: Self-motivation
12: Stress management
13: Utilising time effectively
14: Fronre office duties
15: Services rendered by the post office, Postnet and courier services
16: Mail management
17: Records management
18: Meetings

Financial record-keeping
19: Buying and selling: Documentation
20: The petty cash book
21: The wages and salaries journal

ISBN: 9780796212559

Authors:
C Badenhorst, E Ferreira, D Groenewald, H Joubert, J Marcus, S Steenekamp, F Swanepoel, A van den Berg, A van Heerden and A van Rooyen

Copyright: 2004
Extent: 320 pg
Format: Softcover
Strategic Management
Supplement for Southern Africa

This unique supplement to existing international and local strategy textbooks builds on what readers already know and provides them with a provocative and imaginative mix of South African concepts, cases and perspectives to help stimulate creative and effective strategic thinking and strategy-making in the real world.

ISBN: 9781770256538
Authors: Geoff Goldman, Rachel Maritz, Hester Nienaber, Marius Pretorius, David Prillaid and Dale Williams
Copyright: 2010
Extent: 160 pg

Contents

Reading 1: Strategy and environmental analysis: Variables impacting on South African firms
Reading 2: Strategic management: A South African context
Reading 3: Challenges related to strategy implementation in South Africa
Reading 4: Corporate governance in South Africa
Reading 5: Emergent versus deliberate strategies
Reading 6: Turnaround strategies: Acting beyond the generic strategies
Reading 7: Strategy and an entrepreneurial mindset
Reading 8: Revisiting classic management theory: Fayol, leadership and management
Reading 9: Management gurus revisited
Reading 10: People: Resources or partners?
Reading 11: A strategy for customer experience from the inside out
Reading 12: Scenarios: It’s not about predicting the future
Case study 1: Grindrod Limited: The cygnet that became a swan
Case study 2: AECI Limited: Igniting success since 1896
Case study 3: 20twenty: Strategic brilliance or folly?
Case study 4: Pick n Pay: A South African retail store
Project Management: A Behavioural Perspective – Principles, Practices and Cases
1st edition

The socio-cultural and behavioural aspects of project management are very important in determining the success or failure of a project and have not always enjoyed full recognition. This book, intended for postgraduate students and professionals, looks at these factors and the complexity of project management as a multidisciplinary approach far beyond the triangle of time, cost and quality, and the nine key areas of the Project Management Institute.

Features
• Learning outcomes, summaries and self-assessment questions in each chapter consolidate learning.
• An integration of principles, practice and cases, both local and international.
• Chapter outcomes detail what the reader can expect.
• "In practice" feature demonstrates how the topic impacts/affects people in the real world. Often, this is based on a personal experience to bring the whole chapter topic to life.
• Useful definitions bring clarity to terminology and expressions relevant to the topic.
• "Ask yourself" feature allows the readers to reflect on their own experience in relation to the topic or subtopic.
• End-of-chapter case studies engage the reader and round off the chapter.
• Video interviews with the authors are embedded in the eBook.
• QR codes provide links to stimulating and relevant videos and readings.
Tourism Development: Fresh Perspectives

Tourism Development: Fresh Perspectives offers a new and relevant focus on tourism in line with government’s drive to encourage responsible tourism development in South Africa. Written by a team of experts in the field of tourism development, it looks at tourism not only as a major industry in South Africa, but also as a developmental tool to alleviate urban and rural poverty and create jobs at community level.

This book offers new and thought-provoking material on tourism development on the African continent, the attraction selection process, the main tourism destination development models and tourism as a developmental strategy. It also looks at spatial development initiatives in South African tourism development.

Contents

1: What is tourism?
2: Types of tourism
3: Why tourists travel
4: What is the tourism industry?
5: Three approaches to tourism demand
6: What is the role of tourist attractions?
7: Characteristics of a tourist destination
8: Understanding tourism products
9: What is a community?
10: Positive economic impact of tourism
11: The socio-cultural impact of tourism
12: The environmental impact of tourism
13: What is responsible and sustainable tourism?
14: Trends in the tourism industry
Organisational Behaviour:
Global and Southern African Perspectives
3rd edition

This book focuses on the sustainable and socially responsible imperatives of operations management using over 120 cases and illustrations of real-life scenarios. The author team have adapted the established text, (Operations Management) 7th edition by Slack, Chambers and Johnston, for the Southern African context. Retaining its accessibility and carefully developed pedagogical approach, with its focus both on theory and practical application, the adaptation reflects operations management in Southern African enterprises, while retaining a global perspective.

Features:
- More than 120 case studies and numerous worked examples help students apply the concepts
- Answers to key questions consolidate learning and assist students with revision
- Critical commentary raise relevant debates in operations management
- Problem and application exercises ensure students assess their understanding of key concepts.

ISBN: 9781775789345
Authors: Nigel Slack, Stuart Chambers, Robert Johnston with Hemmanth Singh and Khomotso Phihlela
Copyright: 2015
Extent: 768 pg
Format: Softcover and eBook
Consumer Behaviour: Global and Southern African Perspectives
1st edition

This is the first South African adaptation of the 10th edition of Schiffman and Kanuk’s seminal Consumer Behaviour. Since its first edition in 1978, this book has centred on the examination and application of consumer behaviour to the planning, development and implementation of marketing strategies, and in this local adaptation, we continue this tradition, blending the best of Schiffman and Kanuk’s international perspective with relevant South African context, examples, cases and applications.

Features:
• The text has been thoroughly updated and revised to best describe the changing environment of consumer behaviour.
• Learning objectives appear at the beginning of each chapter and are identified at the start of the corresponding section in each chapter.
• Interesting and applicable cases follow at the end of each chapter.
• Dynamic, holistic video case studies are provided at the end of each section of the book.
• Exercises focus on critical thinking and the application of the material to real-world situations. Many exercises now require online research.
• QR codes throughout the chapters enable the reader to use mobile phone technology to instantly access a wide variety of additional online content, including articles and videos.

ISBN: 9781775785033
Authors: Schiffman and Kanuk with Brewer, Crous, Du Preez, Human, Jansen van Rensburg, Raninger, Tshihase, Shrosbree and Ungerer
Copyright: 2014
Extent: 592 pg
Format: Softcover and eBook

Contents
Part 1: The background and tools for a comprehensive understanding of the consumer behaviour principles
1. Consumer behaviour: Meeting changes and challenges
2. Consumer research
3. Market segmentation and strategic targeting
Part 2: The consumer as an individual
4. Consumer motivation
5. Personality and consumer behaviour
6. Consumer perception
7. Consumer learning
8. Consumer attitude formation and change
9. Communication and consumer behaviour
Part 3: The social and cultural dimensions of consumer behaviour
10. The family and its social class standing
11. Influence of culture on consumer behaviour
12. Subcultures and consumer behaviour
13. Cross-cultural and global consumer behaviour
Part 4: Consumer decision-making and marketing ethics
14. Diffusion of innovations
15. Consumer decision-making and beyond
16. Consumers, social responsibility and green marketing
Principles of Managerial Finance: Global and Southern African Perspectives

2nd edition

Based on the 13th edition of Gitman’s internationally renowned Principles of Managerial Finance, the second Global and Southern African edition retains its accessible and carefully developed pedagogical approach and offers fully updated and relevant case studies and industry examples with a strong focus on the South African financial markets.

With its balance of theory and practical application, this second edition reflects current South African financial management legislation and practices. The text has been updated as well as expanded with even more examples and exercises in every chapter for students to gain theoretical knowledge, in-depth understanding and practical skills in financial management.
### Financial Management: Fresh Perspectives

*Financial Management: Fresh Perspectives* provides comprehensive coverage for first-year tertiary courses in this subject. The text promotes understanding by introducing the most important topics in the subject, by explaining each new idea in ways that are easy to understand, and by providing practical examples and case studies of how these ideas apply to everyday life.

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**ISBN:** 9781868913428

**Authors:**
André Stoltz, Margaret Viljoen, Sulaiman Gool and Ryno Cronjé

**Copyright:** 2007

**Extent:** 388 pg

**Format:** Softcover and eBook
Financial Management in Southern Africa

4th edition

Now in its fourth edition, this book provides a concise and up-to-date explanation of financial management in the context of Southern Africa. It is aimed primarily at second-year students of financial management and is an invaluable reference work for practising professionals.

Features
- Extensive graphs, tables and mind maps illustrate and support content.
- Critical thinking questions challenge students.
- Reflection exercises offer students the chance to respond to various management challenges they may face in practice.
- Self-test revision questions consolidate learning. Answers are provided at the back of the book.
- Contemporary design and layout encourages an understanding of the fundamental concepts and techniques of financial management.
- Updated content includes discussion on the National Credit Regulator and information on how a recession affects the management of working capital, investments and financing.

Contents

Fundamentals of financial management
1: The goal of financial management
2: Financial markets, institutions and securities
3: Understanding financial statements
4: Analysis of financial statements
5: Financial planning
6: Risk and return
7: The time value of money
8: Valuation of shares and debentures

Short-term financial management: The management of working capital
9: Net working capital and cash flow management
10: The management of accounts receivable
11: The management of inventory

Long-term financial management: Investments
12: Capital budgeting and cash flow principles
13: Capital budgeting techniques
14: Capital budgeting techniques

Long-term financial management: Financing
15: The cost of capital
16: Leverage and capital structure
17: Leasing and convertible securities
18: Dividend policy

Authors:
Johan Marx and Cecilia de Swardt

Copyright: 2013
Extent: 480 pg
Format: Softcover and eBook

ISBN: 9781775953005
Using Financial Calculators for
Time Value of Money Calculations

2nd edition

Now in its second edition, this booklet has been updated to serve as a handy and comprehensive guide on how to perform time value of money calculations using the Hewlett Packard 10-BII and Texas Instruments BA II Plus.

Clear, worked examples show the reader step-by-step how to calculate:
• The future value of a single amount, an ordinary annuity and an annuity due
• The present value of a single amount, an ordinary annuity and an annuity due
• The deposits required to accumulate a future sum
• Payments in order to amortise a loan
• An interest rate
• The yield of maturity
• The net present value and internal rate of return.
Management expert Peter Drucker argues that risk management is as important as entrepreneurship and business skills in propelling economic growth. A society that is able to control and cushion against disaster is better able to deploy its resources towards economic and social advancement. In this new edition, the authors build on their unique and respected model of risk management for students, academics and professionals in the Southern African context.

Changes to this edition include:
- An update on the impact of legislation and corporate governance and the King III commission
- A new section on banking risk and sustainable risk
- Financial instruments update
- The evolution and development of risk financing, following the changes in economic and financial market environment.
Mathematical Finance: Option and Asset Pricing

This book deals with the valuation and risk management of various derivative instruments. It suggests ways of pricing financial instruments, mainly derivative securities, and presents the theoretical background for asset pricing, both in discrete and continuous time.
Introduction to Financial Accounting: Fresh Perspectives
2nd edition

This book presents an accessible introduction to the fundamentals of financial accounting for South African students. It covers the basic concepts underlying financial statements and the terminology and methods that allow students to interpret, analyse and evaluate financial statements. This edition aligns with international financial reporting standards to provide students with an up-to-date and appropriate foundation to financial accounting.

Features:
• To support students, keywords are highlighted in green and explained in the text.
• Activities reinforce learning and provide lecturers with content for interactive engagement in lectures.
• Worked examples with step-by-step explanations facilitate understanding of key accounting processes.
• The review feature at the end of each chapter includes critical thinking activities, a chapter summary, revision questions and a list of recommended reading.
• A new chapter on statement of cash flows has been added.
• Students can access Pearson’s Study on the Go, which provides a unique mobile integration between text and online content. Students link to Study on the Go directly from a smartphone, allowing them to study whenever and wherever they wish! Study tools for each chapter include learning outcomes, glossary flashcards, PowerPoint® slides and quizzes.

Lecturer CD-ROM:
• PowerPoint® slides of the main ideas and graphic material in the book
• Customisable test banks of multiple-choice and practice questions

Contents

1: The basics of financial accounting
2: Capturing and processing transactions
3: The adjusting and closing process
4: Reporting on trading entities
5: Reporting on manufacturing entities
6: Expanding the accounting system
7: Presenting financial statements
8: Assets
9: Liabilities
10: Equity and different forms of ownership
11: Partnerships
12: Companies
13: Close corporations
14: Non-profit organisations
15: Making sense of financial statements
16: Statement of cash flow

ISBN: 9781775786023
Authors:
Willem Lötter, Nadia Rhodes, Cassim Seedat and Toy Lodewyckx
Copyright: 2013
Extent: 489 pg
Format: Softcover and eBook
Cost and Management Accounting: Fresh Perspectives

Cost and Management Accounting: Fresh Perspectives provides suitable material for first-year tertiary courses in cost and management accounting. Using straightforward, accessible language and relevant case studies and examples, it examines how to classify costs, the system of gathering costs and the main methods of accounting for the profitability of products, jobs, processes and services. Budgeting, profit planning, relevant costing, methods of estimating costs and contemporary developments in cost and management accounting are also covered. The final chapter provides valuable information on how to succeed in the accounting exams.

Available student support material to accompany these books:

- X-kit Financial Accounting
  ISBN: 9781770254534

- X-kit Cost and Management Accounting
  ISBN: 9781868917129

Contents

1. What is cost and management accounting?
2. Understanding and classifying costs
3. Systems for costing products and services
4. Variable and absorption costing systems
5. Costing jobs, processes and services
6. Activity-based costing
7. Budgeting and setting standards
8. Standard costing and budgetary control
9. Profit planning in the short term
10. Relevant costing
11. Methods of estimating costs
12. Contemporary developments in cost and management accounting
13. How to succeed in accounting exams

Authors:
Alex Hopkins, Elda du Toit, George Qua-Enoo, Adele Oosthuizen and Charmaine Smith

Copyright: 2007
Extent: 372 pg
Format: Softcover
Economics: Global and Southern African Perspectives
2nd edition

Based on the 10th edition of Michael Parkin’s international best-seller, Economics, this text combines his expertise and international perspective with the knowledge and understanding of local academics teaching in the field of economics.

Features:
• Each chapter opens with an attention-grabbing vignette, which raises questions that motivate students and help them to focus on the content.
• QR codes throughout the chapters enable the reader to use mobile phone technology to instantly access a wide variety of additional online content.
• In-text review quizzes at the end of most major sections.
• At the end of each chapter, students are shown how to apply what they have learned by analysing recent media articles chosen to shed additional light on the questions first raised in the chapter opener.
• Key terms with page references.
• Problems and critical thinking questions at the end each chapter. Solutions are available as lecturer and student support.
• Pearson Study on the Go provides a unique mobile integration between text and online content. Students can link to Study on the Go directly from a smartphone, allowing them to study whenever and wherever they wish! The Study on the Go website contains popular study tools for each chapter, topic or unit, including summaries, glossary flashcards and quizzes.

ISBN: 9781775785026
Authors:
Michael Parkin with Geoffrey Antrobus and Peter Baur, Janet Bruce-Brand, Marcel Kohler, Leigh Neethling, Bruce Rhodes, Andrea Saayman, Volkmar Schöer, Dirk Scholtz, Kirsten Thompson and Jacky van der Merwe
Copyright: 2014
Extent: 752 pg
Format: Softcover and eBook
Macroeconomics: Global and Southern African Perspectives

This book is a South African adaptation of Blanchard and Johnson’s *Macroeconomics* 6th edition. It provides local context in the form of data, case studies and examples, and highlights important issues in the local economy.

Features
- Two chapters, “The Crisis” and “Monetary Policy”, provide updated information.
- Focus boxes convey the life of macroeconomics today and reinforce the lessons from the models, making them more concrete and easier to grasp.
- South African data, examples and terminology are meaningfully integrated throughout the text.
- The chapter on exchange rates provides an accessible treatment of the topic, reinforcing an understanding of the concepts with South Africa in mind.
- Content on inflation, activity and nominal money growth from the 5th edition has been integrated with chapter 8.
- Students can access Pearson’s Study on the Go, which provides a unique mobile integration between text and online content. Students link to Study on the Go directly from a smartphone, allowing them to study whenever and wherever they wish! Study tools for each chapter include audio summaries, glossary flashcards, PowerPoint® slides and quizzes.

ISBN: 9781775786184

Authors:
Olivier Blanchard and David Johnson with William Akoto, Liezel Alsemgeest, Fatima Bhoola, Mduduzi Biyase, Johane Dikgeng, Hassan Essop, Christopher Malikane, Cyril May, Tshepo Mokoka, Samson Mukanjari, Nimisha Rama, Bernard Serfontein, Tania Theoduloz and Cecilia van Zyl

Copyright: 2014
Extent: 752 pg
Format: Softcover and eBook
Economics: Fresh Perspectives

Economics: Fresh Perspectives is suitable for first-year economics courses at tertiary level. It covers the key concepts of micro and macroeconomics in an easy-to-understand way and uses relevant South African examples to engage students and promote understanding.

Features:
- Study summaries consolidate learning.
- Revise and study activities allow students to keep track of their understanding.
- The 'Subject Specialist' feature focuses on people from developing countries who have made a difference in the field. Read about the views and real-life experiences of academics, specialists, practitioners and leaders in the field.

Contents
1: The meaning of economics
2: Demand and supply
3: A bird’s eye view of the economy
4: The aggregate demand-aggregate supply model
5: Measuring economic performance
6: The Keynesian model of income determination
7: Fiscal policy
8: Money and interest rates
9: Balance of payments and exchange rates
10: Monetary and exchange rate policy
11: Trade theory
12: Trade issues and policy
13: Demand and supply: Elasticities and applications
14: Consumer choice and production costs
15: Market structure: Perfect competition and monopoly
16: Monopolistic competition, oligopoly and competition policy
17: Income and poverty
18: Policy

ISBN: 9781868913411
Authors: Trudi Hartzenberg, Sue Richards, Barry Standish, Vanessa Tang and Arnold Wentzel
Copyright: 2005
Extent: 412 pg
Format: Softcover
Economics: An Introduction

This book covers both micro and macroeconomics and has a distinctly South African focus. Introductory areas are dealt with in a practical and accessible way, and links with real-life situations make the practice of economics a reality. Concepts such as price, utility, perfect competition, monopolistic competition, monopoly and oligopoly are explored. In addition, the effect of economic actions on others and the environment is discussed in a separate chapter. The problem of externalities receives ample attention, as well as the ways to counter or compensate for them.

Features:
- Theoretical concepts linked with practical application
- Explanations of economic theory and concepts
- Includes both micro and macroeconomics
- Explores whether economics is synonymous with happiness

Contents

1: Introduction
2: How people make choices: Price, utility and the demand curve
3: Choices and indifference
4: Supply
5: Market structures: Perfect competition and monopoly
6: Monopolistic competition and oligopoly
7: Factor market
8: Externalities
9: Economic policy objectives: The ‘big five’
10: Circular flow and national income accounting
11: Aggregate demand: A Keynesian analysis
12: Money and banking
13: Economic policy
14: Economic growth
15: Economic development
16: An open economy
17: The economics of happiness

ISBN: 9780796215529

Authors:
A Roos, D Mahadea, K Mangondo, J Snowball and K Viljoen

Copyright: 2008
Extent: 320 pg
Format: Softcover and eBook.
CD-ROM includes support material for lecturers.
International Economics

This book provides a comprehensive study of the dynamics of international trade and finance. Revised and updated, it incorporates recent developments in theory and policy. The format of the book has been restructured to correlate more effectively with course presentation. The section on international finance has been significantly reworked and new material has been added.

Contents

1: Introduction: International trade
2: Why nations trade: The classic theory
3: Why nations trade: The modern theory
4: The basis of trade: Labour productivity and factor proportions
5: Trade theory: New approaches and extensions
6: Trade under changing conditions
7: Government intervention in trade
8: Economic integration and cooperation
9: International trade, trade policy and economic development: International finance
10: Foreign exchange markets and exchange rates
11: The balance of payments
12: National income and the balance of payments
13: Balance of payment adjustment mechanisms
14: Exchange rate determination
15: Macroeconomic policy in the open economy
16: The international monetary system

ISBN: 9781868532728

Authors:
S du Plessis, B Smit and C McCarthy

Copyright: 2005
Extent: 322 pg
Format: Softcover
Elementary Statistics for Business and Economics

*Elementary Statistics for Business and Economics* aims to introduce students to the subject in a clear, concise way and by demonstrating the application of a wide range of key statistical concepts and techniques. The authors highlight how and why these techniques can be used to solve real-life problems, ensuring that the material is relevant and accessible. This book is the updated edition of *Elementary Statistics Volume 1* and *Applied Elementary Statistics Volume 2*.

Features:
- Topics are presented in a clear way, supported by formulae, worked examples and graphic illustrations.
- Students are tested on three levels: After each main topic, exercises test understanding of key concepts, multiple-choice questions test application, and supplementary exercises test overall knowledge of the whole chapter.
- A CD-ROM contains solutions to the concepts, multiple-choice and supplementary questions for each chapter; guidelines on how to perform statistics operations in Excel®, PowerPoint® slides and case studies.

Available student support for economics:

### X-kit Economics
ISBN: 9781868912827

### Multilingual Concept Glossary of Economics Terms
ISBN: 9781868915378

**Contents**

1. Introduction to statistics
2. Organisation and description of data
3. Measures of location and dispersion
4. Basic probability
5. Probability distributions
6. Sampling and sampling distributions
7. Confidence intervals
8. Hypothesis testing
9. Analysis of variance
10. Chi-squared tests
11. Regression and correlation analysis
12. Index numbers
13. Time series analysis
14. Non-parametric statistics
15. Elementary interest calculations

**Authors:**
Tumo Kelo, Carin Lombaard, Sarie Mouton and Linda van der Merwe

**Copyright:** 2011
**Extent:** 640 pg
**Format:** Softcover
Principles of Marketing: Global and Southern African Perspectives

2nd edition

Retaining the solid theoretical foundation of the 14th US edition of Principles of Marketing by Kotler and Armstrong, this text helps students understand the complex marketing environment in which Southern African organisations operate.

A team of academics has adapted the text by integrating recent South African research, data, examples and case studies. This edition retains the practical, approachable and accessible style of the original text, which makes for an engaging and informative book. Its content coverage, while broad, is also in-depth, and it skilfully integrates both local and global examples.

The new edition features three new case studies per chapter, updated data and examples. Four exciting new features, “Focus on technology”, “Focus on ethics”, “Marketing and the economy” and “Marketing by numbers”, highlight key topics in the field today.

Contents

1: Creating and capturing customer value
2: Organisational and marketing strategy
3: Analysing the marketing environment
4: Managing marketing information
5: Consumer markets and consumer buyer behaviour
6: Business markets and business buyer behaviour
7: Customer-driven marketing strategy
8: Products, branding and services strategy
9: New product development and product life-cycle strategies
10: Pricing: Understanding and capturing customer value
11: Pricing strategies
12: Marketing channels and supply chain management
13: Retailing and wholesaling
14: Communicating customer value: Integrated marketing communications strategies
15: Advertising and public relations: Integrated marketing communications
16: Personal selling and sales promotion
17: Direct and online marketing: Building direct customer relationships
18: Creating competitive advantage
19: The global marketplace
20: Sustainable marketing

ISBN: 9781775789499

Authors:

Copyright: 2015
Extent: 752 pg
Format: Softcover and eBook
Marketing: Fresh Perspectives

Marketing: Fresh Perspectives is a comprehensive introductory marketing text for undergraduate students. It is divided into four key sections ("Marketing, markets and the environment"); "Understanding your market"; "The marketing mix"; "Beyond the marketing mix") and offers relevant South African material and all the pedagogical features that characterise the Fresh Perspectives series.

Contents

1: Overview of marketing
2: The marketing environment
3: The macro-environment
4: Managing the environment
5: Understanding consumer behaviour
6: Market selection
7: Marketing research
8: Products
9: Services
10: Price
11: Promotion
12: Placement
13: Integration through branding
14: Relationship marketing and customer relationship management
15: Retailing
16: Business-to-business marketing
17: E-commerce
18: Social issues in marketing
19: Special applications in marketing
20: Marketing as an organisational function
Applied Strategic Marketing

4th edition

Applied Strategic Marketing discusses the strategic role of marketing management in modern organisations. The focus is on how managers choose and manage the markets they serve, how they handle competition, and what strategies they devise in order to build brand value and customer relationships. This book guides the reader through the different phases of the strategic planning process and provides a framework for designing and implementing a marketing plan.

Building on the success of the third edition’s chapters on customer analysis, brand and relationship-building strategies and measurements of marketing strategies, the revised fourth edition also deals with contemporary issues such as globalisation, sustainability and innovation.

Applied Strategic Marketing is anchored in the South African environment and discusses the impact of global trends. This book offers great value to students and practitioners of strategic marketing.

Features:
- Chapter outcomes outline key content and skills.
- Strategy-in-action scenarios illustrate application of concepts.
- Examples support learning.
- Expanded mini-case studies place ideas in context.
- Chapter summaries assist students in preparing for tests and examinations.
- For the reader’s reflection, sections evaluate fundamental theories.
- Three large case studies on sustainability, product and business-to-business marketing on the lecturer resource CD.
- Full-colour sections engage learners.
Brand Management

The first of its kind in South Africa, Brand Management constitutes an invaluable tool to the growing number of academic institutions now offering this exciting subject. Making use of both local and international examples and cases, the subject is approached from a holistic, yet applied perspective. Written in an accessible style, this book assists both students and practitioners to develop the ability to manage brands from the outset to the ultimate outcome.

Contents

Part 1: Opening perspective
1. A balanced perspective on brands

Part 2: The components of branding
2. Brand equity and brand valuation
3. Brand identity development
4. Brand positioning and differentiation

Part 3: Building brands
5. Choosing a name for a strong brand
6. Brand contact planning and management
7. Supporting brands

Part 4: Growing brands
8. Capitalising on a successful brand
9. Managing brand portfolios
10. Managing brands for success over time
11. Managing a brand across geographic boundaries

Part 5: Managing and sustaining brands
12. Building corporate identity, corporate brands and reputation
13. Developing a brand dashboard
14. Personal branding

ISBN: 9781775780335

Editors:
HB Klopper and Ernest North

Copyright: 2011
Extent: 384 pg
Format: Softcover
Marketing Research

A comprehensive text aiming to demystify the topic, *Marketing Research* is written in a practical manner, emanating from the research process perspective. Approaching the subject from a sound academic basis, assisted with a central case study steeped in industry and formulated by Neil Higgs from TNS Research Surveys, this text becomes essential reading for any student or practitioner in the field.

Features:
- Study summaries consolidate learning.
- "Assess your understanding" sections and additional assessment activities with end-of-chapter answers evaluate fundamental concepts.
- Further reading leads to additional enquiry.
- A glossary of terms assists with key concepts and terminology.

Contents

1. Introduction to marketing research
2. The research process
3. Selecting the research method
4. Secondary information
5. Qualitative research
6. Experimental research
7. Survey research
8. Sampling
9. Designing the research instrument
10. Data collection
11. Data analysis
12. Presenting the research findings
13. Research ethics
14. Applications of marketing research: Online research and international research

ISBN: 9781770259812
Editors: Adele Berndt and Danie Petzer
Copyright: 2011
Extent: 416 pg
Format: Softcover
Sales Management

3rd edition

The third edition of the highly successful Sales Management focuses on the requirements of sales management in the 21st century. It offers the latest on the role of information technology and incorporates environmental factors and their impact on sales management. Key topics are the globalisation of markets, the strategic role of sales, relationship management, sales management planning, forecasting market demand and sales budgeting.

This edition includes chapters on personal selling and new challenges in global selling. It tackles the organisation of the sales effort through sales force planning, recruitment and selection. There are practical chapters on sales training and development, compensation and incentives, and the role of information in sales management.

Contents

1: Sales management in the 21st century
2: The personal selling function
3: The personal selling process
4: Sales management planning
5: Forecasting market demand, sales forecasting and sales budgeting
6: Organising the sales effort
7: Sales force planning, recruitment and selection
8: Sales training and development
9: Salesperson compensation and incentives
10: The crucial role of information in sales management
11: Leading and motivating the sales force
12: Evaluation and control of the sales programme

ISBN: 9780796225870

Authors:
Brian Connett, Russell Abratt and Michael Cant

Copyright: 2010
Extent: 256 pg
Format: Softcover and eBook
Sales Management in Action provides facilitators and learners with a guide to the skills required to manage sales effectively in various vocational fields, thereby improving both their self-esteem and professional conduct. The content of the book brings the business world into the classroom and guides learners to build on this knowledge with ample local business examples.

Drawing on the everyday experiences of learners, the author has given special attention to the language level in the text so that both the content and the language are accessible to learners from all regions in South Africa.

ISBN: 9781868538461
Author: G Visser
Copyright: 2000
Extent: 256 pg
Format: Softcover
Entrepreneurship: Fresh Perspectives

*Entrepreneurship: Fresh Perspectives* is a comprehensive book that examines the nature of entrepreneurship within the South African context. It looks at the nature of the entrepreneur, the environment in which he/she works and the entrepreneurial process. Applied and relevant, it examines key topics such as the business plan and the main functional areas of business.

The book also looks at different types of businesses and includes current information on female and ethnic entrepreneurship, black economic empowerment, e-commerce and strategic alliances. It contains the standard features of the *Fresh Perspectives* series, which makes for a relevant, accessible introduction to the subject.

### Contents

1. Introduction to entrepreneurship and small businesses
2. The environment for entrepreneurship
3. The entrepreneur
4. The entrepreneurial process
5. The business plan
6. Entering the world of business
7. Marketing
8. Operations management
9. Human resources management
10. Financial management
11. Family business
12. Growth
13. Corporate entrepreneurship
14. Female and ethnic entrepreneurship
15. Franchising, black economic empowerment, ethics and social responsibility
16. E-commerce
17. Networks and strategic alliances

ISBN: 9781868914029

Authors:
Mary Co, Jurie Groenewald, Bruce Mitchell, Tres Nayager, Johan van Zyl and Kobus Visser

Copyright: 2006
Extent: 382 pg
Format: Softcover
Entrepreneurship and Small Business Management

Written by leading local and international academics and practitioners. *Entrepreneurship and Small Business Management* focuses on the relationship between entrepreneurship and small business management from an interdisciplinary point of view. The text is written from both a local and international perspective and addresses key 21st-century issues.

Features:
- Chapter outcomes outline the key content and skills.
- Chapter summaries assist students to prepare for tests and examinations.

Contents

1. Entrepreneurship in perspective
2. Types of entrepreneurs and the economic significance of small firms
3. Innovation and creativity
4. The new business venture
5. Getting started
6. Business planning and the business plan
7. Entrepreneurial management functions
8. Marketing for small businesses
9. Raising and managing finance
10. Procurement, supply and contract management
11. Growth, business valuation and entrepreneurial exit strategies
12. Leading small business
13. Turnaround strategies and business failure
14. The family business
15. Corporate entrepreneurship
16. Women and entrepreneurship
17. The social economy
18. Technopreneurship and university transfer
19. Black economic empowerment
20. Sustainability and business ethics
Frontiers in Entrepreneurship

*Frontiers in Entrepreneurship* provides insight into how entrepreneurship evolved and how it has emerged as a field of inquiry in its own right. Topics discussed include historical and early thinking on entrepreneurship, the discipline and field of study, the absence yet importance of entrepreneurship in the economics realm, corporate entrepreneurship, and value creation and innovation through social entrepreneurship.
The Entrepreneurial Mindset

Based on the recent application of ideas, concepts and research from the cognitive sciences, this book indicates that the foundation of the entrepreneurial mindset is cognitive adaptability. This is the ability to be dynamic, flexible and self-regulating in one's cognitions in the dynamic and uncertain environments typically faced by entrepreneurs. Essentially, the entrepreneurial mindset perspective allows educators, policy makers and researchers to understand how entrepreneurs think and why they do some of the things they do.
Technopreneurship

The 21st century is tilting towards an economy primarily driven by technology, innovation and knowledge. It is crucial to grow entrepreneurial capital within developing societies in order to improve overall socio-economic circumstances. Strategic choices are of particular concern to technology-based ventures. Radical innovations are important not only for the positive economic impact they typically create, but also because they fundamentally change the behaviour of consumers.
Entrepreneurship in Society

The final volume in the series includes integrative case studies. Being entrepreneurial is a socio-economic phenomenon. In developing countries, social interventions need to be designed to curb unemployment through entrepreneurship. New ventures offer the promise of empowering marginalised segments of the population, and therefore, women and youth entrepreneurship serve as relevant topics under discussion in this volume. Another interesting feature of this volume is the investigation of the internationalisation of SMMEs and how ethics is imperative for sustainable entrepreneurship.
Human Resource Management: Global and Southern African Perspectives

This is a South African adaptation of the international text by Dessler, *Human Resource Management*.

Features:
- Engaging chapter openers
- Theory and practical human resource management issues very well integrated
- Relevant and up-to-date South African case studies
- Extensive critical thinking exercises and questions
- South African sections on strategic human resource management, the impact of broad-based black economic empowerment and how human resource management is linked to the process, and important labour law issues and codes of practice

Contents

1: Introduction to human resource management
2: Equal opportunity and the law
3: The manager’s role in strategic human resource management

Recruitment and placement
4: Job analysis
5: Personnel planning and recruiting
6: Employee testing and selection
7: Interviewing candidates

Training and development
8: Training and developing employees
9: Performance management and appraisal
10: Coaching, careers and talent management

Compensation
11: Establishing strategic pay plans
12: Pay-for-performance and financial incentives
13: Benefits and services

Employee relations
14: Ethics, justice and fair treatment in human resource management
15: Employee relations
16: Employee safety and health and well-being

Trends and challenges in human resource management
17: Trends and the future of human resource management

ISBN: 9781770259164

Authors:
Emmerentia Barkhuizen, Adele Bezuidenhout, Roslyn DeBraine, Yvonne du Plessis, Petrus Nel, Cecilia Schultz, Karel Stanz and Hugo van der Walt

Copyright: 2010
Extent: 864 pg
Format: Softcover and eBook
Introduction to Human Resource Management: Fresh Perspectives
2nd edition

This book is an update of Human Resource Management: Fresh Perspectives and provides comprehensive content for undergraduate courses in human resource management. It maintains the characteristic features that led to the success of the first edition – accessibility, grounded in South African context, with strong academic support – and introduces a variety of enhancements in the new, streamlined two-colour design.

Features:
- Margin notes contain explanations of key ideas in the text. These are highlighted in blue italics in the text for easy navigation.
- Key terms and concepts, highlighted in blue and explained in the text, facilitate learning.
- Recent case studies – both local and international – provide practical application.
- The "subject specialist" feature provides insight into current human resource practice.
- The review feature at the end of each chapter includes critical thinking activities, chapter summaries, revision questions and a list of recommended reading.
- QR codes point to current articles and videos, and provide revision material such as mind maps, multiple-choice questions and activities.

Content updates:
- New case studies
- Updated statistics, research and labour legislation
- Extended coverage of motivational theories, HIV/AIDS in the workplace, performance management and the changing workplace
- A new feature called “Burning issues” showcases contemporary issues in the workplace, including workplace bullying, talent management and outsourcing HR.

Contents

Part 1: Human resource in perspective
1: What is human resource management?
2: Human resource management in context

Part 2: Entering the world of work
3: Jobs
4: Getting the right person for the job

Part 4: Growing in the workplace
5: Bringing out the best in employees
6: Are employees doing a good job?
7: Work and careers

Part 5: Rewards and rules at work
8: Rewarding employees for doing a good job
9: Creating a healthy, safe working environment
10: Employment relationships

Lecture CD-ROM
- PowerPoint® slides of the main ideas and graphic material in the book
- Customisable test banks with multiple-choice questions, essay questions and paragraph questions.
- Answers to the end-of-chapter questions in the textbook
Human Resources Management: A Comprehensive Guide

Managing people effectively is a critical success factor for successful businesses, and this book guides students through the steps towards maximising staff motivation and performance, and creating a positive working environment.

Contents

1: Introducing human resources management
2: Organisational structures
3: Job analysis
4: Job design
5: Human resources planning
6: Recruitment and selection
7: Placement and induction
8: Performance management
9: Compensation
10: Motivation
11: Leadership
12: Communication
13: Group dynamics
14: Information systems and graph representations for managing human resources and personnel research

ISBN: 9780796201409

Authors:
Whaleed Abdullah and Fatiema Mohamed

Copyright: 2002
Extent: 214 pg
Format: Softcover
Industrial Psychology: Fresh Perspectives provides a general introduction to industrial psychology for undergraduate courses in business or psychology. It combines key topics from organisational behaviour and human resource management and includes up-to-date, relevant information on health and well-being in the workplace, HIV/Aids in the workplace and managing organisational change.

Available to supplement with this text:

- X-kit Industrial Psychology
  ISBN: 9781868915064
- Multilingual Concept Glossary of Industrial Psychology Terms
  ISBN: 9781868915620
- ISBN: 9781868913657

Authors:
Anne Crafford, Alwyn Moerdryk, Petrus Nel, Claire O’Neill and Anton Schlechter

Copyright: 2006
Extent: 386 pg
Format: Softcover

Contents

1: Critical issues in industrial psychology today
2: Historical overview
3: Focus on the individual
4: Group and team dynamics in organisations
5: Organisation structure and design
6: Understanding organisational behaviour
7: Small, medium and micro enterprises and civil society organisations
8: Strategic human resource management
9: Measuring behaviour in the workplace
10: Recruiting and selecting suitable employees
11: Strategic human resource development
12: Career management and development for success
13: Performance management and reward systems
14: Maintaining positive employee relations
15: Health and well-being in the workplace
16: HIV/AIDS in the workplace
17: Managing organisational change
18: Looking at the big picture
Navigating Information Literacy: Your Information Society Survival Toolkit

4th edition

Now in its fourth edition, the best-selling and fully-updated Navigating Information Literacy: Your Information Society Survival Toolkit captures a range of skills and topics essential for students who intend positioning themselves in academic or workplace environments that are globally connected and competitive. In these environments, information literacy is no longer a recommended proficiency, but a life-long skill to be utilised both in advanced academic studies and the workplace.

Navigating Information Literacy: Your Information Society Survival Toolkit is designed to lead the reader through all aspects of information literacy and teach the skills required to function in the current information and knowledge economy.

Areas covered include information sources and resources, portals, gateways and library websites, constructing a search query, searching the Internet, databases and online journals, organising and retrieving information on a computer, ethics and fair use, referencing, evaluating information and sources, and documenting information and creating new knowledge.

Key features include:
• chapter openers with outcomes and key terms to focus readers’ attention on what is most important
• full-colour screenshots and other illustrative material to provide students with real-world examples of what they will be working with
• critical thinking activities for students or lecturers to use
• QR codes to take the reader to live websites.

Enhanced, fully interactive e-pub version of the print book available.

Contents
1: Information literacy
2: Information sources and resources
3: Open access
4: The Internet
3: Libraries and portals
4: Constructing a search query
5: Internet searching
6: Searching databases and online journals
7: Organising and retrieving information on your computer
8: Ethical and fair use of information
9: Referencing and reference techniques
10: Evaluation of information and information sources
11: Documenting information and creating new knowledge

Authors:
Theo Bothma, Erica Cosijn, Ina Fourie, Cecilia Penzhorn
Copyright: 2014
Extent: 233 pg
Format: Softcover and eBook
Interpersonal Dynamics for IT Professionals

People working in information technology (IT) are often perceived to be more comfortable with logic, facts and data rather than encounters with fellow human beings. The goal of *Interpersonal Dynamics for IT Professionals* is to change this image. To survive in the information and communications technology (ICT) industry, IT professionals need to add non-technical skills to their arsenal of technical IT skills and abilities. With this book, we’ll teach you – the IT student – about interpersonal dynamics in the workplace (especially in the ICT industry) and provide strategies for effective relationships with others in the working environment.

A primary skill a programmer needs is to clearly specify each step necessary to invent a problem-free computer program. This book explains this, thus guiding beginner programmers through the challenges of computer programming. The text is presented in a simple and straightforward manner and contains many examples and exercises that promote learners’ understanding of the subject.
Basic Programming Principles

2nd edition

The ability to clearly specify each step to create a problem-free computer program is a primary skill needed by programmers. *Basic Programming Principles* 2nd edition guides beginner programmers through the challenges of planning a computer program by presenting the text in a simple and straightforward manner. It contains many examples and exercises with explanations and answers that promote learners’ understanding. New exercises provide opportunities for students to apply the principles of programming and problem-solving, and learning outcomes highlight the key learning areas. It is an update of *Basic Programming Principles: Using Visual Basic.Net* 2nd edition, without reference to the Visual Basic.Net.

Authors

Correlie Pretorius and Hetsie Erasmus have been in tertiary education for more than 30 years and understand the anxiety of beginner programmers and the abstract reasoning the subject requires. It has always been their passion to encourage students to become logical thinkers and to assist them to develop problem-solving skills. This book lays a solid foundation for students who are exposed to programming for the first time.
Money Talks: Communication in Business Contexts

Contrary to popular belief, when accountants and auditors enter their profession, they don’t simply work with numbers. Communication forms a large part of their work, as they deal with people all the time – often in sensitive contexts where they need to demonstrate a high level of language proficiency. To help prepare accounting and auditing students for written and spoken interaction during their working life, this text is a communication textbook like no other.

It guides students through the vital soft skills required to function optimally in a business environment. These include proposal and report writing, as well as lessons on how to conduct meetings and prepare both oral and written presentations.
Development and Public Health Communication

Students and scholars of development and public health communication often grapple with different paradigms in order to understand why so many people still contract HIV/AIDS, why communities keep living in abject poverty, and why children die of hunger and continue to get inadequate schooling in spite of millions spent on development, research and communication campaigns.

Features
This book attempts to equip students with ways of making sense of the world through different, and often opposing paradigms, by providing:
• Introductions to sections in the book that orientate the reader
• Southern African examples and various case studies from different sectors
• A tabular summary of the most important development communication paradigms and their positions
• Points to ponder, activities and questions.

Moving between practice and theory, the authors provide the student with a unique perspective that will enable them to make sense of the real world and the contradictions they encounter in everyday life.
Let’s Talk about Interpersonal Communication

4th edition

Building on the success of the previous three editions, the fourth edition of *Let’s Talk about Interpersonal Communication* is a lively, challenging and interactive communication course that is fully updated, offers new research studies and covers all major aspects of interpersonal communication.

Elements that enhance learning include the following:

- More examples of interpersonal communication in the workplace
- More South African examples
- ’In a nutshell’ tables that summarise the content
- Cartoons that illustrate concepts in a humorous way
- Suggested test and exam application questions
- QR codes and Study on the Go mobile summaries and flashcards, which enhance the learning experience for students.

Contents

1: The communication process
2: Frame of reference
3: Verbal communication
4: Non-verbal communication
5: Interpersonal relationships
6: Creating a climate for effective communication
7: Interaction management
8: Conflict management
Tuning in: State of Television in South Africa

This publication deals specifically with television in South Africa across both the apartheid and post-apartheid periods. The aim of this text is to offer a widely representative range of views. This exciting new book will provide readings of political economy and of practices and productions of television in South Africa, couched in considerations of historical and theoretical perspectives. A series of important junctures and usages are explored, as are roles and genres, and questions of ownership and control in the uniquely rich South African historical, political and cultural landscape.

Within the culturally disparate society of South Africa, television has much to offer scholars and students as a method of exploring identity, public opinion and the making of meaning within a diverse audience. This volume provides material that will be of interest to the general reader, and of significant use to the undergraduate media student. In addition, all scholars of television should find the book useful.

ISBN: 9781775780519

Authors:
Michele Tager and Colin Chasi

Copyright: 2014
Extent: 192 pg
Format: Softcover and eBook
Media Ethics Beyond Borders

*Media Ethics Beyond Borders* explores the construction of an ethics for news media that is global in reach and impact. Urgent global issues and the power of global communications point to the need for a media ethics without borders – a media ethics that is global in its principles and its understanding. This collection of essays by international media ethicists provides leading theoretical perspectives and applies the ideas to specific countries, contexts and problems. The result is a rich source of ethical thought on questions raised by contemporary global media. *Media Ethics Beyond Borders* is published in conjunction with Routledge.

Contents

1: The ethics of universal being
2: How neuroscience and feminist ethics can contribute to understanding professional moral development
3: A theory of patriotism for global journalism
4: Towards a framework for media producers and media consumers
5: Media ethics and human dignity in the post-colony
6: Postcolonial theory and global media ethics
7: Moral philosophy as the foundation of normative media theory: Questioning African ubuntuism as a framework
8: Towards a ‘global’ ethics
9: Journalistic ethics and responsibility in relation to freedom of expression: An Islamic perspective
10: Media ethics in Ethiopia

ISBN: 9780796225863

Authors:
Stephen Ward and Herman Wasserman

Copyright: 2008
Extent: 192 pg
Format: Softcover
Looking at Media: An Introduction to Visual Studies

This exciting new publication will guide South African students of visual and media studies to understand and interpret their world in a meaningful way. Written specifically for students, the book is filled with interesting examples and case studies.

The book should assist students to gain a basic intellectual understanding of the field, while learning how these academic fields can be used to critically deconstruct visual texts produced by the South African media industry.
Professional Communication for Business: Fresh Perspectives

Professional Communication for Business: Fresh Perspectives is suitable for undergraduate courses in communication. It examines the art of communication in accessible language and offers essential, comprehensive coverage of the subject. Topics include communication theory, integrated organisational communication, communication skills (verbal and non-verbal) and different forms of communication (email, academic communication, reports, SMS, etc). It is practical and up-to-date and offers all the pedagogical features to be found in the Fresh Perspectives series.

Contents

1: Why learn about communication?
2: Some basic communication theory
3: Planning for effective communication
4: Read right and write to be read
5: Listening and speaking
6: Communication beyond word
7: Tough communication
8: Communication for learning
9: Communicating for employment
10: Professional correspondence
11: Going live: Presentation skills
12: Integrated organisational communication
13: Creating new business and winning clients

ISBN: 9781868915934

Editors:
Neeltje du Plessis, Nicky Lowe, Ailsa Stewart-Smith, Pam Sykes and Bianca Wright

Copyright: 2007
Extent: 400 pg
Format: Softcover
Strategic Organisational Communication: Paradigms and Paradoxes

Individuals in organisations across South Africa have to cope with dramatic changes in today’s business world, ranging from fundamental restructuring to shifts in traditional values. Organisations are experiencing turbulent challenges, from managing multicultural labour resources to creating appropriate workplace cultures, and gearing up for international market involvement. The goal of this book is to give readers an understanding of how organisational communication can be used strategically.

Contents

- Strategic communication
  1: Shifting mindsets
- Paradigms and paradoxes
  2: Shifting management thinking
  3: Putting knowledge to work
- Leadership
  4: Walking the talk
- Ethics in the workplace
  5: Moving to higher ground
  6: Connecting to culture
- Communication by design
  7: Networking or not working
  8: Managing change through communication
  9: Developing organisational communication through research and facilitation
- Surviving work

ISBN: 9780796202154

Editors:
S Verwey and F du Plooy-Cilliers

Copyright: 2003
Extent: 352 pg
Format: Softcover
Corporate Communication Strategy

The importance of a corporate communication strategy is highlighted in this book. The role of the corporate communication practitioner has shifted from a communication technician functioning on the implementation level, to include a managerial role for the person heading the communication function. Research indicates that the South African chief executive increasingly expects the communication manager to take part in the strategic management process by delivering valuable insights with regard to the organisation’s stakeholders.
Public Relations in South Africa: A Management Reader

This book provides a collection of well-structured studies on diverse aspects of public relations. Extensive case studies, clearly defined models and graphic illustrations facilitate the reader’s understanding of the content. Each chapter begins with a brief summary and objectives, and a list of key terms and concepts.
Public Relations: Fresh Perspectives

Public Relations: Fresh Perspectives is suitable for introductory courses in public relations at tertiary level. It covers different theories of communication, profiles a typical practitioner, and examines essential communication skills and forms of communication. Relationships with key stakeholders in business are examined, as well as corporate identity, managing a communication programme, and public relations research.

Contents

1: The world of work
2: What is public relations?
3: Theories, models and levels of communication
4: Profile of the public relations practitioner
5: Listening skills
6: Speaking skills
7: Reading skills
8: Writing for print media
9: Writing for broadcast media
10: Writing for electronic media
11: Writing business documents and formal texts
12: Graphic design
13: Relationships with investors, employees, the media and government
14: Relationships with customers, competitors and suppliers
15: Relationships with the community
16: Corporate image and corporate identity
17: Planning and managing a communications programme
18: Public relations research

ISBN: 9781868914838

Editors:
Dawid Botha, Mpho Chaka, Neeltje du Plessis, Bob Krause, Veena Parboo Rawjee, Dayaneethie Veerasamy and Bianca Wright

Copyright: 2007
Extent: 329 pg
Format: Softcover
Public Relations: African Perspectives
2nd edition

This book revisits the powerful concept of public relations from an African perspective. It integrates African and South African cases and practical examples to illustrate the impact of public relations on current global issues and critical new developments.

Contents

1: Integrated communication in communication practice and theory: Its evolution and beyond
2: The place of public relations in an organisation
3: A relational perspective on public relations in Africa

Public relations research in Africa
4: Public relations research
5: Measuring public relations

Public relations education in Africa
6: A global education model for public relations in Africa

Public relations practice in Africa
7: Public relations, marketing and the media
8: Online public relations within the New Economy
9: The performance dimensions of public relations in Africa: Campaign/programme planning and management

Critical issues currently facing public relations in Africa
10: Corporate social responsibility and public relations in Africa
11: Ethics, public relations and civil society in Africa
12: The professionalisation of public relations in Africa

ISBN: 9780796223524
Editors: Ronél Rensburg and Michael Cant
Copyright: 2009
Extent: 336 pg
Format: Softcover and eBook
Pearson has teacher education resources available for students, lecturers and practising teachers. With enhancements such as QR codes, Study on the Go, multilingual glossaries and case studies, students get equipped to become excellent teachers.
Becoming a Teacher

2nd edition

Using teaching scenarios, this book highlights the complex journey that a novice teacher has to undertake to become a competent practitioner in the face of the daily intricacies and messiness of teaching. Scenarios expose education students to the realities of the classroom.

This expanded second edition explores the multiple roles of the teacher and can be used to good effect to train students to become engaged and excellent teachers.

Features
- Scenarios, "Think about it" boxes, opportunities for reflection
- A toolkit for first-year students and teachers entering the profession
- Updated to include implications brought about by CAPS
- A multilingual glossary of relevant terms in four languages
- Lecturer resources available

Contents
1. The teacher as reflective practitioner
2. The teacher as a caring professional
3. The teacher as an educational theorist
4. The teacher as a curriculum interpreter, designer and implementer
5. The teacher as a mediator of learning
6. The teacher as assessor
7. The teacher as a classroom manager
8. The teacher as a user of media
9. The teacher in service of society
10. The teacher as an agent of inclusivity
11. The teacher as an agent of transformation
12. The teacher as a researcher

Becoming a Teacher

Effective teachers are reflective practitioners and lifelong learners, and take charge of their own personal and professional development. With this overarching principle, and drawing on research in psychology, educational theory, teaching methodology and social justice, Becoming a Teacher describes the skills and knowledge teachers require, including:

• reflecting for, in and on practice
• being a caring practitioner
• building educational theory
• interpreting, designing and implementing curricula
• mediating learning in the classroom
• assessing learners
• managing the classroom
• using traditional and new media and technologies
• serving society and facilitating transformation
• creating an inclusive learning environment
• doing classroom action research.

This essential textbook for teacher education students and practicing teachers forms a benchmark for teaching in South Africa. Now in a much expanded second edition, Becoming a Teacher is a concise introduction to the knowledge and skills required to be an excellent teacher in classrooms today. The authors look critically at using new technologies effectively in the classroom, but they also offer guidelines to engage learners using a shoestring approach in under-resourced classrooms. Building on a sound theoretical grounding, the content provides context through practical examples, scenarios and case studies, thereby preparing student teachers for the ambiguities and messiness of teaching in schools.

The authors describe learning as the product of teacher, learner and content working together, with the teacher being the mediator of the learning experience. By setting different objectives, inviting learners to share existing knowledge, and placing content in a real-world context, teachers can facilitate learning for learners from different backgrounds, needs and abilities.

Becoming a Teacher has been written by a team of passionate teacher educators from various South African higher educational institutions, guided by the insights and leadership of the editorial team, Sarah Gravett (Executive Dean of Education, University of Johannesburg), Josef de Beer (University of Johannesburg) and Elize du Plessis (University of South Africa).
Being a Teacher: A Book of Cases

Student teachers can gain insight into what happens in the classroom and the school through the medium of case studies. The technique of analysing case studies can become a very rich resource. It enables students to explore the nuances and realities of what teaching is really about. This book can be successfully used as a training package alongside (Becoming a teacher), but can be used to follow the case study approach on its own or with other teacher training textbooks. Under the guidance of master case study formulator Kay Merser from Harvard University, the authors and editors collaborated to present a valuable contribution to the tools to equip student teachers for practice. The video resource and QR codes show readers how to apply case studies in the classroom.

Features
• Case studies cover a variety of subject and learning levels.
• The classroom environment is creatively simulated.
• Offers truly South African material by South African academics.

ISBN: 9781775786047
Editors:
Sarah Gravett, Kay Merseth, Josef de Beer
Copyright: 2014
Extent: 194 pg
Format: Softcover and eBook
Cracking the Code in Education Analysis

The vast interworld (of education studies and analysis) is where this book goes; the worlds between strict rigidity and pure flow, between military precision and magical enchantment. The first eight questions in *Cracking the Code in Education Analysis* open out these basic levers of education and show you how they work and what your choices are. The last two questions broaden the focus to how different levels of the education system work and how education systems develop over time.

In an accessible style that enables the reader to approach education analysis with a sense of ‘the divine’, the author weaves an introductory text that draws on classics, through the Renaissance to modern education systems. He invites theorists with him on this journey, which includes the likes of Plato, Aristotle, Montessori, Alberty, Engelmann, Sugata Mitra, Elliot Eisner, Beeby, John Hattie and Bernstein.

Visually rich with illustrated material from the iChing to Dürer, the book includes examples from a wide variety of education systems, such as Singapore, Japan, Finland, Brazil, the Czech Republic and South Africa. For students, parents, teachers, academics, policy makers or interested observers, *Cracking the Code in Education Analysis* is an important resource that will provide the tools to begin dissecting education from policy to practice.

Features

- Provides a unique view of the world.
- It is beautifully illustrated with provocative line drawings.
- Provides the building blocks for further complex analysis.

ISBN: 9781775784791

Editor:
Wayne Hugo

Copyright: 2013
Extent: 256 pg
Format: Softcover and eBook
Creating Effective Schools

This book is a culmination of six years of work and is a result of a longitudinal study, the National School Effectiveness Study (NSES), which collected and analysed relevant school and home background data from 300 primary schools selected from all provinces except Gauteng. Both the book and the study are a reflection of the maturity of education research and a growing appetite for empirical evidence in South Africa. Key observations from the research have found their way into the policy-making processes of both the central and provincial spheres of government, in particular the Department of Performance Monitoring and Evaluation, the National Planning Commission and the Department of Basic Education.

The methodology used in the study is grounded in a mix of theories that have been used over time to establish factors responsible for quality education. The book carries useful lessons for every stakeholder in the education sector, including practising teachers, researchers and policy makers.

Features
• Provides new theoretical frameworks through which one can interpret schooling and improve its effects on learners.
• Is extensively illustrated with graphs and diagrams.
• Kindles the debate on schooling and complexities within the South African landscape.

Contents
1: Context, theory, design
2: Learner performance in the NSES
3: Modelling educational achievement
4: School leadership and management
5: The language of teaching and learning in South African schools
6: Writing matters: The neglect of writing in South African schools
7: Writing and learning mathematics
8: Teacher knowledge and professional habitus
9: Learner age and performance
10: Where to go from here? From fact to act

ISBN: 9781775787068
Editors: N Taylor, S van der Berg and T Mabogoane
Copyright: 2013
Extent: 304 pg
Format: Softcover and eBook
Research-led Teacher Education

The key aim of Research-led Teacher Education is to provide research-based exemplars of how cutting-edge knowledge can be linked to improving the conditions and practices in schools. The exemplars provided are of research studies driven by problems of practice. Those seeking to take practical action for qualitative improvements in schools and university teacher education will find the book stimulating.

The book can be used as a guide by teachers in schools who look critically at their own practice. It can also be used by university lecturers and students in teacher education programmes as a casebook of examples that demonstrate a research-based focus on improving teaching and learning within teacher education and in schools.

From the foreword: “A volume of work that undertakes a fresh, contemporary look at the practice of teacher education … The issues that are explored are wide-ranging and provide a good sample of what we need to confront as we collectively work to contribute to the quality of education in South Africa, through the contribution that teacher education can make.”
Teaching-Learning Dynamics

4th edition

Teaching-Learning Dynamics has become a standard textbook for education students and beginner teachers. The fourth edition has been updated substantially and includes an array of examples from various learning areas and levels. The aim of this book is to support the student and the teacher with as many practical resources as possible, and to this end, the authors provide lesson plans, assessment tools, lesson transcripts, shorter and extended examples, case studies and other resources. This is the ideal book for providing practical advice to teachers.

Contents

1: Participative teaching
2: Curriculum
3: Aims and objectives
4: Context analysis
5: Learning content
6: Teacher-directed methods
7: Learner-centred methods
8: Teaching-learning media
9: Information and communication technology
10: Assessment
11: Curriculum implementation
12: Classroom management
13: Problem areas in schools

A CD with additional resources for teachers and students supplements the text.

ISBN: 9780796233691

Editors:
Monica Jacobs, Ntombizolile Vakalisa and Nqobomzi Gawe

Copyright: 2011
Extent: 418 pg
Format: Softcover
Learning Conversations: The Value of Interactive Learning

Contrary to traditional perceptions of learning, in which the teacher does all the talking and learners sit quietly at their desks, this book promotes learning as an interactive activity. Through conversations, learners become active participants in their own learning, thereby producing and developing their own ideas.
Outcomes-based Assessment: Facilitating Best Practice in Classrooms

*Outcomes-based Assessment* offers a multidisciplinary approach to assessment strategies. It unpacks the practical aspects of assessment, based on the subject and learning area assessment guidelines. This easy-to-read book offers a thorough introductory text in assessment. It equips the reader to tackle the practice of assessment within specific learning areas skilfully and with understanding. The book offers up-to-date insights into latest developments, against the background of conceptual and terminological complexities.

**Features**
- Provides an overview of the latest developments.
- Equips readers to tackle the practice of assessment skilfully and with understanding.
- Examines strategies, methods and techniques in outcomes-based education.

**Contents**
1. Mapping the terrain
2. Assessment of an outcomes-based education (OBE) framework
3. Learning style flexible assessment
4. Outcomes-based assessment strategies
5. Collecting evidence during outcomes-based assessment
6. Portfolios as performance assessment tools
7. Recording and reporting assessment
8. Assessing competence in science and technology
9. Assessing languages
10. Assessment in the social sciences
11. Assessment in mathematics and mathematical literacy
12. Critical reflection for improving assessment
13. The role of assessor and moderator training
14. Quality assurance

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ISBN: 9780796225115
Editors: Kobus Maree and Billy Fraser
Copyright: 2008
Extent: 242 pg
Format: Softcover
Handbook for Grade R Teaching

This comprehensive textbook for reception year and Foundation Phase for education students and teachers is based on The Reception Year, previously published by Heinemann. The focus throughout this book is on how the child needs to explore the world through play. The book follows an integrated approach that will support the learner in terms of intellectual, physical, emotional, perceptual and language development.

In line with the Foundation Phase guidelines, the book has been written to include those areas that teachers grapple with, such as emergent literacy, reading and writing, emergent numeracy, movement, music and visual arts, assessment and inclusivity.

Features
- Hands-on, practical focus
- Classroom tips and advice for teachers
- Highlights the importance of learning through play in Grade R
- QR codes with additional resources, activities and reading

Contents
1: Planning to teach
2: Development and the Grade R learner
3: Assessment: Getting to know the Grade R learner
4: Developing inclusive Grade R classrooms
5: Movement and motor development
6: Visual arts
7: Music and movement
8: Emergent literacy: Listening and speaking
9: Emergent reading and phonemic awareness
10: Writing and spelling
11: Fundamental concepts in emergent numeracy
Introducing English as First Additional Language in the Early Years

This book is designed for English First Additional Language (EFAL) student teachers and in-service teachers. It addresses the EFAL teaching in both urban and rural contexts. Practical examples with case studies are used to portray issues that reflect the everyday challenges teachers meet in mediating learning and making sure that learners use English proficiently. Issues deemed important for facilitating English as first additional language are covered, such as the importance of mother tongue in learning a second language, theories of second-language development and acquisition, and methodologies for teaching First Additional Language.

Student teachers and practising teachers can explore examples of trialled approaches on how to introduce English to contexts where the teacher is the only source of the language, as the learners don’t encounter the language in their daily lives.

Features
- Classroom tips for teachers
- Uniquely geared to the South African context
- Guidelines for assessment practices
- Contains activities, scenarios and case studies
- QR codes and Study on the GO with additional resources and assessment

ISBN: 9781775780533

Authors:
Nkidi Phatudi (editor), Geeta Motilal, Ina Joubert, Pinky Makoe, Thabile Mbatha, Lynn Greeff, Kay Lowe

Copyright: 2015
Extent: 264 pg
Format: Softcover
The Day Care Handbook

This book is a comprehensive guide for all those concerned with children in early childhood education. Its multicultural approach offers a wealth of practical information and ideas on:

- Organising
- Creating a suitable indoor and outdoor environment
- Themes
- Play and play materials
- Creative activities
- Songs, stories and rhymes
- Opportunities for motor development
- Nutrition and diet planning
- Health care, hygiene and safety
- Coping with crises.

Contents

1: Where to begin
2: Administration and organisation
3: All in a day’s work
4: Planning the indoor environment
5: Planning the outdoor environment
6: Themes: A jail or joy?
7: Learning through play
8: Let’s create art
9: Developing inclusivity in Grade R
10: Moving and learning
11: Look, listen, say: Discovering language
12: Dust and danger
13: Potties, plates and pillows
14: Accidents can happen
15: Temperatures and tears

ISBN: 9780798642804

Authors:
E Calitz, R Faber, H Grobler, J Orr and C van Staden

Copyright: 1987
Extent: 244 pg
Format: Softcover
The Adolescent

4th edition

*The Adolescent*, now in its fourth edition, examines adolescent development. Framed by discussions on the risks and vulnerabilities adolescents face and their protective resources to negotiate these deficits, the book covers the developmental guidelines of adolescents’ lives.

This book is an indispensable text for all those who deal with adolescents – educators, education students, educational psychologists, counsellors, social workers, health workers, teachers, parents and youth leaders.
Educational Psychology: An African Perspective
3rd edition

This book offers students an understanding of fundamental principles of psychology; educational psychology and its application to teaching; human growth and development (including cognitive development); theories of learning, memory and motivation, and theories of personality.

Examples from the following countries are used in the book: South Africa, Botswana, Lesotho, Swaziland, Namibia, Zimbabwe, Kenya, Tanzania, Uganda, Ghana and Nigeria.
Making Inclusive Education Work in Classrooms

In this book, the authors contend that inclusive education should be a system where every child finds a place and the support needed to learn effectively, regardless of complicating factors. For these authors, barriers to learning are quite simply environmental barriers that teachers, parents and community members can remove to provide ways for all learners to learn. In order to achieve a schooling system where each child finds a place, parents, teachers and teachers in training need to be equipped with the skills to implement inclusive education. This book will show how practising teachers and teachers in training can use supportive and collaborative practices to make classrooms accessible to all learners.

Features
• Case studies and vignettes give readers a feel of what can be achieved in classrooms.
• Includes pedagogic elements such as chapter overviews, big picture summaries, and questions to think about.
• Additional information, web links and other resources are provided by means of QR codes to be accessed through smartphones.
• Lecturer resources available.

Contents

ISBN: 978177574807

Authors:
Christo F Pienaar, Eileen B Raymond (editors), with Johnnie Hay, Molgadi Moletsane, Sithabile Ntombela, Sindiswa Stoëlle

Copyright: 2013
Extent: 328 pg
Format: Softcover
Psychology for Teaching and Learning: What Teachers Need to Know

In *Psychology for Teaching and Learning*, psychological theory is applied to the practice of education. This area of study is concerned with enhancing learning for every learner. This book, therefore, fulfils a vital component of the training of teachers for pre-service and in-service conditions.

Student teachers and practising teachers can explore examples of trialled approaches on how to introduce English to contexts where the teacher is the only source of the language, as the learners don’t encounter the language in their daily lives.

Features
- Classroom tips for teachers
- Uniquely geared to the South African context
- Guidelines for assessment practices
- Contains activities, scenarios and case studies
- QR codes and Study on the GO with additional resources and assessment

Contents

1: Introduction

2: Getting to know and understand the learner
3: Cognitive development
4: Nothing succeeds like success

Learning and encouragement
5: Turning information into accurate and useful knowledge
6: From social interaction to higher levels of thinking
7: How to become an effective learner

The teacher and teaching
8: About the heart of the teacher
9: Good planning has no substitute
10: Helping learners want to learn
11: Learners as active thinkers
12: Teaching for language and cognition
13: Creating and maintaining a positive learning environment
14: Assessing outcomes and competences in the classroom

The needs of individual learners
15: We all march to different drummers: Individual differences
16: The inclusive classroom
17: Including learners with barriers to learning and development
18: From school guidance towards life orientation
19: The profession and practice of educational psychology

ISBN: 9781868534760

Editors:
N Kruger and H Adams

Copyright: 1999
Extent: 320 pg
Format: Softcover
Lifeskills and Career Counselling

Lifeskills and Career Counselling demonstrates the complexity and scope of lifeskills and career counselling. It is a text with an interdisciplinary approach to general lifeskills and career guidance. The content is accessible, well structured and authoritative, and it is an invaluable tool for educators and psychologists who are concerned with this important area of educational psychology. It provides insights for the university lecture hall, the school classroom and the surrounding community.

Features
- Case studies and vignettes give readers a feel of what can be achieved in classrooms.
- Includes pedagogic elements such as chapter overviews, big picture summaries, and questions to think about.
- Additional information, web links and other resources are provided by means of QR codes to be accessed through smartphones.

Contents

1: Theoretical approaches: An overview
2: A theoretical framework for lifeskills in guidance and counselling
3: Multiple intelligences in career and lifeskills
4: Community skills
5: Lifeskills in a multicultural society
6: Professional issues
7: Facilitation skills
8: Career assessment skills
9: Narrative therapy as career counselling
10: Career management skills

Career-seeking and career development skills
11: Career skills and lifeskills: A theoretical perspective
12: Work and mental health: A psychodynamic perspective
13: Information and communication technology skills
14: Job-finding skills
15: Entrepreneurial skills

Education context and skills
16: Life Orientation: A survival kit for the twenty-first century
17: HIV/AIDS and trauma amongst learners: Sexual violence and deprivation in South Africa
18: Lifeskills in the classroom: The process dimension
19: Study and learning skills
20: Numerical skills

ISBN: 9780796202208
Editors: Kobus Maree and Liesel Ebersöhn
Copyright: 2002
Extent: 384 pg
Format: Softcover
Alternative Access to Higher Education

Based on the empirical work of acknowledged experts in alternative access and foundation provisioning in South Africa, and using the University of KwaZulu-Natal as a case study, this book shifts the gaze, placing under scrutiny the allied question of institutional (under)preparedness.

Some of the main questions the authors ask in the book are:

- Is the policy framework underpinning the post-secondary sector sufficiently coherent to offer viable alternative access?
- Have universities transformed their curricula and institutional cultures to meet the demands of a rapidly changing student body?
- Has the increase in enrolments at universities resulted in a corresponding increase in graduations?

This book makes compelling reading for higher education policy makers, academics, researchers, funders and all those committed to a responsive and responsible higher education system.
Themes in South African Education

To reflect the dramatic transformation that education has undergone since 1994, this book provides a comprehensive and detailed picture of the structure of the education system. Various topics are discussed against the background of the historical development of education in the light of particular contexts and international trends. The book is recommended for policy makers, researchers and specialists in the field of comparative education.
Opening the Doors of Learning: Changing Schools in South Africa

This book is set to become one of the classic texts in post-democratic South African thinking in education. Pam Christie is often quoted in popular and academic writing on education. Here, she takes a critical look at the processes and levels of change within the schooling system. It addresses the puzzle of educational change from a South African perspective, and is not a book about the education system, but a book written for educators trying to understand the forces of change in the South African context.
Managing Educational Change: The State and School Reform in South Africa

In this illuminating work, Brahm Fleisch draws on his acumen as historian and scholar of education, as well as his first-hand experience as bureaucrat, to weave a textured account of educational restructuring in South Africa after apartheid. Policy development and implementation come alive through Fleisch’s insights and reflections, as do the daily dilemmas and demands of running an education department and its schools.
Financial Management and Leadership in Schools

This book has been designed for teachers and school principals whose contribution to the transformation of education hinges on effective school management and leadership. In an effectively managed school, human, physical and financial resources are managed in an integrated way according to the policies of the school, as well as the principles and values of the country and its legal framework.

Features
- Focus on the financial implications inherent in change management
- Case studies approach
- Discussion points for further reflection and assessment
- QR codes linked to audio discussions with each chapter

Contents
1. Orientation to school-based financial management and leadership
2. Decentralisation policy: Towards school-based financial decision-making and accountability
3. Providing strategic direction for effective financial leadership
4. School fees and ‘no-fee schools’
5. Procurement: Applying international best practices
6. Project management in education: Bringing the school community on board
7. Asset management and value for money
8. Using information technology in school: Financial decisions made easy
9. Budgeting, internal control and risk management

ISBN: 9781775782131
Authors:
Rj (Nico) Botha (editor), Branwen Challens, Pierre du Plessis, Nylon Marishane, Pam Miller, Hennie Steyn, Charl Wolhuter
Copyright: 2013
Extent: 228 pg
Format: Softcover
Financial School Management Explained

3rd edition

This book provides useful content for education students, particularly certificate courses focusing on leadership. In addition, it provides content useful for students focusing on leadership and management, final-year BEd students, BEd (Hons) courses in educational management, and educational management diploma courses.

Features
- Case studies and activities make for a practical application of skills.
- Accessible language aids understanding.
- Learning outcomes for each chapter and end-of-chapter summaries consolidate learning.

Contents

1: What is financial school management?
2: Decentralisation policy: Towards school-based financial decision-making and accountability
3: Education funding
4: Financial organisation
5: Financial planning
6: Financial accounting
7: Leadership and control in financial school management
8: Management information systems

ISBN: 9781770254855
Authors: Raj Mestry and Tom Bisschoff
Copyright: 2008
Extent: 256 pg
Format: Softcover
Effective Education Management series

About the series

The modules in this series contain general and specific outcomes, with several performance statements that are supported by embedded knowledge, examples and case studies as well as self-paced assessment exercises. The modules may be used as support material for current or aspiring education managers and heads of department in certificate and diploma courses in education management, and as part of the induction material for BEd (Educational Management).
Module 1: Principles of Effective Education Management

*Principles of Effective Education Management* has been written to equip education managers and educators with the necessary skills and competencies to function optimally as leaders. This module lays the foundation for the rest of the series by looking at a range of issues crucial to the smooth running of a school.
Module 2: Management of the School in Context

*Management of the School in Context* looks at the real world of school management and shows how quality education managers contribute to the efficient running of the school. This module focuses on education management of the school as a system within the broader context of society. The school context is analysed from various angles, taking into account demographic factors, science and technology, economic factors and sociopolitical influences.

The education manager is primarily a problem solver, and *Management of the School in Context* illustrates how to apply problem-solving in a creative way.
Module 3: Education Leadership

*Education Leadership* explores education leadership and management with its underlying theories and practical applications. The traditional role of the education manager is shifting to encompass a business and enterprise focus. This module enables the education management student and school manager to enhance efficiency and to achieve self-fulfilment.
Module 4: South African Law in Education

*South African Law in Education* focuses on the legal aspects concerning education management. It is an introduction to the law in education, intended to develop a frame of reference for upholding the law in an education environment. Educators, education leaders, managers, parents or practitioners should:

- Be capable of adapting to changing circumstances in order to keep abreast of changes in South Africa
- Be aware of the importance of orientating themselves to/in terms of the information age
- Become aware of the legal aspects that affect the education environment
- Become acquainted with the content of statutes, regulations, principles, procedures and policies to be followed to maintain proper management and governance of their schools.

**Contents**

1: The scope of the law in education
2: Education-specific legislation
3: General legislation affecting education
4: Common law principles
5: Case law
6: An overview of labour relations in the education sector
Module 5: Managing School Finances

*Managing School Finances* gives the school manager the necessary skills to run a school as a successful and solvent company. This module empowers school managers to:

- Demonstrate and interpret financial statements
- Integrate and implement effective financial planning systems
- Implement financial control systems effectively
- Apply fundraising techniques.

Contents

1: Financial record-keeping
2: Financial planning
3: Organisation
4: Financial control
5: Legal aspects of financial school management
6: Fundraising
Effective Educational Management

In this book, the authors attempt to provide guidelines for an efficient and effective educational management practice. Attention is given to the nature, substance, origin and practice of educational management. Emphasis is placed on the formal and structured aspects of management to facilitate easier training of the educational leader. It shows that educational management is not only based on a thorough theoretical-scientific substructure, but also derives from application in practice.
People Leadership in Education

People Leadership in Education, the updated edition of Human Resource Management in Education, focuses on the value of people in an organisation and emphasises the importance of acknowledging individuals and groups in the South African educational context. The book covers issues around the professional development of leaders in schools and is a must-have for all managers who will lead South African education into a successful future.

Features
- Written for a multifaceted educational setting.
- Equips managers through case studies and detailed explanations.
- Provides clear guidance on successful people leadership.

Contents
1: Contextual perspective on people leadership in education in South Africa
2: Development and contemporary South African issues
3: People in action
4: Resourcing talent
5: Assessing talent for quality education
6: Talent developments

ISBN: 9780796224859
Authors:
Jan Heystek, Rita Niemann, Jean van Rooyen, Joe Mosoge and Keshni Bipath
Copyright: 2010
Extent: 288 pg
Format: Softcover
Discover History:
A Pupil-centred Approach to History Method

The need for a fresh approach to the teaching of history is essential. It is vital for the relevance of the content taught to be matched with a methodology that reflects the needs of South African society. This book is based on the supposition that although content is important, teachers should implement a child-centred, skills-based approach, in which empathy plays a pivotal role. The book acquaints teachers with philosophical and theoretical aspects of this approach, and suggests strategies and techniques that will enable them to present school history in an exciting and useful way.
Teachers Transform History

This book presents the work of history teachers through the Wits History Project. The emphasis is on the demonstration of good teaching practice, and real experiences, problems and challenges are discussed throughout. Teachers Transform History makes frequent use of original historical research. Section 1 shows teachers carrying out historical research in nearby communities to make history more meaningful for their pupils. It also includes guidelines for classroom exercises and projects. Section 2 focuses on teachers reinterpreting the syllabus and existing textbooks.

It follows two teachers who attempt to make history more exciting using existing resources. In section 3, the task of assessing learners is tackled. Copies of examination papers are included, together with comments on each paper.
About the series

_African Perspectives on Adult Learning_ is a ground-breaking series designed for use in the training of African adult educators. This series puts the African context at the centre of adult education topics. It foregrounds the importance of African philosophies, indigenous knowledge systems, traditions and cultures, and accounts for the impact of colonialism and liberation struggles.

Neo-colonialism and globalisation provide examples of the policies and practices that characterise adult education across the continent.

The books are designed as course textbooks for use in face-to-face teaching environments. Case studies, examples and individual and group activities encourage interactive teaching and learning approaches.
Foundations of Adult Education in Africa

This book presents key concepts, information and principles that should underlie the practice of adult education in African contexts. It assumes that adult educators should have an historical perspective on the current educational context, understand how the colonial experience has affected indigenous traditions, and be aware of the philosophical underpinnings of adult education activities.
The Psychology of Adult Learning in Africa

Presenting psychology as an applied discipline that can help adult educators be more effective in their work, this book analyses the cultural factors that influence the characteristics, behaviour and thinking of adult learners. It emphasises the collective orientation of African cultures and the view of the self in terms of interdependent relationships within a community.
Research Methods for Adult Educators in Africa

This book explores and critiques existing research paradigms, presents African counter-arguments and examples, and proposes methodologies more appropriate for African contexts. The emphasis is on African realities, values and ways of knowing.
The Social Context of Adult Learning in Africa

This book examines how adult education is influenced by and influences the society in which it takes place. It presents a clear analysis of the development challenges and sociological realities of the adult education context, which is fundamental if educators are to help African countries and communities achieve their developmental goals.

Contents

1: Adult education and development
2: Development and social change
3: Community and adult education
4: Race, ethnicity and religion
5: Social class and gender
6: Empowerment
7: Democracy
8: Health and HIV/AIDS
9: Poverty and debt
10: Globalisation and the environment

ISBN: 9789282011195
Author: Bagele Chilisa and Julia Preece
Copyright: 2006
Extent: 174 pg
Format: Softcover
Developing Programmes for Adult Learners in Africa

This book critically analyses the principles, theories and models of adult learning programmes in the African context. It promotes an approach to programme development that makes African ways of thinking and learning, beliefs and value systems integral aspects of the planning process.
Management of Adult Education Organisations in Africa

Management of Adult Education Organisations in Africa is premised upon the notion that adult education is now considered a mainstream academic discipline in several African countries, and its importance in today’s knowledge and ‘ideas’ economies is growing steadily. Sound leadership and management is a prerequisite for the successful operation of adult education organisations. The book relies on African perspectives of managerial leadership to illustrate the urgent need to recognise the important role played by management in the provision of adult education.
Methatheories in Philosophy of Education

*Methatheories in Philosophy of Education* is directed at senior students and provides a general background on why one should study philosophy of education, while also identifying six different metatheoretical perspectives. The book raises particular issues of concern in educational discourse in the context of the different metatheoretical perspectives. Some of these issues deal with the role of society in the provision of education, the nature and function of the curriculum, the role of the teacher and student in the classroom, the problem of education and socialisation, the relation of theory to practice, and the nature of educational research.
Science, technology and study skills

The publications in science, technology and study skills contain content specifically relevant to students. Those specialising in technical and construction subjects will find the publications relevant and engaging. The suite of study skills publications will benefit all students who would like to improve their study skills and techniques.
Essential Matlab for Scientists and Engineers

3rd edition

Features
• The book starts with the basics and steadily progresses to more advanced topics.
• There are a variety of examples from the fields of science and engineering.

Mathematics Essential Reference

Available student support for scientists and engineers:
X-kit Essential References
ISBN: 9781770257214

X-kit Maths for Scientists and Engineers
ISBN: 9781868912773

Contents

1: Getting going
2: MATLAB fundamentals
3: Developing algorithms
4: MATLAB functions
5: Logical vectors
6: Matrices
7: Introduction to graphics
8: Loops
9: Errors and pitfalls
10: Function M-files
11: Vectors as arrays: Working with subscripts
12: Arrays of characters: Strings
13: Advanced data structures
14: More graphics
15: Graphical user interfaces (GUIs)
16: Importing and exporting data
17: Simulation
18: More matrices
19: Introduction to numerical methods
Strength of Materials for Technicians

4th edition

The definitive South African text on the subject, *Strength of Materials for Technicians*, now in its fourth edition, builds on Jan Drotsky’s practised approach that enables the student to follow the text’s reasoning through practical examples.

Although the fourth edition retains the fundamental content of previous editions, it includes a number of changes and additions to ensure that the methodology is in line with new trends in teaching and learning, including some of the requirements of the Engineering Professional Body. *Strength of Materials for Technicians* covers the syllabi for the first and second-year courses in strength of materials. In each chapter, the author develops the theory logically and comprehensively, states assumptions clearly, and emphasises basic concepts and principles. The student is required to memorise only a minimum of formulae.

Features
- Chapter outcomes outline the content and skills.
- Self-assessment exercises evaluate fundamental concepts.
- In units at higher levels, problems are solved with MATHCAD.
- Multiple approaches to problem-solving are followed.
- Theory is followed by worked examples that illustrate the application of principles.
- 3D illustrations support understanding of the content.
- Colour sections engage learners.
- Larger format further aids understanding.
- Lecturer resource material includes solutions to the end-of-chapter questions, PowerPoint® slides of the main ideas, and diagrams in each chapter.

Contents
1: Simple trusses
2: Simple stress and strain
3: Thin-walled pressure vessels and thin rotating cylinders
4: Torsion of circular shafts
5: Springs
6: Shear force and bending moment
7: Temperature stresses
8: Strain energy due to direct stresses
9: Second moment of area
10: Bending stresses
11: Shear stress in beams
12: Catenaries
13: Testing of materials
14: Deflection of beams
15: Struts
16: Transformation of stress
17: Analysis of strain
18: Thick cylinders
19: Theories of failure
Electrotechnology 1
for Technicians

Every first-year electrotechnology student should have this book. The book is written in plain, easy-to-understand language. It states the basic concepts and builds up to more complex theories. It illustrates theories with problems that students are likely to encounter in real-life situations. The book was compiled in consultation with and edited by an examiner for the Government Certificate of Competency.

Features
- Self-assessment exercises help students assess their own progress.
- Web-based question and answer packs help lecturers assess students’ progress.

Contents
1: Electricity
2: Basic concepts
3: Electrical resistance
4: Electrical circuits
5: Electromagnetism
6: Inductance
7: Capacitance
8: Measuring instruments
9: Cells

ISBN: 9780796214492
Author: C Frylinck
Copyright: 2005
Extent: 112 pg
Format: Softcover
Construction Technology 1

This book offers essential material for courses in Construction Technology 1. It covers the basic principles, skills and techniques of single and double-storey construction and follows South African building methods and regulations.

Features
- The “Before you start” exercise at the start of each chapter contextualises topics and creates interest.
- Clear, realistic drawings illustrate key ideas, terms and concepts, and stimulate learning.
- More than 190 photographs and line drawings illustrate real-world application.
- Colour is carefully integrated with drawings and text to enhance learning.
- Skills boxes provide step-by-step methods of carrying out important techniques.
- South African context is provided and reference is made to current building regulations, for example the National Building Regulations of SA, National Home Builders’ Council and Clay Brick Association of SA.
- At the end of each chapter, review questions and key terms help students prepare for tests and examinations.

Chemistry Essential Reference
A straightforward reference book that covers all Grade 10, 11 and 12 Chemistry simply and logically in one book! For everyday use in the classroom, at home and for exam revision. Worked examples demonstrate concepts, and easy-to-use visual summaries make learning and remembering easier than ever before. Simple structure and navigation tools help you find and use key concepts and examples in record time. visit www.x-kit.co.za.

Available student support for engineering:
X-kit Chemical Engineering
ISBN: 9781770257238

X-kit Electrical Engineering
ISBN: 9781868913770

ISBN: 9781775782285

Author:
Ockert Vermeulen

Copyright: 2011
Extent: 130 pg
Format: Softcover
Mind Maps, Memory Techniques, Speed Reading and More!

Features
- Uses revolutionary and proven thinking and learning techniques to help students unlock and maximise the full power of their brain.
- Unique in its approach and different to all other (Study Skills) books, this powerful guide uses Buzan’s famous mind map, memory and speed reading techniques to help students think better and more creatively.
- This book coaches readers in key, powerful, brain-boosting techniques and frees them to use their own creativity and imagination in the application of their new-found skills.

Other books available:

Embracing Change: Essential steps to make your future today
ISBN: 9781406610239
Author: Tony Buzan

The Memory Book: How to remember anything you want
ISBN: 9781406644265
Author: Tony Buzan

The Mind Map Book: Unlock your creativity, boost your memory, change your life
ISBN: 9781406647167
Author: Tony Buzan

The Speed Reading Book: Read more, learn more, achieve more
ISBN: 9781406644296
Author: Tony Buzan

Use Your Head: How to unleash the power of your mind
ISBN: 978140664272
Author: Tony Buzan

Mind Map for Business: Revolutionize your business thinking and practice
ISBN: 9781406642902
Author: Tony Buzan
Our law list includes a variety of relevant local content in labour law, commercial law, law of family and legal skills. These titles are supported by lecturer support material to assist lecturers in their course preparation. We’ve crafted these titles to enable students to better understand the content, and they typically feature local examples and case studies and assessments.
Introduction to South African Law: Fresh Perspectives
2nd edition

This book provides a comprehensive introduction to South African law and provides suitable material for first-year law courses. Engaging and challenging, it provides a careful blend of theory and practice, and demystifies the subject by using accessible language and practical examples to illustrate key concepts.
Labour Law in Context

Offering comprehensive coverage of the key aspects of South African labour law, Labour Law in Context is the ideal companion to support both non-law students and students of law throughout their studies. It is also suitable for anyone doing a short course in aspects of labour law or wanting to keep up to date with key labour law issues and rulings.

Features
- Interesting labour law scenarios to get you thinking
- Academic rigour combined with accessible, up-to-date information
- An accompanying support CD with each book, containing relevant legislation, cases, CCMA forms and documentation, codes of good practice and ILO conventions

ISBN: 9781775780939
Authors:
A Govindjee, JA van der Walt, R le Roux with
D Abrahams, L Biggs, K Calitz, T Cohen, O Dupper,
E Fergus, T Qotoyi
Copyright: 2012
Extent: 330 pg
Format: Softcover

Contents

Part A: Introduction to labour law with reference to the Constitution
1: Labour law and the Constitution
2: The contract of employment

Part B: Employment law
3: Basic conditions of employment
4: Equality in the workplace
5: Unfair labour practices
6: Dismissal
7: Automatically unfair dismissals
8: Dismissal for misconduct
9: Dismissal for incapacity
10: Dismissal for operational requirements
11: Transfer of businesses

Part C: Collective labour law
12: Freedom of association
13: Trade unions and organisational rights
14: Collective bargaining
15: Worker participation
16: Strikes, lock-outs, protest action

Part D: Labour dispute resolution
17: Labour dispute resolution

Part E: Social security at work
18: Social security at work

Part F: The public service
19: Labour law in the public service at national and provincial level
20: Labour law in local government
Law of Persons and the Family

*Law of Persons and the Family* is an exciting publication that offers its readers an introduction to both the South African law of persons and to family law. The teaching of the law of persons and family law has a unique place in the LLB curriculum. As the foundation for the more advanced private law courses, courses in the law of persons and family law should function as a practical “introduction to law”, in which students really engage with and apply the rules and principles they learn.

**Features**
- Comprehensive, academically sound content that is taught and explained explicitly
- A deliberately pedagogical approach whereby skills such as how to read cases for rules and principles, how to use rules and principles to solve practical everyday legal problems, and how to work with the rules and principles to build a convincing legal argument are taught
- Extensive practical exercises
- Interesting, challenging and visually appealing text

**Contents**

**Part 1: Law of persons**
1: Introduction
2: Through the looking glass: Defining words and concepts in law
3: The beginning of legal personality
4: Minority: How age affects status and capacity
5: Sex and gender – status and capacity
6: Other factors affecting status and capacity
7: Domicile
8: The end of legal personality
9: Law and the dead

**Part 2: Family law**
1: Introduction: Family law in 21st-century South Africa
2: Parent and child
3: Adoption, artificial fertilisation and surrogate motherhood
4: Engagements
5: Requirements for a civil marriage
6: Void, voidable and putative marriages
7: Personal consequences of civil marriage
8: Marital property
9: Dissolution of civil marriage
10: Grounds for divorce
11: Economic consequence of divorce
12: Children after divorce
13: Customary marriages
14: Religious marriages
15: Civil Union Act
16: Domestic partnerships
17: Domestic violence
Skills for Law Students: Fresh Perspectives

Many law students may master the legal theory required of them, but struggle to acquire the necessary academic and legal skills to pass and succeed in practice. This sentiment has been echoed over the past few years by legal practitioners and law bodies concerned about ill-equipped new practitioners. This book attempts to address the challenge of helping students achieve what is required of them, and provides a basic foundation to studying and practising law.
Commercial Law: Fresh Perspectives
2nd edition

Commercial Law: Fresh Perspectives is a fully revised compilation based on Commercial Law 1: Fresh Perspectives and Commercial Law 2: Fresh Perspectives. In its new combined format, it offers non-law students an ideal introduction to commercial law as it is taught in South African tertiary institutions. In a careful yet lively blend of theory and practice, it provides the student with a comprehensive knowledge of commercial law as required by the South African Institute of Professional Accountants.

Features
• Engaging chapter openers encourage students to explore and question prior knowledge, and facilitate the transition to the appropriate theory, skills and case law.
• Key terms identified and explained in clear language as soon as they appear in the text.
• Margin notes provide additional student support.
• Activities and revise and study exercises throughout the text promote active thinking and the practice of skills.
• Reference to, and discussion of, relevant case law illustrate the integration of theory and practice in law.

The X-kit Undergraduate series
These study guides cover the basic concepts and skills required in a subject at first-year level and combine generic academic skills, professional skills and academic content. They simplify difficult concepts and allow the student to practice and apply them. Each chapter covers the key areas of skills, ideas and practise. The step-by-step approach promotes an understanding of complex concepts. Practice for the exam exercises at the end of each chapter help students prepare for assessment. Tips are provided on how to cope with learning in the tertiary environment.

Digital support and extension
• In keeping pace with technology, quick response codes (QRs) are incorporated throughout the text. These codes provide useful links to appropriate Internet sites to provide additional learning and explanations of difficult topics.
• Provides access to Pearson's Study on the Go, an unprecedented mobile integration between text and online content, containing popular study tools such as glossary flash cards, summaries and quizzes.

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Multilingual Glossary of Introductory South African Legal Terms

The Pearson Multilingual Glossary of Introductory South African Legal Terms is a searchable glossary of foundational legal terms. It has been designed as a support tool for law and paralegal students studying in languages other than their mother tongue.

Number of terms and languages

The Pearson Multilingual Glossary of Introductory South African Legal Terms explains 161 key introductory legal terms in six of South Africa’s official languages: English, Afrikaans, Northern Sotho (Sepedi, Sesotho sa Leboa), Sesotho, isiZulu and isiXhosa.

User-friendly interface

The opening page of the application provides clear instructions on how to use the glossary. Students can choose which languages they wish to display in the viewing window, and each language is colour-coordinated to make for easy comparison between terms.

Easy to navigate and searchable

All the glossary terms are listed alphabetically in a navigation panel on the left-hand side of the application. Students can choose to navigate through the terms either by using the scroll bar on this navigation panel or by using the search function. Terms can be typed directly into the search bar so that they can find the glossary meanings quickly and easily. There is a direct link from the glossary to a Google search on the term, should the student require more detail about the term and its use or want to see an image related thereto.

Multiple-choice question tests

There are 11 different multiple-choice question tests that students can complete in order to test their understanding of the content in the glossary. Students can complete each test in the language of their choice. The test is automatically marked to give instant feedback on where students are correct and where they still need to improve their understanding of terms. They can complete the test as many times as they like in order to monitor their progress. Results of the test can be printed and submitted to their lecturers.
Social sciences

Our social sciences list includes a variety of relevant local content in psychology, research, criminology, public administration and sociology. These titles are supported by lecturer support material to assist lecturers in their course preparation. We’ve crafted these titles to enable students to better understand the content, and they typically feature local examples and case studies and assessments.
Introduction to Psychology: Fresh Perspectives

Introduction to Psychology: Fresh Perspectives provides comprehensive coverage of content for first-year tertiary courses in psychology. It aims to explain difficult concepts in more understandable and interesting ways, and uses practical examples and case studies as well as accessible language to engage the student. It is practical and up to date and offers all the pedagogical features to be found in the Fresh Perspectives series.

Contents

1: What is psychology?
2: Research
3: The nervous system and behaviour
4: The endocrine system
5: Genetics and behaviour
6: Sensation and perception
7: Physical development
8: Personality and the self
9: Child cognitive, moral and emotional development
10: Motivation and emotion
11: Learning
12: Memory
13: Language structure and acquisition
14: Cognition and mental abilities
15: States of consciousness
16: Social behaviour
17: Psychopathology
18: Stress and coping
19: Psychological assessment
20: Treatment of psychological problems
21: Community psychology
22: Industrial and organisational psychology

ISBN: 9781868912896
Authors:
Rashid Ahmed, Chiwoza Bandawe, Kate Cockcroft, Anne Crafford, Kirston Greenop, Mark Kahn, Belinda Train, Mark Tomlinson and Janine Tommy
Copyright: 2007
Extent: 494 pg
Format: Softcover
Research: Planning, Designing and Reporting
2nd edition

Research: Planning, Designing and Reporting is an accessible resource for undergraduate and postgraduate students, enabling them to initiate, implement and write about their research. Quantitative and qualitative research methods are discussed, and each chapter also describes how the Internet can be used as a research tool. This is the ideal book to supplement any tertiary course that requires students to do a module in research. QR codes throughout the chapter enable the reader to use mobile phone technology to instantly access a wide variety of additional online content, including articles and videos.

Contents

1. An introduction to the research process
2. Literature review
3. The research proposal
4. Data collection methods
5. Data collection procedures
6. Reliability, validity and rigour
7. Data analysis and interpretation
8. Presenting the research project

Appendix A: Requirements for research reports and the roles of study leaders, supervisors and researchers
Appendix B: Using reference techniques

ISBN: 9781775781288

Editors:
Miemie Struwig and Graham Stead

Copyright: 2013
Extent: 356 pg
Format: Softcover and eBook
Psychology: An Introduction for Students in Southern Africa
2nd edition

This classic introductory psychology textbook is relevant and user-friendly. This book should prove invaluable to all first-time psychology students.

Also available in Afrikaans: Sielkunde: 'n Inleiding tot Sielkunde vir Studente in Suider-Afrika

Contents

1: Psychology as a science and a profession
2: Physiological psychology
3: Sensation and perception
4: States of consciousness
5: Learning
6: Memory
7: Intelligence
8: Thinking and language
9: Motivation and emotion
10: Developmental psychology
11: Personality
12: Stress and coping
13: Psychological disorders
14: Social psychology
15: Industrial and organisational psychology

Editors:
D Louw and D Edwards

Copyright: 1997
Extent: 928 pg
Format: Softcover
South African Supplement to Social Psychology

3rd edition

This supplement has been written to accompany the US publication Social Psychology 12th edition by Baron and Byrne. It provides additional contextual material on South African research studies to accommodate the need for a social psychology textbook.

This book familiarises students with a sample of South African research studies in the following areas:

- The self-serving bias
- Attitudes and prejudice
- Identity and self-esteem
- Interpersonal attraction and close relationships
- Pro-social behaviour and aggression
- Affiliation tendencies and loneliness
- Groups and group polarisation
- Job satisfaction

Particular attention has been given to local social identity studies in the chapter dealing with the self, while exciting, recent research dealing with contact between South African groups is presented in the chapters on attitude and prejudice.

Contents

1: Social psychology: The science of the social side of life
2: Social cognition: How we think about the social world
3: Social perception: Perceiving and understanding others
4: The self: Answering the question “Who am I?”
5: Attitudes: Evaluating and responding to the social world
6: Stereotyping, prejudice and discrimination: The causes, effects and cures
7: Interpersonal attraction and close relationships
8: Social influence: Changing others’ behaviour
9: Pro-social behaviour: Helping others
10: Aggression: Its nature, causes and control
11: Groups and individuals: The consequences of belonging
12: Social psychology: Applying its principles to law, health and business

ISBN: 9781770255241

Editor: Johan Mynhardt
Copyright: 2008
Extent: 160 pg
Format: Softcover and eBook
Handbook of Youth Counselling

2nd edition

This book is essential reading for all interested in advancing the mental health agenda amongst Southern African youth. This book aims to equip professional and volunteer counsellors to deal effectively with clients in a multicultural context.

Features
• Survey of traditional theory and Afrocentric perspectives on psychopathology
• Scrutiny of prevailing health-care systems
• Discussion of current counselling theory and practical counselling techniques (including group counselling and crisis interventions)
• Consideration of cultural and ethical issues related to counselling

Contents
1: A new perspective on counselling youth
2: Theoretical frameworks
3: A model for systemic intervention
4: Contextualising modern society
5: South African mental health systems
6: Understanding and changing behaviour
7: The psychological counsellor
8: Individual and group counselling
9: Contemporary counselling techniques
10: Taking cognisance of culture
11: Crisis interventions
12: Ethical conduct
13: Mediating well-being in youth
14: Individual barriers to learning at school
15: Contemporary social issues: Counselling interventions
16: Workshopping lif-skills
17: Charting resilience in youth

ISBN: 9780796224811
Editors:
Eugéne van Niekerk and Johnnie Hay
Copyright: 2009
Extent: 514 pg
Format: Softcover
HIV and Aids: Education, Care and Counselling

5th edition

The fifth edition of *HIV and Aids: Education, Care and Counselling* covers recent changes and advances in the field of HIV and Aids treatment and care. These include a new emphasis on education, the latest statistics and the interpretation thereof, new updated biomedical information on vaccine research and testing, drug resistance (HIV and TB) and antiretroviral therapy, the standardised guidelines for antiretroviral treatment as recommended by the South African Department of Health, as well as strategies for adherence counselling. Sections on children’s law and its implication and theories of behaviour change are new. The fifth edition contains many practical examples, exercises, activities, case studies and tips to ensure full integration of theory and practice. It also comes with a support CD for readers.

Features
- Content has been fully updated, including new statistical information, medical and research information, as well as new approaches.
- Learning outcomes and a chapter outline precede the start of every chapter.
- “Test your understanding” sections appear at the end of every chapter.
- Even greater integration of theory and skills, with many examples, case studies and tips.
- Provides more tips and ideas on how to be a good counsellor and caregiver.
- Includes extensive references to organisations, helplines and websites for additional information on Aids.

Contents

Part 1: Fundamental facts about HIV/Aids
1: HIV and Aids: A brief history
2: HIV and the immune system
3: Transmission and prevention of HIV
4: HIV-associated symptoms and diseases
5: HIV tests
6: Antiretroviral therapy

Part 2: Prevention and empowerment in the HIV/Aids context
7: Changing unsafe behaviour and practices
8: HIV and Aids education and lifeskills training
9: Prevention in traditional Africa

Part 3: HIV/Aids counselling
10: Basic counselling principles and skills
11: Pre and post-HIV-test counselling
12: Themes and contexts in HIV and Aids counselling
13: Bereavement counselling
14: Spiritual counselling

Part 4: Care and support
15: Home-based care
16: Support for orphans and other vulnerable children
17: Infection control

Author: Alta van Dyk
Copyright: 2011
Extent: 512 pg
Format: Softcover and eBook

ISBN: 9781770259805
Personology: From Individual to Ecosystem

4th edition

This best-seller provides a clear exposition of personality theories and covers the broadest possible spectrum of perspectives. Traditional approaches to personality theories are comprehensively addressed, while cutting-edge theories are also presented. This edition provides overviews of in-depth psychological, behavioural and learning theories, on top of person-orientated and alternative perspectives.

An updated chapter on the African perspective of personality theories offers a new perspective on the debate. Current research that is particularly relevant to South Africa provides the reader with the opportunity to apply theory to real-life cases.
Social sciences

Contents

1: Poverty and development
2: Economy, environment and development in Southern Africa
3: Stratification systems and social inequality
4: The changing face of crime and criminality in Southern Africa
5: A sense of community in an urban area: A Southern African context
6: The sociology of health and disease
7: Contemporary migration in Southern Africa

Sociology: Supplement for Southern Africa

This work comprises a series of opinion pieces by leading academics in the field. It is intended to supplement foundational international and local textbooks on sociology and to provide students with relevant, interesting and diverse Southern African commentary on key sociological issues.

Features
• A selection of differing perspectives on topical issues
• Critical thinking exercises based on Southern African and African issues
• A focus on classical sociological thinking and contemporary Southern African and African thinkers in the field

Also available to supplement first-year sociology texts:

X-kit Undergraduate Sociology
ISBN: 9781868913701

ISBN: 9780796224835

Authors:
M Draper, T Galvin, J Graaff, L Hagemeier, G Lesetedi, I Malila, K Mashaka and S Spicer

Copyright: 2011
Extent: 224 pg
Format: Softcover
A Southern African Perspective on Fundamental Criminology

Crime is one of the most serious problems facing South Africans. As we grapple with the fear and reality of crime, we ask questions such as “What is crime?” and “What motivates people to become involved with crime?” The answers to our questions do not lie in speculation, myth or unfounded explanations, but in the scientific study of crime and criminality and their impact on the individual and society.

A Southern African Perspective on Fundamental Criminology offers a comprehensive introduction to criminology, the scientific study of the phenomenon of crime, and is suitable for Southern African university students and other interested readers.

Features
- An up-to-date and bold emphasis on Southern African crime, examples and cases
- Accessible layout, language and style
- Critical thinking activities that encourage thinking about the nature of crime and criminality
- A strong focus on the practice of criminology and the future of the field in South Africa
- Insights by some of South Africa’s most prominent academics in the field

ISBN: 9781770256545

Authors:
Christiaan Bezuidenhout (editor), Karen Booyens, Nontyatyambo Pearl Dastile, Harriet Klopper, Kevin Little, Thozama Lutya, Gusha Ngantweni, Michelle Ovens, Cornels Johannes Roelofse, Shaan Balgobind Singh, François Steyn, Marinda van der Westhuizen and Rudolph Zinn

Copyright: 2011
Extent: 448 pg
Format: Softcover
Managing Public Money

3rd edition

This the third edition of this highly successful public financial management text.

The book focuses on developing public financial management skills within a framework of information on financial legislation, structures and technologies in the public sector.

It includes the latest developments on the South African public financial system, including new content on the role of the Public Protector, updated legislation and a series of features to contextualise key topics in public financial management.

This text is intended for public-sector managers and students, and encourages a reflective, critical and practical approach to public financial management. It is ideal for a public manager promoted to a position where finances must be managed. The team of authors have extensive expertise and international exposure, both academically and professionally. Students and managers have much to gain from this new edition.

Features
- It provides a careful balance of theoretical principles, procedures and application.
- NEW! QR codes provide engaging material for those interested in reading more on a topic.
- Updated “Brainteasers” stimulate critical thinking on key topics.
- NEW! “How to” feature outlines the steps needed to implement procedures.

Contents
1. The public in public money
2. Statecraft and politics in public money
3. Governmental budget organisation at national level in South Africa
4. Preparing your budget
5. Managing budget execution
6. Financial management technologies
7. Working your capital
8. Procuring goods and services and the supply chain
9. Managing municipal money
10. Upholding ethical standards

ISBN: 9781775950233
Authors: JC Pauw, GJA van der Linde, David Fourie and CB Visser
Copyright: 2015
Extent: 400 pg
Format: Softcover
Service Excellence in Governance

This book follows a straightforward, outcomes-based approach featuring extensive illustrations, practical examples and activities that help readers get to grips with the issues under discussion.

Features
• Accessible language
• Outcomes-based approach
• Case studies and exercises making for an interactive approach

ISBN: 9780796200471
Authors: G du Toit, A Knipe, D van Niekerk, G van der Waldt and M Doyle
Copyright: 2002
Extent: 448 pg
Format: Softcover
Project Management for Success

This book is based on the curriculum that was reviewed in the public management and development field to improve relevance to vocations in the sector.
Money Talks: Communication in Business Contexts

Contrary to popular belief, when accountants and auditors enter their profession, they don’t simply work with numbers. Communication forms a large part of their work, as they deal with people all the time – often in sensitive contexts where they need to demonstrate a high level of language proficiency.

To help prepare accounting and auditing students for written and spoken interaction during their working life, this text is a communication textbook like no other. It guides students through the vital soft skills required to function optimally in a business environment. These include proposal and report writing, as well as lessons on how to conduct meetings and prepare both oral and written presentations.

ISBN: 9780796231758
Authors:
Danie du Plessis, Finuala Dowling and Sheila Steinberg
Copyright: 2009
Extent: 244 pg
Format: Softcover
Development and Public Health Communication

Students and scholars of development and public health communication often grapple with different paradigms in order to understand why so many people still contract HIV/AIDS, why communities keep living in abject poverty, and why children die of hunger and continue to get inadequate schooling in spite of millions spent on development, research and communication campaigns.

Features
This book attempts to equip students with ways of making sense of the world through different, and often opposing paradigms, by providing:
• Introductions to sections in the book that orientate the reader
• Southern African examples and various case studies from different sectors
• A tabular summary of the most important development communication paradigms and their positions
• Points to ponder, activities and questions.

Moving between practice and theory, the authors provide the student with a unique perspective that will enable them to make sense of the real world and the contradictions they encounter in everyday life.

Contents
Section 1: Mapping the development and health communication territory
1: Sham reasoning and pseudoscience: Myths and mediatisation of HIV/AIDS in South Africa
2: Development and health communication for HIV/AIDS prevention
3: Aspects of health communication
4: Stakeholders and their impact on community development: The case of the OneVoice South Africa Schools Programme
5: Theories of business in society
6: Why participation? by Colin Chasi

Section 2: Application and case studies
7: Tools, techniques and channels for communication
8: South Africa, democratisation and development
9: Development support communication and the Aids Foundation of South Africa
10: Health communication: The case of TB information leaflets
11: Poverty and unemployment
12: Corporate social responsibility
13: Commercialising the HIV/AIDS crisis: Public service broadcasting, rainbowism and media advocacy
14: The value of entertainment education: The case of Soul City

ISBN: 9780796231765
Editors:
Keyan Tomaselli and Colin Chasi
Copyright: 2011
Extent: 400 pg
Format: Softcover
Nursing

Pearson has a firmly established health and nursing list made up of a variety of titles that are written by experts to prepare students to become competent health professionals, who are capable of addressing current health-care challenges. Most of the content is being updated to meet the syllabus requirements of the new South African nursing qualifications. The list is comprised of established titles in the field of nursing fundamentals, pharmacology, health-care management, nursing education, nursing ethics, research and HIV Aids. The new content will be supported by lecturer resources to assist educators in their course preparation. QR codes and Study on the Go will enable students to revise core concepts using mobile devices, and all new editions will be available as e-content.
Basic Community Health Nursing

2nd edition

Basic Community Health Nursing 2nd edition aims to provide a comprehensive understanding of the community health setting, particularly the role of the community nurse in the multidisciplinary health team.

The book is divided into three key community health nursing themes:
- Leadership and management for community nurses
- Clinical aspects in community health nursing
- General and specialist aspects of community health nursing

Features
- Community health challenges
- Assessing community health needs
- Managing diversity
- Prevention, control and management of non-communicable diseases
- Managing HIV/AIDS in the community
- Research

This second edition contains numerous case studies and activities, as well as reflection exercises to prepare the student for real-life experiences.
Nursing in the Community

*Nursing in the Community* is a timely and comprehensive publication that looks at the objectives of and challenges to nursing in all of South Africa’s diverse communities. It is suitable for university students of community nursing and other interested health-care professionals. *Nursing in the Community* is structured around three main parts, which gives readers a bird’s-eye view of the subject and then allows them to focus in greater detail on key areas of concern. Part 1 introduces the reader to relevant and topical theory on the subject. Part 2 covers key areas of concern for the community nurse, such as nursing in diverse communities, nursing in the workplace, TB and HIV/AIDS, chronic diseases of lifestyle, drug abuse, violence, and dying, death and grief. Part 3 considers the practice of community health care across the life span.

Features

- Written in a clear, accessible style for local conditions and readers
- A blend of the latest theory and practical hands-on instruction
- Critical thinking activities and case studies for each chapter to engage the readers and test their understanding

Contents

Part 1: Community health care
1. Theoretical framework to community nursing: Assessment and interventions – Neltjie van Wyk, Ronell Leech and Fikile Mtshali

Part 2: Challenges to nursing in the community
2. Cultural competence
3. Nursing in the workplace
4. HIV/AIDS and TB
5. Chronic diseases of lifestyle
6. Substance abuse
7. Violence
8. Dying, death and grief

Part 3: Community nursing across the life span
9. Infants and toddlers
10. The pre-school child
11. The school child
12. Adolescence
13. Young adulthood
14. Middle adulthood
15. Late adulthood

ISBN (print): 9781770259270
ISBN (ebook): 9781775956013

Authors:
S Beukes, D du Plessis, E Kortenbout, R Leech, F Mtshali, T Ramukumba, M Reid, W Rosenthal, M Tlhapane, J Willems & NC van Wyk (editor)

Copyright: 2011
Extent: 464 pg
Format: Softcover and eBook
Fundamental Nursing

This is a substantially revised edition of the 1985 Nursing: Humane Scientific Health Care of Uys and Mulder.

It is now an ideal textbook for the first-year nursing student and incorporates

- A foundation for the four basic elements of nursing
- General nursing – basic nursing care in terms of activities of daily living
- Midwifery – growth and development, nutritional aspects and family assessment and intervention
- Community health nursing
- Assessment and intervention in terms of communities, as well as environmental health
- Mental health nursing – Psychosocial aspects of nursing
- Care of individual, family and community – not just individual patients
- Activities of living of healthy people – not just sick people and their needs – and the preventative
- And promotive aspects of basic nursing care
- District health and primary health care.
The Nursing Unit Manager: A Comprehensive Guide

3rd edition

This invaluable resource, now in its third edition, offers:

• An introduction to the functions of the nursing unit manager
• Insight into nursing unit management practices for managers, clinical practitioners, researchers and educators
• Details of the latest developments in health care
• New chapters on record-keeping and managerial tasks
• Alignment with the curriculum
• Updated examples, relevant case studies and helpful illustrations
• Advice in dealing with the stressful aspects of managing a nursing unit
• Tips on effective communication.
Long recognised as a classic, Professor Charlotte Searle’s Professional Practice has now been updated to include:

• Analysis of the challenges faced by nurses today
• Case studies illustrating key nursing practice principles
• Examples of significant contributions made by nurses in Africa
• Updates on developments in the Southern African social and health fields
• Responsibilities expected of healthcare workers.

Contents

1: Nursing as a profession
2: The professional status of nursing
3: African nursing/midwifery
4: The nurse/midwife as a professional practitioner
5: Principles underlying the rules of practice
6: Communication and nurse–patient relationships
7: The registered nurse/midwife’s role and functions
8: The public’s right to safe nursing/midwifery practice
9: Private practice for the registered nurse/midwife

Professional practice and statutory control
10: The South African Nursing Act of 2005
11: The scope of practice: Professional practice and the law
12: Aspects of law relating to professional practice
13: The nurse/midwife’s rights and duties
14: Professional nursing associations and trade unions
15: Labour relations
16: Disciplinary control
17: Issues with legal implications

Professional practice and ethics
18: Aspects of nursing/midwifery practice ethics
19: Fundamental issues in professional conduct
20: The duty to practise the profession and live with care and justice
21: Lack of care

Professional practice and influential factors
22: Nursing education as the foundation of professional practice
23: Factors impacting on needs and delivery in professional practice

Professional practice and the future
24: Nurses of the past and of today leading the way
Basic Nursing Ethics in Practice

2nd edition

Nursing is more than skills and techniques: It is caring for patients and extending care to those in need. This second edition of Basic Nursing Ethics in Practice aims to help nursing students develop the personal, emotional and professional skills to best meet the needs of their patients. It will further assist them to offer skilful care and to make their own informed decisions. The authors make extensive use of case studies and practical examples to guide learners through the complexities of ethical decision-making.

Features
• A new chapter on health research ethics
• New sections on virtue ethics, historical perspectives of regulation and the Nursing Council
• Ethical dilemmas that relate to contemporary issues

Contents
1: The meaning and values of nursing
2: Ethics in nursing: Theories and principles
3: Professional regulation
4: Patients’ and nurses’ rights
5: Patient advocacy
6: Caring
7: Labour relations and nursing ethics
8: Ethical dilemmas
9: Health research ethics

ISBN: 9780796230034
Authors:
FM Mulaudzi, JD Mokoena & R Troskie
Copyright: 2009
Extent: 224 pg
Format: Softcover
An Introduction to the Ethos of Nursing

3rd edition

In the changing and often ambiguous world of modern nursing, trainee nurses need a sound ethical foundation to guide them in their practice. This revised and updated An Introduction to the Ethos of Nursing provides such a foundation. The authors give a clear explanation of the Southern African nursing ethos, showing an appreciation for its complexity, but never losing sight of the central tenet of nursing – that the nurse has a duty to care. The broad focus of the book is on the very nature of nursing, its meaning, the factors that brought nursing into being, and the forces that shaped it. The book stimulates enquiry into professional values and related current issues.

Features
• An orientation to the nature of nursing
• An exploration of major issues affecting the nursing profession
• New chapters on “Developments in advanced education for nurses” and “Nursing in the modern society”
• The ethical and legal foundation of nursing
• Interesting activities that invite reflection on issues that the nurse will have to deal with

ISBN: 9780796228390
Authors: JM Mellish, A Oosthuizen & F Paton
Copyright: 2009
Extent: 224 pg
Format: Softcover
Contemporary Issues in Health Services Management

In our ever-changing environment, health-care professionals need to keep up to date with dynamic and often critical developments in the health services industry. Contemporary Issues in Health Services Management addresses the challenges we face in health services management. Contemporary issues affecting both health services managers and the delivery of such services are presented here based on comprehensive research and investigation.

Within the context of South Africa and the African continent as a whole, this essential resource encourages health services professionals to develop a deeper awareness of relevant issues such as the aging population, the burden of chronic diseases, the influence of current information technology and the advancement of healthcare technology on health-care delivery, education, training, regulation and accreditation, as well as the shift in emphasis from service-centred outlooks to patient-oriented outlooks.

The book is packed with the tools needed to develop critical-thinking, analytical and communication skills so that health-care professionals can take an informed approach to their work. It also provides health-care professionals with the tools needed to manage a wide variety of challenges they face today in easy-to-understand language and in a visually appealing format.
Managing Quality: Tools, Skills and Capacities for Health Leaders

For several years now, quality has been the foremost agenda item of health-care establishments countrywide. With the proposal to establish an Office of Standards Compliance at the National Department of Health, the move towards quality management has gained momentum. Employers have done their best to equip their staff with the skills needed to manage the new demands for quality assurance systems and quality improvement, and have relied largely on staff development sessions to do so.

Academic institutions have tried to fit modules on quality management into already full curricula, and some are now offering quality assurance as an elective—all without a standard text on the subject to meet the specific needs of the South African health-care sector. No longer do lecturers and facilitators have to hunt for appropriate readings and policy documents as the basis for knowledge and skills transfer, though.

In one slim, easy-to-consult volume, Managing Quality: Tools, Skills and Capacities for Health Leaders now provides information on and up-to-date insights into the latest developments in the South African health-care sector regarding quality assurance and quality improvement:

- It provides background information for those new to the field.
- It presents useful information on standards, quality measurement, risk management and customer care.
- It spells out the requirements of the National Department of Health.
- It offers practical advice on dealing with quality issues in health-care.

This book should be in the pocket of every quality and health-care manager. It also deserves to occupy pride of place on the lectern of every academic who teaches students entering the health-care environment.
Developing Capacity for Health: A Practical Approach

Many shortcomings and challenges of public service delivery are attributed to a lack of capacity. This has made capacity development a priority in the public health sector. Developing Capacity for Health addresses issues in both developing and implementing capacity development programmes. This book offers an enlightening approach from the planning stages through implementation to the post-implementation stages of monitoring and evaluation.

It provides practical guidance on capacity development for professionals in health-related organisations throughout South Africa and Africa.

The book provides the reader with:
- A well-structured, focused format
- Relevant case studies that offer insight into practical challenges and ways to address them
- An exploration of the concept of capacity within a systems approach
- An understanding of the relationship between individual competence, organisational capability and systems development
- Clear and concise use of language.

The authors’ expertise, research and insight provide the skills and understanding needed to implement the steps involved within a systematic approach. This essential problem-solving tool is a must-have for all professionals working in the capacity development sector and sets the standard for future projects in the industry.
Research in Health Sciences

Health-care providers conduct research in order to improve health-care practices and to develop evidence-based methods of care. Written by experienced lecturers and research experts, this book provides practical guidelines for senior health sciences students to not only understand research, but to master it.

From initial formulation and conceptualisation to interpreting and writing the research report, students are provided with a fresh perspective on all aspects of research. Examples and research tips are provided throughout the chapters.

Features
• A strong emphasis on ethical research principles and the application of ethical considerations throughout the research process
• Detailed coverage of quantitative, qualitative and mixed research methods
• Practical activities and research tips
• A glossary of terms

Contents
1: Ethics in research
2: Initiation, formulation and conceptualisation of research
3: Literature review
4: Conducting quantitative research
5: Conducting qualitative research
6: Other types of research design
7: Writing research proposals
8: Writing the report

Authors:
Y Botma, M Greeff, FM Mulaudzi & S Wright

Copyright: 2010
Extent: 384 pg
Format: Softcover
History Taking and Physical Examination
2nd edition

*History Taking and Physical Examination* is the second edition of the popular and practical *Nursing Assessment: History Taking and the Physical Examination*. This edition was written after extensive consultation with a wide range of health-care practitioners to meet the needs of undergraduate and postgraduate nursing and pharmacology students and those training in these fields.

The first two chapters cover history taking, the interview and data collection and recording. The last two chapters deal with the physical examination, equipment and techniques, and the head-to-toe examination procedure. Each chapter opens with a synopsis of key learning outcomes and concepts. The book contains extensive photographs that illustrate the content clearly and comprehensively.
Basic Principles of Wound Care

Nurses, physiotherapists, medical students and others involved in caring for patients now have a comprehensively written guide to specialising in wound care. Basic Principles of Wound Care fully covers all aspects of caring for wounds, from the anatomy and physiology of the skin to the specialist treatment of wounds in diabetics and patients suffering from burns. In addition to being a detailed and comprehensive textbook for students, its current contents, liberally illustrated with diagrams and tables to aid understanding, lends itself to being a handy reference for those training in the emergency services, pharmacists and others in the medical industry.
Teaching and Learning the Practice of Nursing

5th edition

From wide definitions of nursing to various contemporary teaching and learning strategies, this fifth edition of Teaching and Learning the Practice of Nursing meets the great need for high-quality nursing education in Southern Africa and remains the trusted authority on nursing education.

Reflecting the latest information in nursing education, this updated edition focuses on:
• The history of nursing education in South Africa
• New legislation and regulations
• Diversity issues in learning
• Useful resources
• Contextually relevant Southern African information
• Scholarship in nursing education.

Finally, the authors address the importance of mentoring and coaching as a way of transferring knowledge to the next generation of nurses.

Contents

1: Nursing, nursing science and nursing education
2: The history of nursing education: An outline
3: Nursing theories and their impact on nursing education
4: Global standards for nursing and midwifery education
5: Legislation and the SA education landscape
6: Learning theories
7: The learning environment
8: Diversity issues in learning
9: Thinking
10: Curriculum development
11: Teaching–learning strategies
12: Teaching and learning resources
13: Clinical teaching and learning
14: Nursing education delivery systems
15: Assessment and evaluation of learning
16: Human resource development and continuous professional development
17: Mentoring and coaching
18: Scholarship of teaching

ISBN: 9780796228505
Authors: JMMellish, JCBruce & HC Klopper
Copyright: 2011
Extent: 448 pg
Format: Softcover
Creating Stimulating Learning Opportunities

This practical and innovative resource has been designed to provide nurse educators with a strong foundation to implement enhanced learning strategies that will create stimulating and effective learning opportunities. This makes learning experiences fun and interesting for their technology-savvy learners.

The book takes a closer look at the learning process, learning styles and the learning environment. It takes into account the competencies of educators and supports them in the various roles they play in accompanying their learners.
Fresh Perspectives series

About the series

In response to the needs of students and lecturers, the unique challenges they face and the pressure they are under to produce outstanding academic performance, Pearson developed the Fresh Perspectives series for undergraduate study in South and Southern African institutions. The series features a balance of African and international perspectives, and focuses on the developmental aspects of learning without compromising academic rigour or relevance.

Features

- Offers comprehensive coverage of the core curriculum at first and second-year tertiary level.
- Accessible, direct language encourages better understanding and accommodates the challenges faced by multilingual groups of students.
- Revise and study activities, chapter summaries and review questions facilitate and reinforce the learning process.
- Questions and critical thinking activities develop independent thinking and prepare students for assignments, examinations and the world of work.
- A gradual progression in difficulty from introductory to more advanced levels of understanding ensures that students are guided through the learning process without being overwhelmed.
- Subjects reflect the real world and include examples of relevant, actual documentation related to the practice of the subject and extracts from media, journal and other articles.
- Local case studies and examples make subjects relevant to the everyday life experiences of students.
Fundamentals of Nursing: Fresh Perspectives

Contents

What it means to be a nurse
1: The nursing profession
2: Nursing law
4: The ethics of nursing
5: Supporting the needs and rights of nurses

Ways of looking at nursing
6: A scientific approach to nursing
7: A cultural approach to nursing
8: The South African health-care system

Working with your patient or client
9: Safety – the prevention of illness and injury
10: Personal hygiene: Cleaning and grooming the body
11: Wound care
12: Homeostasis: Keeping the body in balance
13: Mobility: Movement and exercise
14: Nutrition: Eating for health
15: Elimination: Getting rid of body wastes
16: Sleep and rest
17: Managing pain
18: Death and dying: Reaching the end

ISBN: 9781868916115
Authors: R (Hester) de Swardt, S Duma, J van Heerden, T Khanyile, U Kyriacos, L Maree, F Mtshali & T Puoane
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Extent: 384 pg
Format: Softcover
Primary Health Care: Fresh Perspectives

Contents

1: Primary health care: Health for all
2: Understanding health and illness
3: Health systems
4: Measurement in health and disease
5: Describing populations and health
6: Prevention of ill health
7: Health promotion
8: Communicable and non-communicable diseases
9: Planning and health information systems
10: Disability and rehabilitation in primary health care
11: Health, human rights and ethics
12: The future of primary health care

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Authors:
Alperstein, Atkins, Duncan, Coetzee, Hutchings, London, Loveday, Reynolds, Puoane & Zweigenthal

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Introduction to Psychology: Fresh Perspectives

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Authors:
R Ahmed, C Bandawe, K Cockcroft, A Crafford, K Greenop, M Stacey, B Train, M Tomlinson & J Tommy

Copyright: 2007
Extent: 494 pg
Format: Softcover

Contents
1: What is psychology?
2: Research
3: The nervous system & behaviour
4: The endocrine system
5: Genetics & behaviour
6: Sensation & perception
7: Physical development
8: Personality & the self
9: Child cognitive, moral & emotional development
10: Motivation & emotion
11: Learning
12: Memory
13: Language structure & acquisition
14: Cognition & mental abilities
15: States of consciousness
16: Social behaviour
17: Psychopathology
18: Stress & coping
19: Psychological assessment
20: Treatment of psychological problems
21: Community psychology
22: Industrial & organisational psychology
X-kit Undergraduate series

About the series

These study guides cover the basic concepts and skills required in subjects at first-year level, and combine generic academic skills, professional skills and academic content. They simplify difficult concepts and allow the student to apply them to their subject field.

Features

- A step-by-step approach to the subject and related skills
- "Before you start" exercises
- "Practise for the exam" exercises at the end of each chapter
- Answers to typical exam questions
- Application of skills
- Accessible language
- Subject-specific and generic skills
- Tips on how to cope with learning in a tertiary environment
Contents

1: Respectful caring
3: Oxygen and electrolytes
4: Temperature regulation, nutrition and metabolism
5: Elimination, hygiene and mobility needs
6: The skin, skeletal and muscular systems
7: The fundamentals of chemistry
8: The language of science
9: Cells: The building blocks of life
10: The nervous system and the endocrine system
11: Blood and the heart, the immune system and breathing system
12: The digestive, urinary and reproductive systems

ISBN: 9781868914012

Authors:
M Buckle, S Carlson, A Knight, N Mtshali, S Roberston & E van Wyk

Copyright: 2005
Extent: 218 pg
Format: Softcover
1: Introduction to the structure and function of the body
2: Chemistry and the human body
3: Cells, membrane transport and tissues
4: The endocrine system
5: The nervous system
6: The urinary system
7: The respiratory system
8: Blood and the lymphatic system
9: The cardiovascular system
10: Digestion and nutrition
11: Skin, muscle and bones
X-kit Undergraduate: Anatomy

Contents

1: Levels of organisation of the body
2: The skeletal system: Bones and joints
3: The muscular system
4: The central nervous system
5: The cardiovascular and respiratory systems inside the chest
6: The digestive system
7: The urinary and reproductive systems
8: The endocrine, immune and lymphatic systems
9: The skin and surface anatomy

ISBN: 9781868913800
Authors:
R Alexander, M-A Davies, V Major & SV Singaram
Copyright: 2007
Extent: 253 pg
Format: Softcover
Basic Nursing

Presented in a practical and uncomplicated manner, this text will prove an invaluable guide to first-time nursing students while undergoing training, and will also serve as a useful source of reference after they qualify.
Basic Science for Health Students

Basic Science for Health Students has been designed to equip students with a solid foundation upon which they can build the scientific knowledge necessary for a successful career in health studies. By providing health students with a holistic approach to understanding the scientific concepts and principles related to patient care, this book helps them better apply their knowledge in the workplace.

Features
• Practical application of biology, biochemistry, chemistry and physics in one volume
• Visually stimulating illustrations and diagrams to assist understanding
• Simplification of complex concepts and processes
• Easy-to-read writing style in clear, accessible English
• Support material for lecturers and tutors

Students with no previous scientific background will benefit greatly from the mathematical element that is offered.

Contents
1: The language of physics
2: Measurement and graphs
3: Forces
4: Work, energy and power
5: Machines and the body
6: Pressure
7: Gases and respiration
8: Liquids and the circulatory system
9: The states of matter
10: Heat
11: Electricity and your body
12: Electromagnetic radiation
13: Light and sight
14: Sound and hearing
15: Radiation physics
16: Matter, elements, atoms and isotopes
17: The periodic table and properties of the elements
18: Chemical bonding and the formation of compounds
19: Measuring quantity of substance in chemistry
20: Solutions and electrolytes
21: Chemical reactions and chemical reaction equations
22: Acids and bases
23: Physical properties of gases
24: Introduction to organic chemistry
25: Radiochemistry
26: Amino acids and proteins
27: Carbohydrates
28: Fats and lipids
29: Nucleic acids
30: Vitamins
31: Hormones
32: The biochemistry of viral infections

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Authors:
C Radue, J Shai
Copyright: 2011
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Format: Softcover
Primary Clinical Care series

About the series

To provide good health care, workers should be skilled, knowledgeable, caring, concerned and committed individuals. It is important that health-care workers understand the social, economical and political factors that affect health and health care. This series outlines the appropriate clinical skills and information necessary for primary health-care workers in a rural environment.

Features

- This series is written for health workers being trained to deliver primary health care within rural and underdeveloped areas of the world.
- The authors and advisors have provided information based on their own experiences.
- The material has been written in an accessible and user-friendly style.
- The series can be used within a broader learning environment. It goes hand in hand with learning in the community and classroom, and with clinical bedside teaching.
- The material is well illustrated with line drawings to enhance learning and recognition in the practice situation.
Primary Clinical Care: Volume 1

Contents

1: Respiratory disease
2: Cardiovascular disease and hypertension
3: Gastrointestinal disease
4: Genito-urinary disease
5: Primary eye care

ISBN: 9780796201461
Author: Health Systems Development Unit at the University of the Witwatersrand
Copyright: 2001
Extent: 336 pg
Format: Softcover
Primary Clinical Care: Volume 2

Contents
1: Basic medical sciences
2: Trauma and emergency
3: Disease of the ear, nose and throat
4: Skin disease

ISBN: 9780796201478
Author: Health Systems Development Unit at the University of the Witwatersrand
Copyright: 2001
Extent: 320 pg
Format: Softcover
Primary Clinical Care: Volume 3

Contents

1: HIV/AIDS and sexually transmitted diseases (STDs)
2: Other important diseases
3: Women’s health
4: Contraception and child spacing

ISBN: 9780796201485
Author: Health Systems Development Unit at the University of the Witwatersrand
Copyright: 2001
Extent: 384 pg
Format: Softcover
Pharmacology for Nurses and Other Health Workers

3rd edition

One of the many important roles nurses play is to handle and administer drugs of all schedules to patients under their care and to monitor their response to the drugs. The assessment, planning, implementation and evaluation by the nurse ensures that patients benefit optimally from the relevant drug therapy. This edition has been updated to meet the requirements of the new nursing curriculum and also to bring nurses up to speed with the latest developments in drug therapy. Patient education regarding the use of drugs, which is central in ensuring compliance, has been given more attention in this new edition.
HIV and Aids: Education, Care and Counselling

5th edition

The fifth edition of *HIV and Aids: Education, Care and Counselling* covers recent changes and advances in the field of HIV and Aids treatment and care. These include a new emphasis on education, the latest statistics and the interpretation thereof, new updated biomedical information on vaccine research and testing, drug resistance (HIV and TB) and antiretroviral therapy, the standardised guidelines for antiretroviral treatment as recommended by the South African Department of Health, as well as strategies for adherence counselling. Sections on children’s law and its implication and theories of behaviour change are new.

The fifth edition contains many practical examples, exercises, activities, case studies and tips to assure full integration of theory and practice. It also comes with a support CD for readers.

Features

- Content has been fully updated, including new statistical information, medical and research information, as well as new approaches.
- Even greater integration of theory and skills, with many examples, case studies and tips.
- Provides more tips and ideas on how to be a good counsellor and caregiver.
- Includes extensive references to organisations, helplines and websites for additional information on Aids.

Contents

**Part 1: Fundamental facts about HIV/Aids**
1: HIV and Aids: A brief history
2: HIV and the immune system
3: Transmission and prevention of HIV
4: HIV-associated symptoms and diseases
5: HIV tests
6: Antiretroviral therapy

**Part 2: Prevention and empowerment in the HIV/Aids context**
7: Changing unsafe behaviour and practices
8: HIV and Aids education and life-skills training
9: Prevention in traditional Africa

**Part 3: HIV/Aids counselling**
10: Basic counselling principles and skills
11: Pre and post-HIV test counselling
12: Themes and contexts in HIV and Aids counselling
13: Bereavement counselling
14: Spiritual counselling

**Part 4: Care and support**
15: Home-based care
16: Support for orphans and other vulnerable children
17: Infection control
Communicable Diseases in Southern Africa

Communicable diseases such as malaria, measles and influenza are a serious risk to human health, and contribute to about one third of all deaths globally. Diseases such as HIV/Aids have devastated communities, and new diseases such as multi-drug resistant tuberculosis have the potential to inflict great damage on society. Communicable Diseases in Southern Africa is about recognising, treating and controlling communicable diseases in a Southern African context. It offers health-care students, professionals and laypersons a sound, up-to-date, yet accessible, exposition of these topics.

Part 1 explains the interrelationship between the agent, host and environment, which have to be “in sync” for someone to be infected with a communicable disease. Part 2 focuses on treatment and management of viral diseases, bacterial diseases, parasitic infections and fungal infections, and then goes on to detail the disease profiles of more than 50 diseases.
Positive People: Managing HIV/AIDS in the Workplace and Community

2nd edition

Now in its second edition, this popular text provides activity-based material that can be used to teach courses on managing HIV/AIDS in the workplace and the community. It deals with many of the current questions and problems associated with the AIDS pandemic in South Africa. The text can be used as a stand-alone resource for a variety of courses and it contains material that can contribute towards the Life Orientation core learning area required by the GETC for Adult Basic Education and Training.

Written in clear, easy-to-understand English, Positive People provides valuable information and skills for workers in all sectors of the economy, as well as people in communities throughout South Africa concerned with or affected by the pandemic. On this revised edition, we were privileged and delighted to work with Professor Alta van Dyk, an expert in the field.
Promoting Health in South Africa: An Action Manual

Promoting Health in South Africa covers the effective promotion of health in South Africa, specifically at the district and community level. Its aim is to upgrade the skills of health workers and other health promoters in the workplace, and thus stresses practical application in the field. The book aims to challenge the predominance of health education through the introduction of modern health promotion methods.

Exercises and case studies help readers test out the ideas being discussed in the text. These exercises are particularly suited to group discussions in training sessions, while case studies illustrate the progress being made in a particular community in South Africa towards health promotion.

Features
• Serves as a down-to-earth and practical handbook for health promotion.
• Offers a basic structure for a health promotion training programme.
• Interactive approach invites participation with interest.
Nursing Care for the Older Person: A Practical Approach

Aging is as much a part of life as night is a part of day. It is simply the continuation of the process of life. And as we grow up to accept the dark without fear, so the elderly come to age with dignity. Growing old is a gift that brings with it a lifelong wealth of experience and knowledge. Yet, the triumphs and bravery of older people are often forgotten/disregarded as the inevitable decline in mental and physical health begins to take place.

Written by specialists in the field, this invaluable book takes a practical, positive and holistic approach to caring. It covers all aspects of aging, focusing on the five geriatric syndromes to guide those health-care professionals who are in the privileged position of caring for the elderly.

Nursing Care for the Older Person offers:
- An understanding of the normal aging process and associated complications
- An understanding of physiological and psychological aspects of aging
- Tips on maintaining good health in the aging body
- Effects and treatment of dementia
- A closer look at beliefs and myths regarding some medical conditions.

Contents

1: Introduction
2: Normal aging
3: Assessing function
4: Geriatric syndromes: Incontinence
5: Geriatric syndromes: Instability/falls
6: Geriatric syndromes: Impairment of cognition
7: Geriatric syndromes: The frailty syndrome and immobility
8: Geriatric syndromes: Polypharmacy & medication
9: Management and services for the older person
10: Wound and pressure care
11: Death and dying
12: Legal and ethical aspects
13: Nursing research for improving care of older adults

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Authors:
S Kalula, D Khalil, A Perold, K J B Ross, L de Villiers & S van Niekerk
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Extent: 288 pg
Format: Softcover
The Adolescent

4th edition

The Adolescent, now in its fourth edition, examines adolescent development. Framed by discussions on the risks and vulnerabilities adolescents face and their protective resources to negotiate these deficits, the book covers the developmental guidelines of adolescents’ lives.

This book is an indispensable text for all those who deal with adolescents – educators, education students, educational psychologists, counsellors, social workers, health workers, teachers, parents and youth leaders.
Handbook of Youth Counselling
2nd edition

Handbook of Youth Counselling is essential reading for all interested in advancing the mental health agenda amongst Southern African youth. Written by noted mental health professionals, this book aims to equip professional and volunteer counsellors to deal effectively with clients in a multicultural context.

Features
• Survey of traditional theory and Afro-centric perspectives on psychopathology
• Scrutiny of prevailing health-care systems
• Discussion of current counselling theory and practical counselling techniques (including group counselling and crisis interventions)
• Consideration of cultural and ethical issues related to counselling.
• The book can be used in courses in behavioural and health sciences at undergraduate and graduate level.
Personology: From Individual to Ecosystem
4th edition

This best-seller in its fourth edition provides a clear exposition of personality theories, covering the broadest possible spectrum of perspectives. Traditional approaches to personality theories are comprehensively addressed, while cutting-edge theories are also presented. This edition provides overviews of in-depth psychological, behavioural and learning theories, on top of person-orientated and alternative perspectives.

An updated chapter on the African personality theories offers a new perspective on the debate. Current research that is particularly relevant to South Africa provides the reader with the opportunity to apply theory to real-life cases. A comprehensive accompanying CD providing support for lecturers and tutors, with additional questions and answers for each chapter, is included.
Managing Public Money: Systems from the South
2nd edition

The new edition of Managing Public Money focuses on developing public financial management skills within a framework of information on financial legislation, structures and technologies in the public sector. Managing Public Money includes the latest developments in the South African public financial system and a newly written chapter on municipal financial management. Recent developments in public supply chain management have also been added.

Discussions around financial management decisions in an African context include the handling of donor money and the latest diagnostics for evaluating public financial management at country level. The new edition features substantially updated material on new legislation, adoption of the supply management approach and overseas development assistance, and includes references to other African countries (including the latest developments in PEFA).

Contents

1: The public in public money
2: Statecraft and politics in public money
3: Governmental budget organisation at national level in South Africa
4: Preparing your budget
5: Managing budget execution
6: Financial management technologies
7: Working your capital
8: Procuring goods and services and the supply chain
9: Managing municipal money and upholding ethical standards

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Authors:
D Fourie, JC Pauw, GJA van der Linde, CB Visser & G Woods

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Extent: 416 pg
Format: Softcover
Learning Conversations: The Value of Interactive Learning

Contrary to traditional perceptions of learning, in which the teacher does all the talking and learners sit quietly at their desks, this book promotes learning as an interactive activity. Through conversations, learners become active participants in their own learning, thereby producing and developing their own ideas.
## Development and Public Health Communication

Students and scholars of development and public health communication often grapple with different paradigms in order to understand why so many people still contract HIV/AIDS, why communities keep living in abject poverty, and why children die of hunger and continue to get inadequate schooling in spite of millions spent on development, research and communication campaigns.

### Features
This book attempts to equip students with ways of making sense of the world through different, and often opposing paradigms, by providing:

- Introductions to sections in the book that orientate the reader
- Southern African examples and various case studies from different sectors
- A tabular summary of the most important development communication paradigms and their positions
- Points to ponder, activities and questions.

Moving between practice and theory, the authors provide the student with a unique perspective that will enable them to make sense of the real world and the contradictions they encounter in everyday life.

### Contents

#### Section 1: Mapping the development and health communication territory
1: Sham reasoning and pseudoscience: Myths and mediatisation of HIV/AIDS in South Africa
2: Development and health communication for HIV/AIDS prevention
3: Aspects of health communication
4: Stakeholders and their impact on community development: The case of the OneVoice South Africa Schools Programme
5: Theories of business in society
6: Why participation? by Colin Chasi

#### Section 2: Application and case studies
7: Tools, techniques and channels for communication
8: South Africa, democratisation and development
9: Development support communication and the AIDS Foundation of South Africa
10: Health communication: The case of TB information leaflets
11: Poverty and unemployment
12: Corporate social responsibility
13: Commercialising the HIV/AIDS crisis: Public service broadcasting, rainbowism and media advocacy
14: The value of entertainment-education: The case of Soul City

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**Authors:**
K Tomasselli & C Chasi

**Copyright:** 2011
**Extent:** 400 pg
**Format:** Softcover
Becoming a Teacher

2nd edition

Using teaching scenarios, this book highlights the complex journey that a novice teacher has to undertake to become a competent practitioner in the face of the daily intricacies and messiness of teaching. Scenarios expose education students to the realities of the classroom.

This expanded second edition explores the multiple roles of the teacher and can be used to good effect to train students to become engaged and excellent teachers.

Features

- Scenarios, "Think about it" boxes, opportunities for reflection
- A toolkit for first-year students and teachers entering the profession
- Updated to include implications brought about by CAPS
- A multilingual glossary of relevant terms in four languages

Contents

1. The teacher as reflective practitioner
2. The teacher as a caring professional
3. The teacher as an educational theorist
4. The teacher as a curriculum interpreter, designer and implementer
5. The teacher as a mediator of learning
6. The teacher as assessor
7. The teacher as a classroom manager
8. The teacher as a user of media
9. The teacher in service of society
10. The teacher as an agent of inclusivity
11. The teacher as an agent of transformation
12. The teacher as a researcher
Teaching-Learning Dynamics

4th edition

Teaching-Learning Dynamics has become a standard textbook for undergraduate education students and beginner teachers. The fourth edition has been updated substantially and includes an array of examples from various learning areas and levels. The aim of this book is to support the student and the teacher with as many practical resources as possible.

The fourth edition includes assistance for those working in FET and adult education, a chapter on ICTs in the classroom, a new chapter on assessment, as well as a chapter addressing the perplexing challenges facing today’s classroom practitioners. An additional resource on an accompanying CD has been included, containing a host of teacher support materials.

Contents

1: Participative teaching
2: Outcomes
3: Curriculum
4: Learning context
5: Learning content
6: Teacher-directed learning methods
7: Student-centred learning methods
8: Teaching-learning media
9: Information communication technologies (ICTs)
10: Assessment
11: Curriculum implementation
12: Classroom management
13: Problem areas in schools

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