



CAMBRIDGE



TRADE & ACADEMIC HIGHLIGHTS

March - May 2019

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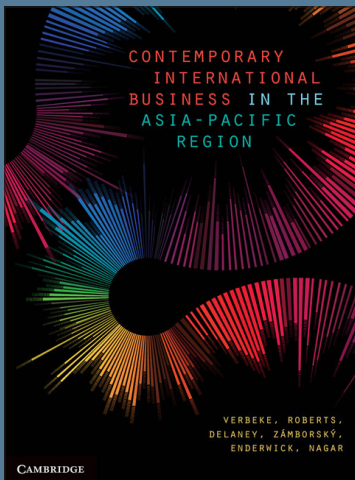
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FEATURED TITLES



9781108620680
 Print/Online Bundle
 April 2019
 AUD \$139.95/NZ \$151.95
 255 x 190 mm

CONTEMPORARY INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC REGION

Alain Verbeke, University of Calgary
Robin E. Roberts, Griffith University, Queensland
Deborah Delaney, Griffith University, Queensland
Peter Zámorský, University of Auckland
Peter Enderwick, Auckland University of Technology
Swati Nagar, Auckland University of Technology

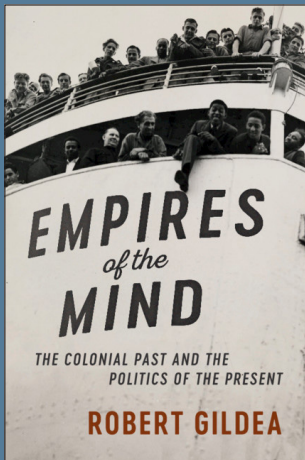
The increasing dominance of the Asia–Pacific region as a source of international business growth has created a dynamic and complex business environment. For this reason, a sound understanding of regional economies, communities and operational challenges is critical for any international business manager working in a global context. With an emphasis on 'doing business in Asia', Contemporary International Business in the Asia–Pacific Region addresses topics that are driving international business today.

Providing content and research that is accessible to local and international students, this text introduces core business concepts and comprehensively covers a range of key areas, including trade and economic development, dimensions of culture, business planning and strategy development, research and marketing, and employee development in cross-cultural contexts. Written by authors with industry experience and academic expertise, Contemporary International Business in the Asia–Pacific Region is an essential resource for students of business and management.

KEY FEATURES

- Emphasis on the modern topic of 'Doing Business in Asia'
- Succinct semester-friendly 13 chapters
- Content and research that is accessible to local and international students
- Authors with industry and long and deep academic expertise in dedicated subject matter within international business
- Enhanced eBook with useful self-assessment tools, including videos, extension questions, multiple-choice quizzes, online resources and guided answers that assist student learning and engagement
- A companion website for instructors offers further resources to enhance student learning, including guided answers for the IB Masterclass case studies, 'stretch' cases with questions and answers, PowerPoint slides and 78 interactive questions to load into lecturer LMS (question types include MCQs, Wordclouds, ranking alternatives, short-answer, matching).

FEATURED TITLES



9781107159587

Hardback

May 2019

AUD \$36.95/NZ \$39.95

235 x 158 mm

EMPIRES OF THE MIND

THE COLONIAL PAST AND THE POLITICS OF THE PRESENT

Part of The Wiles Lectures

Robert Gildea is Professor of Modern History at the University of Oxford. He has written extensively on French and European history in the nineteenth and twentieth centuries. Among the many awards his publications have garnered, *Fighters in the Shadows: A New History of the French Resistance* (2015) was longlisted for the Samuel Johnson prize and *Marianne in Chains: In Search of the German Occupation* (2003) won the 2003 Wolfson History Prize.

"Accessibly written and genuinely comparative, Robert Gildea's new analysis of the lingering effects and bitter aftershocks of British and French colonialism is essential reading for anyone keen to understand where legacies of empire register in contemporary politics. A terrific read."

Martin Thomas, author of *Fight or Flight: Britain, France and their Roads from Empire*

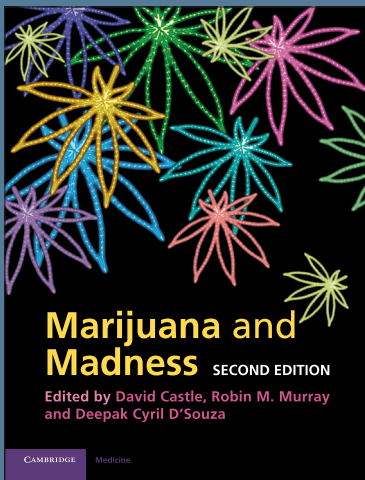
'The empires of the future would be the empires of the mind' declared Churchill in 1943, envisaging universal empires living in peaceful harmony. Robert Gildea exposes instead the brutal realities of decolonisation and neo-colonialism which have shaped the postwar world. Even after the rush of French and British decolonisation in the 1960s, the strings of economic and military power too often remained in the hands of the former colonial powers.

The more empire appears to have declined and fallen, the more a fantasy of empire has been conjured up as a model for projecting power onto the world stage and legitimised colonialist intervention in Afghanistan, Iraq, and Syria. This aggression, along with the imposition of colonial hierarchies in metropolitan society, has excluded, alienated and even radicalised immigrant populations. Meanwhile, nostalgia for empire has bedevilled relations with Europe and played a large part in explaining Brexit.

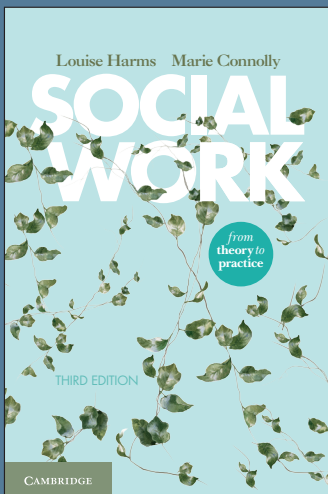
KEY FEATURES

- The issues and conflicts of the contemporary world are viewed through the lens of colonialism
- This book is a comparative study of France and Britain, but also references Belgium, the Netherlands, Portugal and the US
- Reveals the 'colonial' dimension of immigration, metropolitan reactions to it and its effect on contemporary feelings towards migrants

FEATURED TITLES



9781108707480
 Paperback
 May 2019
 AUD \$54.95/NZ \$59.95
 235 x 158 mm



9781108460842
 Paperback
 May 2019
 AUD\$79.95 / NZ \$86.95
 228 x 152 mm

MARIJUANA AND MADNESS

SECOND EDITION

David Castle, University of Melbourne
Robin M. Murray, Institute of Psychiatry
Deepak Cyril D'Souza, Yale University, Connecticut

The second edition of this critically acclaimed and award-winning text provides a comprehensive overview of the psychiatry and neuroscience of *Cannabis sativa* (marijuana). It outlines the very latest developments in our understanding of the human cannabinoid system, and links this knowledge to clinical and epidemiological facts about the impact of cannabis on mental health.

Clinically focused chapters review not only the direct psychomimetic properties of cannabis, but also the impact consumption has on the courses of evolving or established mental illnesses such as schizophrenia. Effects of cannabis on mood are reviewed, as are its effects on cognition.

This new edition has been extensively updated and expanded with ten new chapters to incorporate major new research findings. This book will be of interest to all members of the mental health team, as well as to neuroscientists, epidemiologists, public health specialists and those involved in drug and alcohol research.

SOCIAL WORK

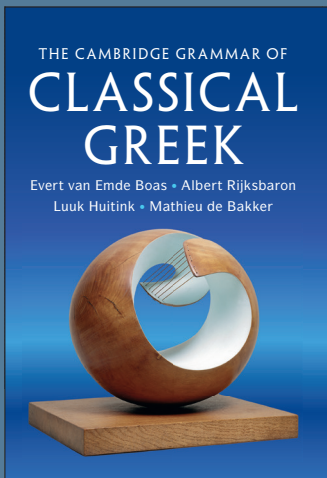
FROM THEORY TO PRACTICE, THIRD EDITION

Louise Harms, University of Melbourne
Marie Connolly, University of Melbourne

Social workers draw on a variety of theoretical perspectives to inform their practice and understand the diverse settings in which they work. *Social Work: From Theory to Practice* explores practice theories through the discipline's unique interpretive lens and demonstrates how these can be understood and enacted by practitioners in human services settings. This third edition includes new material on trauma-informed practice and Indigenous practice, as well as enhanced content relating to child protection and family violence, and narrative approaches.

New practitioner reflections and case studies illustrate how theory influences practice and facilitates change. Thought-provoking case study discussion questions prompt students to reflect on key concepts and develop strategies for practice. Highly readable and engaging, *Social Work: From Theory to Practice* builds a strong foundation for theoretically informed practice. This text enables practitioners to develop the skills required to confidently and critically evaluate their work as they respond in complex practice contexts.

FEATURED TITLES



9780521127295
 Paperback
 May 2019
 AUD \$54.95/NZ \$59.95
 246 x 173 mm



9781108497497
 Hardback
 March 2019
 AUD\$40.95 / NZ \$44.95
 235 x 158 mm

THE CAMBRIDGE GRAMMAR OF CLASSICAL GREEK

Evert van Emde Boas, University of Oxford
Albert Rijksbaron, Universiteit van Amsterdam
Luuk Huitink, Universität Heidelberg
Mathieu de Bakker, Universiteit van Amsterdam

This is the first full-scale reference grammar of Classical Greek in English in a century. The first work of its kind to reflect significant advances in linguistics made in recent decades, it provides students, teachers and academics with a comprehensive yet user-friendly treatment. The chapters on phonology and morphology make full use of insights from comparative and historical linguistics to elucidate complex systems of roots, stems and endings.

The syntax offers linguistically up-to-date descriptions of such topics as case usage, tense and aspect, voice, subordinate clauses, infinitives and participles. An innovative section on textual coherence treats particles and word order and discusses several sample passages in detail, demonstrating new ways of approaching Greek texts. Throughout the book numerous original examples are provided, all with translations and often with clarifying notes. Clearly laid-out tables, helpful cross-references and full indexes make this essential resource accessible to users of all levels.

THE FOURTH REICH

THE SPECTER OF NAZISM FROM WORLD WAR II TO THE PRESENT

Gavriel D. Rosenfeld, Fairfield University, Connecticut

Ever since the collapse of the Third Reich, anxieties have persisted about Nazism's revival in the form of a Fourth Reich. Gavriel D. Rosenfeld reveals, for the first time, these postwar nightmares of a future that never happened and explains what they tell us about Western political, intellectual, and cultural life.

He shows how postwar German history might have been very different without the fear of the Fourth Reich as a mobilizing idea to combat the right-wing forces that genuinely threatened the country's democratic order. He then explores the universalization of the Fourth Reich by left-wing radicals in the 1960s, its transformation into a source of pop culture entertainment in the 1970s, and its embrace by authoritarian populists and neo-Nazis seeking to attack the European Union since the year 2000. This is a timely analysis of a concept that is increasingly relevant in an era of surging right-wing politics.

FEATURED TITLES



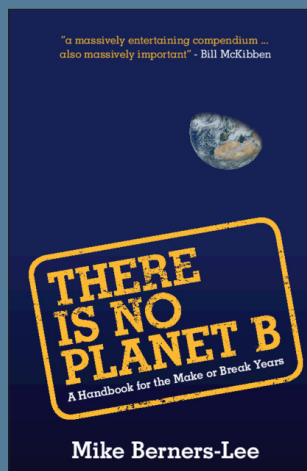
9781107688155

Paperback

April 2019

AUD \$29.95/NZ \$32.95

228 x 153 mm



9781108439589

Paperback

April 2019

AUD \$18.95 / NZ \$20.95

235 x 158 mm

THE RED ARMY AND THE SECOND WORLD WAR

Alexander Hill, University of Calgary

In a definitive new account of the Soviet Union at war, Alexander Hill charts the development, successes and failures of the Red Army from the industrialisation of the Soviet Union in the late 1920s through to the end of the Great Patriotic War in May 1945. Setting military strategy and operations within a broader context that includes national mobilisation on a staggering scale, the book presents a comprehensive account of the origins and course of the war from the perspective of this key Allied power.

Drawing on the latest archival research and a wealth of eyewitness testimony, Hill portrays the Red Army at war from the perspective of senior leaders and men and women at the front line to reveal how the Red Army triumphed over the forces of Nazi Germany and her allies on the Eastern Front, and why it did so at such great cost.

THERE IS NO PLANET B

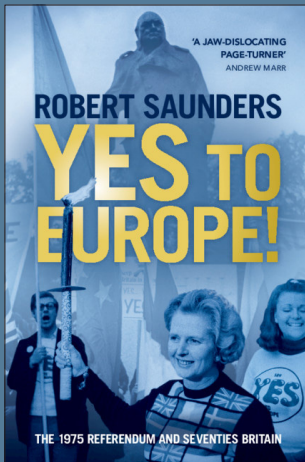
A HANDBOOK FOR THE MAKE OR BREAK YEARS

Mike Berners-Lee, Lancaster University

Feeding the world, climate change, biodiversity, antibiotics, plastics - the list of concerns seems endless. But what is most pressing, what are the knock-on effects of our actions, and what should we do first? Do we all need to become vegetarian? How can we fly in a low-carbon world? Should we frack? How can we take control of technology? Does it all come down to population? And, given the global nature of the challenges we now face, what on Earth can any of us do?

Fortunately, Mike Berners-Lee has crunched the numbers and plotted a course of action that is practical and even enjoyable. There is No Planet B maps it out in an accessible and entertaining way, filled with astonishing facts and analysis. For the first time you'll find big-picture perspective on the environmental and economic challenges of the day laid out in one place, and traced through to the underlying roots - questions of how we live and think. This book will shock you, surprise you - and then make you laugh. And you'll find practical and even inspiring ideas for what you can actually do to help humanity thrive on this - our only - planet.

FEATURED TITLES



9781108442244

Paperback

May 2019

AUD \$23.95/NZ \$25.95

228 x 152 mm

YES TO EUROPE!

THE 1975 REFERENDUM AND SEVENTIES BRITAIN

Robert Saunders, Queen Mary University of London

"A captivating read, meticulously researched and exquisitely written ... Saunders has a wry and gently amused prose style, with unhurried and uncontrived allusions and a fine eye for detail. His narrative carries you along as if you were reading a novel."

Daniel Hannan, *The Spectator*

On 5 June 1975, voters went to the polls in Britain's first national referendum to decide whether the UK should remain in the European Community. As in 2016, the campaign shattered old political allegiances and triggered a far-reaching debate on Britain's place in the world. The campaign to stay in stretched from the Conservative Party - under its new leader, Margaret Thatcher - to the Labour government, the farming unions and the Confederation of British Industry.

Those fighting to 'Get Britain Out' ranged from Enoch Powell and Tony Benn to Scottish and Welsh nationalists. Footballers, actors and celebrities joined the campaign trail, as did clergymen, students, women's groups and paramilitaries. In a panoramic survey of 1970s Britain, this volume offers the first modern history of the referendum, asking why voters said 'Yes to Europe' and why the result did not, as some hoped, bring the European debate in Britain to a close.

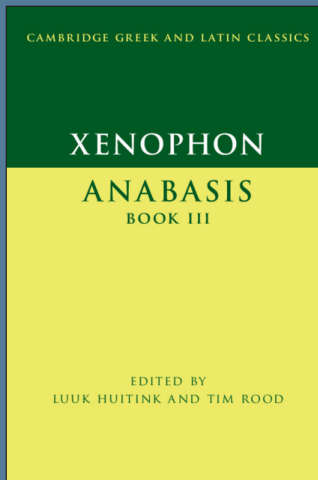
KEY FEATURES

- Provides the first in-depth historical treatment of the 1975 referendum, linking it with the Brexit debate and how we got where we are today
- Written in a lively and accessible style that moves away from the usual focus of British/European histories on summits, treaty changes and diplomacy
- Reconnects the history of Britain and Europe to the broader social and cultural history of 1970s Britain

"Saunders writes with swagger ... he demolishes many of the myths about Britain's relationship with the rest of Europe on which Brexiters and Remainers have long depended. ... [A]s a study of a rare and seminal event, this book bursts with valuable details."

Andy Beckett, *The Guardian*

CLASSICAL STUDIES



XENOPHON: ANABASIS BOOK III

PART OF CAMBRIDGE GREEK AND LATIN CLASSICS

Luuk Huitink, Ruprecht-Karls-Universität Heidelberg

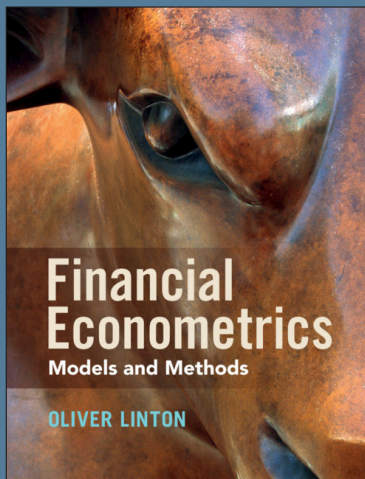
Tim Rood, University of Oxford

An up-to-date commentary on a pivotal section of Xenophon's *Anabasis* aimed at undergraduates. Advanced students and scholars will profit from its incorporation of recent developments in Xenophonic scholarship and Greek linguistics. Offers new insights into Xenophon's diction and narrative technique and into the reception of *Anabasis* in antiquity.

9781107437432 / PAPERBACK

AUD \$41.95 / NZD \$45.95 / 216 x 138 mm

MAY 2019

ECONOMICS &
BUSINESS STUDIES

FINANCIAL ECONOMETRICS

MODELS AND METHODS

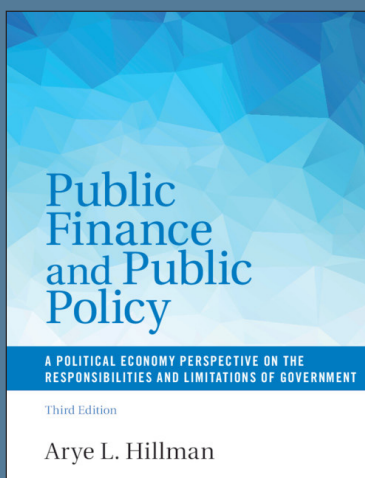
Oliver Linton, University of Cambridge

This thorough exploration of the models and methods of financial econometrics is written by one of the world's leading financial econometricians. The up-to-date content covers developments in econometrics and finance over the last twenty years while ensuring a solid grounding in the fundamental principles of the subject.

9781316630334 / PAPERBACK

AUD \$81.95 / NZD \$88.95 / 246 X 190 mm

MAY 2019



PUBLIC FINANCE AND PUBLIC POLICY

A POLITICAL ECONOMY PERSPECTIVE ON THE RESPONSIBILITIES AND LIMITATIONS OF GOVERNMENT

Arye L. Hillman, Bar-Ilan University, Israel

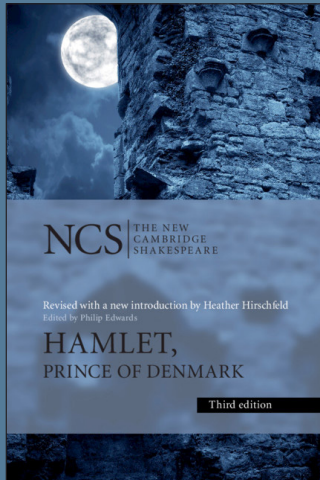
Public Finance and Public Policy offers an accessible introduction to the responsibilities and limitations of government, addressing the question of when, or the extent to which, a society should forgo the economic freedom of personal choice in markets and rely on government for efficiency and social justice.

9781316501801 / PAPERBACK

AUD \$90.95 / NZD \$98.95 / 253 x 204 mm

MARCH 2019

ENGLISH LITERATURE



HAMLET

PRINCE OF DENMARK, THIRD EDITION

AUTHOR - William Shakespeare

EDITORS - Philip Edwards, University of Liverpool

Heather Hirschfeld, University of Tennessee

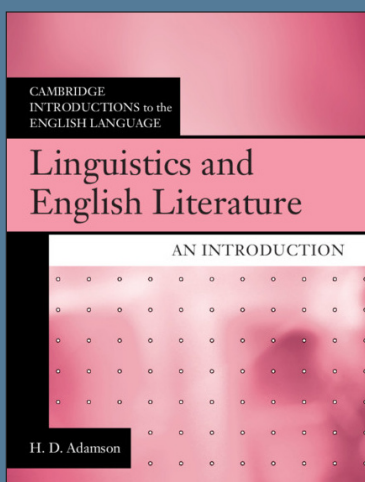
The third edition of Hamlet offers a completely new introduction to this rich, mysterious play. Supplemented by an updated reading list, extensive illustrations and helpful appendices, this edition features revised commentary notes explicitly designed for the student reader, offering the very best in contemporary criticism of this great tragedy.

9781316606735 / PAPERBACK

AUD \$16.95 / NZD \$18.95 / 227 x 152 mm

APRIL 2019

LANGUAGE & LINGUISTICS



LINGUISTICS AND ENGLISH LITERATURE

AN INTRODUCTION

H. D. Adamson, University of Arizona

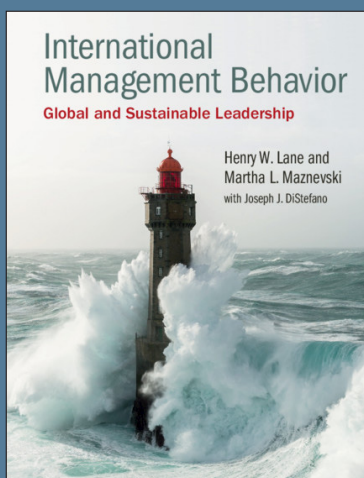
Introducing linguistic concepts and applying them to literary analysis, this undergraduate textbook enables English and literature students to become knowledgeable in both the fields of linguistics and literature. Providing numerous examples and exercises throughout, the book covers a wide range of topics in both linguistics and literary criticism.

9781107623057 / PAPERBACK

AUD \$37.95 / NZD \$40.95 / 247 X 174 mm

MAY 2019

MANAGEMENT



INTERNATIONAL MANAGEMENT BEHAVIOR

GLOBAL AND SUSTAINABLE LEADERSHIP

Henry W. Lane, Northeastern University, Boston

Martha L. Maznevski, University of Western Ontario

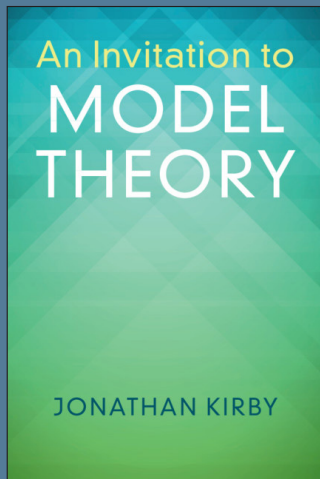
Extolling mindful global leadership and re-incorporating industry business cases, this eighth edition imparts competent and sustainable business practices for global leaders. Fully updated, the authors build on forty years of teaching, researching and working with managers worldwide to bring students the latest developments in global business practice.

9781108461146 / PAPERBACK

AUD \$72.95 / NZD \$78.95 / 248 x 174 mm

MAY 2019

MATHEMATICS

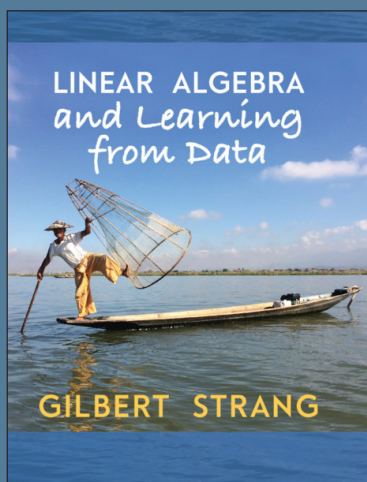


AN INVITATION TO MODEL THEORY

Jonathan Kirby, University of East Anglia

In this innovative and largely self-contained textbook, Jonathan Kirby brings model theory to an undergraduate audience. The highlights of basic model theory are illustrated through examples from specific structures familiar from undergraduate mathematics, and numerous exercises of varying difficulty further consolidate the student's learning.

9781316615553 / PAPERBACK
AUD \$49.95 / NZD \$53.95 / 228 x 152 mm
MAY 2019



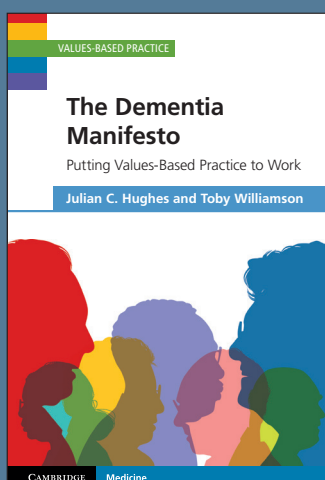
LINEAR ALGEBRA AND LEARNING FROM DATA

Gilbert Strang, Massachusetts Institute of Technology

Linear algebra and the foundations of deep learning, together at last! From Prof. Gilbert Strang, acclaimed author of Introduction to Linear Algebra, comes Linear Algebra and Learning from Data, the first textbook that teaches linear algebra together with deep learning and neural nets.

9780692196380 / HARDBACK
AUD \$107.95 / NZD \$116.95 / 242 X 146 mm
MAY 2019

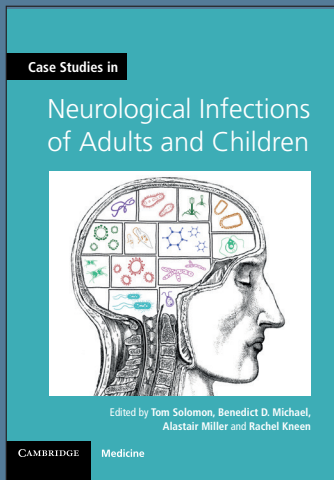
MEDICINE

THE DEMENTIA MANIFESTO
PUTTING VALUES-BASED PRACTICE TO WORK

Julian C. Hughes, Medical School, Bristol University
Toby Williamson, Toby Williamson Consultancy

This book explores how a values-based, person-centred and rights-based approach can be applied to every aspect of the experience of dementia. It will appeal to clinicians, practitioners, academics and students from various fields including psychiatry, psychology, nursing, social work and occupational therapy.

9781107535992 / PAPERBACK
AUD \$72.95 / NZD \$78.95 / 235 x 156 mm
MAY 2019



CASE STUDIES IN NEUROLOGICAL INFECTIONS OF ADULTS AND CHILDREN

Tom Solomon, University of Liverpool

Benedict D. Michael, Institute of Infection & Global Health, University of Liverpool

Alastair Miller, Tropical & Infectious Disease Unit, Royal Liverpool Hospital

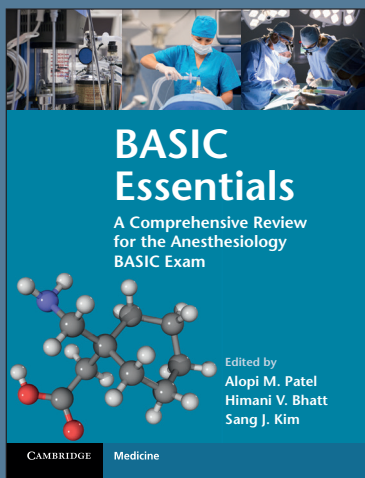
Rachel Kneen, Alder Hey Children's Hospital, Liverpool

Delays or missed diagnoses can have devastating consequences for patients with neurological infectious and inflammatory diseases. These adult and pediatric case studies of both common and rare causes lead the reader through the history and examination to the diagnosis and treatment, with detailed discussion of the key issues.

9781107634916 / PAPERBACK

AUD \$72.95 / NZD \$78.95/ 228 x 152 mm

MAY 2019



BASIC ESSENTIALS

A COMPREHENSIVE REVIEW FOR THE ANESTHESIOLOGY BASIC EXAM

Alopi M. Patel, Mount Sinai St. Luke's

Himani V. Bhatt, Mount Sinai School of Medicine, New York

Sang J. Kim, Mount Sinai Health System

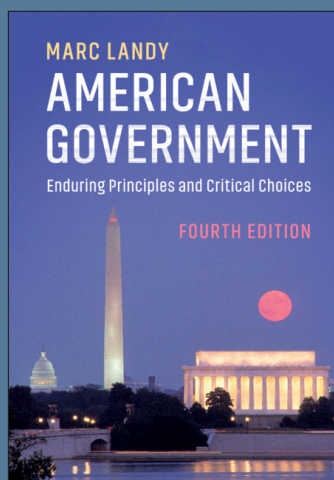
Written by residents familiar with the exam, this board review title covers everything that residents need to know when preparing for the BASIC exam. Using a concise and focused style, the book includes numerous bullet points, illustrations and margin space for annotations thereby enabling efficient, comprehensive and 'high-yield' preparation.

9781108402613 / PAPERBACK

AUD \$111.95 / NZD \$120.95/ 227 X 221 mm

APRIL 2019

POLITICS & SOCIAL THEORY



AMERICAN GOVERNMENT

ENDURING PRINCIPLES AND CRITICAL CHOICES, FOURTH EDITION

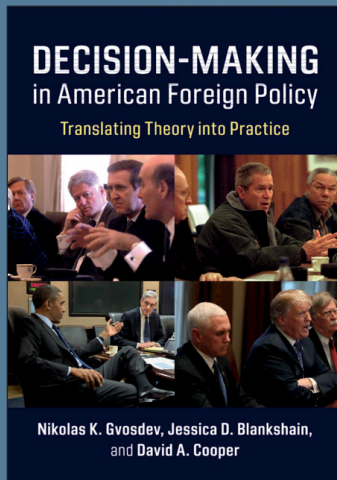
Marc Landy, Boston College, Massachusetts

This fourth edition prompts students to consider and understand the critical choices and enduring principles of the past that shape the present and future of American politics and government. The book is intended for introductory courses in American government.

9781108457835 / PAPERBACK

AUD \$69.95 / NZD \$75.95 / 254 x 179 mm

APRIL 2019

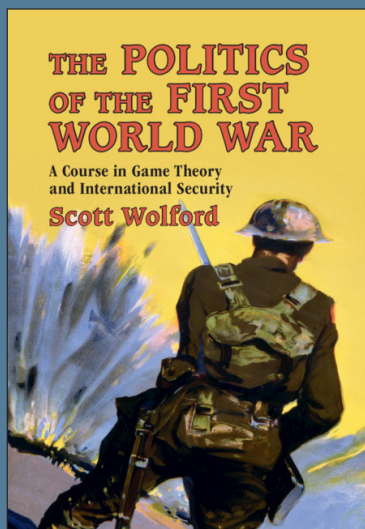


DECISION-MAKING IN AMERICAN FOREIGN POLICY TRANSLATING THEORY INTO PRACTICE

Nikolas K. Gvosdev, United States Naval War College, Newport, Rhode Island
Jessica D. Blankshain, United States Naval War College, Newport, Rhode Island
David A. Cooper, United States Naval War College, Newport, Rhode Island

This textbook on the complex influences on American foreign policymaking is tailored for students preparing to become national security practitioners. Rather than presenting theory for the sake of theory, it translates the complete academic field of foreign policy analysis into an intuitive, cohesive, and practical set of analytic tools.

9781108447683 / PAPERBACK
AUD \$63.95 / NZD \$69.95 / 258 x 178 mm
MAY 2019



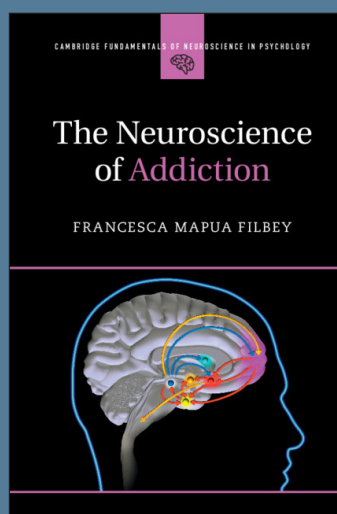
THE POLITICS OF THE FIRST WORLD WAR A COURSE IN GAME THEORY AND INTERNATIONAL SECURITY

Scott Wolford, University of Texas, Austin

World War I is the perfect case study for teaching international relations. This book uses thirteen historical puzzles to provide students with a rigorous yet accessible training in game theory, with each chapter showing, through guided exercises, how game theoretical models can explain otherwise challenging strategic puzzles.

9781108444378 / PAPERBACK
AUD \$63.95 / NZD \$69.95 / 254 x 178 mm
MAY 2019

PSYCHOLOGY

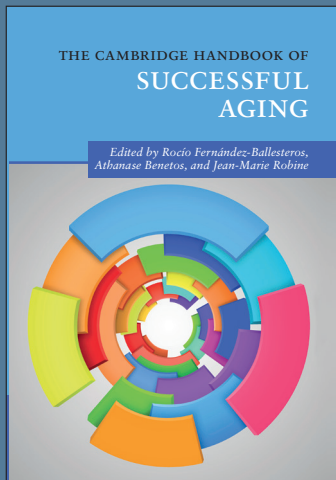


THE NEUROSCIENCE OF ADDICTION

Francesca Mapua Filbey, University of Texas, Dallas

This book answers a growing need for accessible information on the neuroscience of addiction among both students and the public. Targeted at undergraduates, post-graduates and informed laypeople, it is a ready-made textbook for courses on addiction.

9781107567337 / PAPERBACK
AUD \$49.95 / NZD \$53.95 / 228 x 153 mm
MAY 2019



THE CAMBRIDGE HANDBOOK OF SUCCESSFUL AGING TRANSLATING THEORY INTO PRACTICE

Rocío Fernández-Ballesteros, Universidad Autónoma de Madrid

Athanase Benetos, Université de Lorraine and Institut national de la santé et de la recherche médicale (INSERM) Nancy

Jean-Marie Robine, INSERM

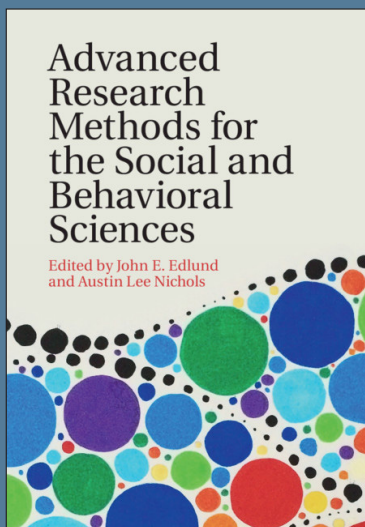
This Handbook brings together leading scholars from various academic disciplines to further the discourse around the most topical issues of aging today - healthy, active, and productive aging, aging with satisfaction, and being treated with respect and dignity. It draws on a range of bio-medical, psychological and socio-demographic sciences.

9781316614747 / PAPERBACK

AUD \$81.95 / NZD \$88.95 / 254 x 178 mm

MAY 2019

SOCIAL SCIENCES



ADVANCED RESEARCH METHODS FOR THE SOCIAL AND BEHAVIORAL SCIENCES

A COURSE IN GAME THEORY AND INTERNATIONAL SECURITY

John E. Edlund, Rochester Institute of Technology, New York

Austin Lee Nichols, Connections Lab

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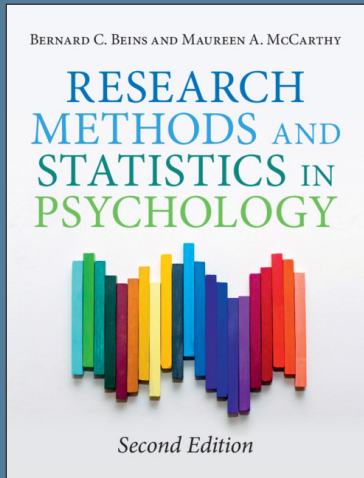
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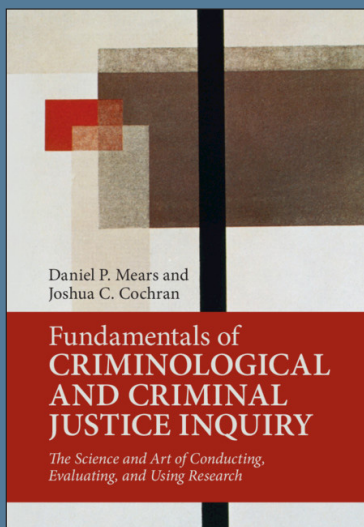
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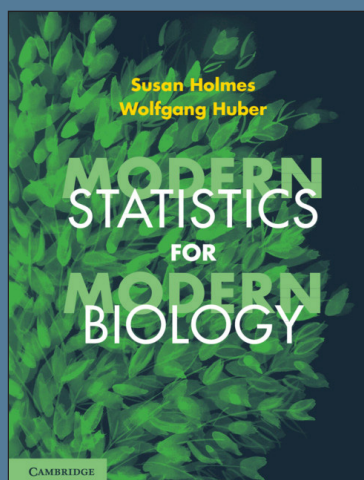


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