

# SALEM PRESS

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## **Salem Press Announces the Second Volume in A Brand-New Series, *Principles of Business: Management***

Salem Press is pleased to add *Principles of Business* to its collection with the Second of five planned volumes in the series, *Principles of Business: Management*. Other upcoming titles in the series will include *Marketing*, *Entrepreneurship*, and *Accounting*. This new resource introduces students and researchers to the fundamentals of management using easy-to-understand language, giving readers a solid start and deeper understanding and appreciation of this complex subject.

Edited by Richard Wilson, PhD from *The University of Tennessee*, this reference work begins with a comprehensive introduction to the concepts of management, starting with the evolution of business, the balance of innovation with conservation, and the impact of technology on business management. This edition includes entries ranging from Business Data Management to Types of Business Organizations. All entries are arranged in an A to Z order, making it easy to find the topic of interest. Each entry includes an Abstract that provides a brief, concrete introduction to the topic and how the entry is organized, an Overview that offers clear presentation of the topic, multiple Subheads that anchor the reader to the various concepts being discussed, suggested Reading lists that relate to the entry, and a detailed Bibliography. Topics discussed in *Principles of Business: Management* include:

- Behavioral Economics
- Business Statistics
- Conflict Management
- Corporate Strategy
- Crisis Management
- Decision Support Systems
- Executive Leadership
- Forecasting Techniques
- Inclusive Leadership
- Logistics Management
- Management in Human Resources
- Negotiations
- Networking
- Organization Design
- Scenario Planning
- Plus much, much more!

The book's back matter is another valuable resource which includes a detailed **Glossary** that defines need-to-know vocabulary terms and a **Subject Index** which organizes the material by subject for easy research.

The *Principle of Business* series offer students and researchers an easy-to-understand introduction to the major principles of various aspects of business. These new resources will be a helpful tool for students and researchers who are just beginning their studies of business and

need a solid foundation of the key terms and elements in the field. A must have for all high school and undergraduate business and economics programs.

### **FREE ONLINE ACCESS**

Libraries and schools purchasing the printed version of any Salem Press title get complimentary online access to that title on our new online database, <http://online.salempress.com>. Combining Salem's Literature, History, Health, Science and Careers titles, students and researchers can now access all of their Salem content in one comprehensive site. Any school or library with print reference content in Salem Press' database is entitled to online access to that content. This access is an inherent part of our product.

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*Principles of Business: Management*

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