

INTRODUCING Juta's latest Academic titles

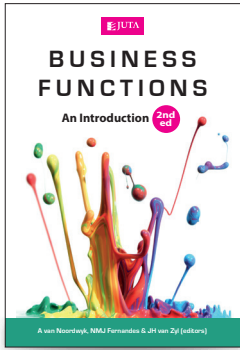
Business • Marketing • Safety Management



www.juta.co.za

 **JUTA**
AND COMPANY (PTY) LTD

BUSINESS TITLES



Business Functions - An introduction 2e

J van Zyl, A van Noordwyk & NMI Fernandes

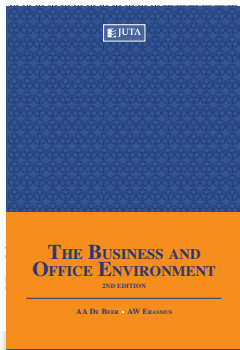
Publication: 2015 | Extent: 136 pages | Format: Soft cover | ISBN: 978 1 48511 181 8 | Price: R377.00

In today's changing environment it is important for businesses to be managed efficiently and effectively. To remain competitive and ensure long-term success, businesses need to be innovative and understand how the different business functions interact with each other.

This book offers an introduction to business management, focusing on the four management functions, different levels of management and the skills managers need. The environments in which businesses operate also receive special attention to demonstrate that businesses are influenced by both internal and external forces.

CONTENTS

Introduction to business management • The business environment • The marketing function • The financial function • The human resource function • The purchasing function • The operations function • The administrative function • The public relations function



Business and Office Environment, The 2e

AA De Beer and AW Erasmus

Publication: 2015 | Extent: 112 pages | Format: Soft cover | ISBN: 978 1 48511 180 1 | Price: R169.00

The purpose of this module is to develop an understanding of foundational concepts in the field of the business and office environment. One should be able to describe the economic environment wherein a business operates, describe the office environment itself, as well as be able to perform certain office-related tasks.

FEATURES:

To be able to study this module, one should first have a holistic view of each chapter. This is why each chapter starts with a mind map that provides an overview of the chapter. You can add more key words to each mind map and use it as a summary of the chapter.



Business Management for Entrepreneurs 3e

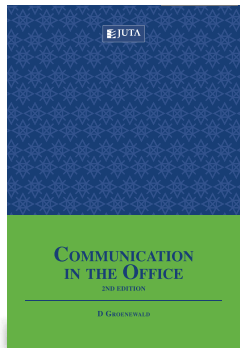
C Nieuwenhuizen

Publication: 2015 | Extent: 274 pages | Format: Soft cover | ISBN: 978 1 48511 182 5 | Price: R359.00

Being a successful entrepreneur in the 21st century involves more than enthusiasm and a good eye for a new opportunity. A thorough understanding of the essential business functions, as explained in the third edition of *Business Management for Entrepreneurs*, is a prerequisite for entrepreneurs who want to take their business through the next growth stage.

The book guides the entrepreneur in managing the eight business functions: general management, finance, marketing, operations management, purchasing and the supply chain, human resources, information management and public relations. These management and managerial skills are essential to successfully manage a business that employs more people than when it was initially established.

This edition contains updated information and new examples on all the business functions relevant to entrepreneurs. *Business Management for Entrepreneurs* (third edition) is an invaluable resource for students studying entrepreneurship and all young entrepreneurs who plan to start their own business, or entrepreneurs who have their own business but want to learn more about managing the business functions as the business grows.



Communication in the Office 2e

D Groenewald

Publication: 2010 | Extent: 100 pages | Format: Soft cover | Print ISBN: 978 1 48511 183 2 |

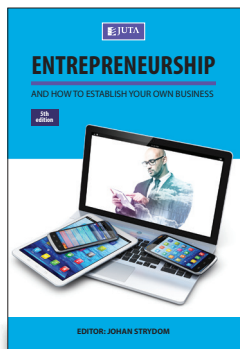
Web PDF: 978 1 48511 798 8 | Price: R169.00

CONTENTS

Basics of communication • Written communication • Electronic communication • How to conduct effective meetings

KEY FEATURES

This module will enable one to: Understand the importance of good communication in an office environment, as well as the elements of the communication process (verbally and written communication) • Compile business letters, memorandums and reports • Use different forms of electronic communication in the office • Organise all aspects of a meeting and take the minutes.



Entrepreneurship and How to Establish Your Own Business 5e

J Strydom (Editor)

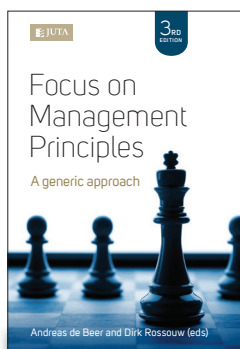
Publication: 2015 | Extent: 200 pages | Format: Soft cover | ISBN: 978 1 48511 184 9 |

Web PDF: 978 1 48511 550 2 | Price: R349.00

New businesses or enterprises have a notoriously high failure rate. Prospective entrepreneurs are therefore wary of starting new businesses. There are, however, many success stories of thriving entrepreneurs. Most of them have applied the same basic principles when they ventured into their new businesses.

CONTENTS

Entrepreneurship and small, medium and micro enterprises • Basic business concepts and the business environment • The identification and development of business ideas • The viability of a business idea



Focus on Management Principles - A generic approach 3e

A de Beer and D Rossouw (Editors)

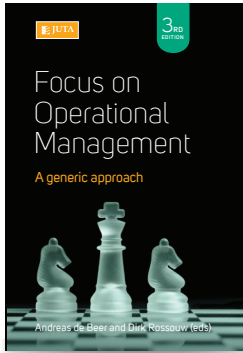
Publication: 2015 | Extent: 128 pages | Format: Soft cover | Print ISBN: 978 1 48511 185 6 |

Web PDF: 978 1 48511 553 3 | Price: R249.00

Focus on Management Principles starts with a historical overview of management and a brief discussion about functions and roles. Thereafter, leadership requirements and contemporary issues influencing a manager's decision-making processes are discussed in detail. These issues include organisational culture, social responsibility, organisational politics and HIV/AIDS. This important book follows a practical approach and provides the learner with an understanding of the principles relevant for managers in contemporary society.

CONTENTS

An Outline of Management • Historical Background of Management • The Evolution of Management Theory • The Management Environment • Management Tasks • What is Management? • Planning • Time Management • Organising • Leading • Interpersonal Skills • What is Communication? • Motivation • Controlling • Integration • Leadership and Teamwork • The Nature of Leading • Leadership • Handling Conflict • Contemporary Issues • Organisational Culture • Diversity Management • Ethics • Social Responsibility • Organisational Politics • Managing Change • HIV/Aids



Focus on Operational Management - A Generic Approach 3e

A de Beer and D Rossouw (Editors)

Publication: 2015 | Extent: 168 pages | Format: Soft cover | Print ISBN: 978 1 48511 186 3 |

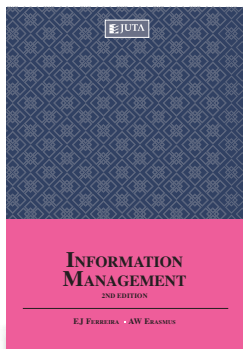
Web PDF: 978 1 48511 551 9 | Price: R299.00

Focus on Operational Management discusses the management principles of the first-line manager and supervisor from a general management perspective. This book acknowledges that all levels of management are part of strategic management, but that responsibilities differ at different levels. Top management is responsible for the overall management of an organisation, while senior/ middle management is responsible for the implementation of top management's strategic goals and strategies. The first-line managers and supervisors (operational managers) are responsible for the implementation of senior/middle management's tactical objectives and strategies. In order to ensure successful implementation, first-line managers and supervisors need to manage operationally by means of planning, organising, leading and controlling.

Therefore *Focus on Operational Management* covers the management functions of planning, organising, leading and controlling from an operational perspective. Employment relations, as well as some of the contemporary issues influencing operational managers, are also discussed.

CONTENTS

Managing Within the New Economy • The Changing Role of the Operational Manager • Operational Planning • Organising Operational Resources • Operational Control • Operational Decision Making and Problem Solving • An Introduction to Leading • Employment Relations in the Workplace • Contemporary Issues



Information Management 2e

EJ Ferreira and AW Erasmus (Editors)

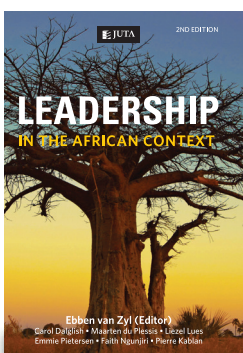
Publication: 2015 | Extent: 78 pages | Format: Soft cover | Print ISBN: 978 1 48511 188 7 |

Web PDF: 978 1 48511 758 2 | Price: R169.00

Information Management will be useful to students who are currently involved in handling information in any office environment. The aim of this book is to equip office employees with the necessary skills and knowledge to manage information in the office.

CONTENTS

The Role of the Information Manager in an Organisation • Information Systems • The Management of Information and Related Issues



Leadership in the African Context

E van Zyl (Editor)

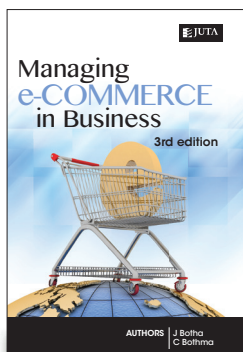
Publication: 2015 | Extent: 304 pages | Format: Soft cover | ISBN: 978 1 48511 178 8 | Price: R499.00

Most of the research into what constitutes effective leadership emanates from the United States and is not very useful in an African context. Africa is a continent of extraordinary cultural, geographic, economic and political diversity, featuring largely emerging economies and rapid political, economic and social development.

This book seeks to set leadership theory in the African context. It recognises that strong leadership among African leaders should take into account typical African circumstances, values and beliefs.

Leadership in the African Context examines: The nature and importance of leadership • The difference between leadership and management • The African context • Leadership in a multicultural context • Self-leadership and leadership development • Leadership traits • Charismatic and transformational leadership • Ethics in leadership • Emotional intelligence and leadership • Leadership power and influence • Team leadership and motivation • Entrepreneurial leadership.

BUSINESS TITLES



Managing e-commerce in Business 3e

J Botha, C Botha and P Geldenhuis (Editor)

Publication: 2015 | Extent: 304 pages | Format: Soft cover | ISBN: 978 1 48510 220 5 | Price: R369.00

Managing e-commerce in Business provides guidelines for overcoming these challenges and explores the ways in which entrepreneurs and managers should cooperate with IT experts to exploit opportunities and combat the threats imposed by new technologies.

CONTENTS

The Beginning and New Horizons • The Business Impact of the Internet • The Infrastructure of e-Commerce • Basic Internet Security: Threats and Solutions • Payment in e-commerce • Online security and risk management • Business-to-consumer (B2C) e-commerce • The principles of online marketing • Special applications of online marketing • Creating web pages • Establishing an e-commerce store • Managing e-tailing • Online branding • Online advertising • Internet marketing research • Managing e-CRM • Special applications of e-commerce • Business-to-business (B2B) e-commerce • The supply chain and e-procurement • B2B e-marketplaces • The strategic focus in e-commerce • Managing e-commerce activities • E-commerce evaluation and metrics • E-government and e-learning • Legal issues in e-commerce • Changing paradigms and technical convergence • The future of e-commerce



Office Finance

EJ Ferreira and K Campher

Publication: 2015 | Extent: 124 pages | Format: Soft cover | ISBN: 978 1 48511 201 3 | Price: R149.00

This book will be useful to students who are currently involved in handling financial issues in any office environment. The aim of this module is to equip office employees with the necessary skills and knowledge to manage financial issues in the office relating to budgeting, buying and selling, wages and salaries, petty cash, banking and insurance.

CONTENTS

The financial function of an organisation • The budget • Buying and selling • Wages and salaries • Petty cash • Banking • Insurance

MARKETING TITLES



Marketing Research 3e

J Wiid and C Diggines

Publication: 2013 | Extent: 320 pages | Format: Soft cover | ISBN: 978 1 48511 200 6 |

Web PDF: 978 1 48511 548 9 | Price: R369.00

Marketing research can be a daunting subject. The mere mention of inferential statistics or statistical significance causes many students' eyes to glaze over. This is largely because most texts spend too little time teaching students the basic concepts before plunging into the analysis of data and the associated mathematical formulae. In *Marketing Research*, now in its second edition, the authors provide a gentle introduction to the basic concepts of research. Only once students are sufficiently grounded in the foundational concepts does the text move to a more advanced level.

The second edition of *Marketing Research* will equip students with the skills necessary to plan and conduct basic marketing research projects in an efficient and effective manner, to meet the increasing demands for information in the business world.

SAFETY MANAGEMENT TITLES



Design for Safety

Publication: 2015 | Extent: 96 pages | Format: Soft cover | ISBN: 978 1 48511 209 9 | Price: R169.00

Safety risk assessment and the development and implementation of control measures are the cornerstones of safety management theory and practice.

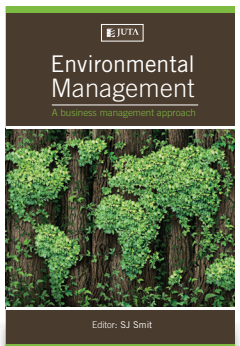
In *Design for Safety*, these topics are explored by looking at the roles played by the safety professional. Safety excellence is also examined through the leadership role played by managers who take personal ownership of safety.

Readers will appreciate the features that make this book a valuable learning resource, namely:

- clearly defined learning outcomes at the start of each chapter
- self-assessment questions at the end of each chapter
- examples relevant to the South African business environment.

CONTENTS

Chapter 1	Characteristics and Qualities of a Successful Safety Practitioner	Chapter 4	Necessity, Processes of Development and Implementation of Control Measures
Chapter 2	Analyse and assess the Importance of Management's Role in Safety	Chapter 5	Personal Ownership of Safety as Cornerstone for Safety Excellence
Chapter 3	Necessity, processes and implementation of risk assessment		



Environmental Management

Publication: 2015 | Extent: 176 pages | Format: Soft cover | ISBN: 978 1 48510 399 8 | Price: R259.00

In the past, the natural environment and business were often seen as competing interests. Now, world leaders recognise that the future depends on a new approach to business, operating in harmony with the environment.

In *Environmental Management – A business management approach*, the vital connection between environmental management and business sustainability is clearly outlined. The book gives students and practitioners insight into the impact business and lifestyle decisions have on the natural environment, and how this in turn affects the long-term sustainability of business. It also gives an overview of key environmental principles and the need to balance these with business activities.

CONTENTS

Chapter 1	Introduction to environmental management	Chapter 6	Pollution and waste management
Chapter 2	Sustainability and triple bottom line	Chapter 7	Impact of industry and agriculture on the environment
Chapter 3	The natural environment	Chapter 8	Integrating environmental management with the business environment
Chapter 4	ISO 14000	Chapter 9	Ethics of environmental management
Chapter 5	The environmental management system		



Managing Safety Culture

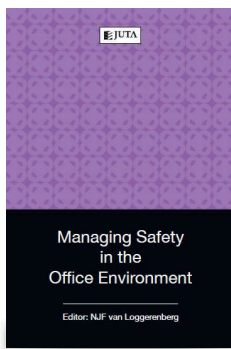
Publication: 2015 | Extent: 92 pages | Format: Soft cover | ISBN: 978 1 48511 206 8 | Price: R169.00

What does it mean to establish a culture of safety in the workplace? *Managing Safety Culture* not only defines safety awareness as part of a company's culture, it also describes how this culture should be established.

The topics in this book bridge the gap between safety management and strategic management by describing ways of influencing company strategy to promote safety. Guidelines are given on drawing up a safety management vision statement, goals and objectives and developing and executing an effective safety management system. Readers are also shown how to assess the effectiveness of an existing safety management system.

CONTENTS

Chapter 1	Promoting A Safety Culture In The Workplace	Chapter 4	Development And Execution Of An Effective Safety Management System
Chapter 2	Establishing A Safety Culture	Chapter 5	Assess The Effectiveness Of An Existing Safety
Chapter 3	Safety Management Vision Statements, Goals And Objectives		



Managing Safety in the Office Environment

Publication: 2015 | Extent: 80 pages | Format: Soft cover | ISBN: 978 1 48510 283 0 | Price: R139.00

CONTENTS

Chapter 1	Managing safety in the office environment	Chapter 4	Hazards and safety committees in the office environment
Chapter 2	At-risk behaviours in the office environment	Chapter 5	Legal requirements for office safety management
Chapter 3	Elements that contribute to unsafe practices in the office environment and how to prevent them		

Occupational Safety and Health

Publication: 2012 | Extent: 256 pages | Format: Soft cover | ISBN: 978 0 70218 074 3 |

Web PDF: 978 0 70219 704 8 | Price: R377.00

Occupational Safety and Health (OSH) in the workplace is not only a strategic priority in terms of moral or social responsibility, it is also an obligation regulated and governed by law. A well-designed manufacturing process (the operations system) must be both productive and safe, without potential physical, emotional and mental health risks. OSH management has become a very complex multi-functional science within operations management and total quality management (TQM). It focuses on a non-legalistic approach whereby the organisational culture fosters spontaneous OSH and a high quality of work life. This is done by using a TQM approach, based on a functional TQM model.

CONTENTS

Chapter 1	Leadership for quality of work life: The rainbow model	Chapter 8	The effect of production and operations management (POM) on QWL
Chapter 2	Organisational culture	Chapter 9	The relationship between innovation, technology and QWL
Chapter 3	Serving the internal customer: Creating a motivational work environment	Chapter 10	Fundamentals of self-management for life excellence
Chapter 4	A holistic overview and the value of global OSH	Chapter 11	Personal financial knowledge for quality of life and QWL
Chapter 5	The fundamental responsibilities of the OSH function	Chapter 12	QWL in the future
Chapter 6	Fundamentals of OSH management		
Chapter 7	Fundamentals of occupational hygiene		



Safety Systems

Publication: 2015 | Extent: 96 pages | Format: Soft cover | ISBN: 978 1 48511 208 2 | Price: R159.00

Where does a safety professional start with processes to reduce risk and create a safer work environment? The answer is with a systems approach to safety.

Safety Systems covers the nitty-gritty of this approach, including how to develop a System Safety Programme Plan (SSPP). Different tools and methods of analysing and evaluating safety data are also discussed.

CONTENTS

Chapter 1	Elements of a safety system	Chapter 4	Quantitative methods and safety data analysis
Chapter 2	The difference between a priori and a posteriori safety knowledge	Chapter 5	Evaluation tools for safety and risk analysis
Chapter 3	System safety programme plan (SSPP)		



Supervising Safety

Publication: 2015 | Extent: 107 pages | Format: Soft cover | ISBN: 978 1 48511 207 5 | Price: R169.00

Supervising Safety is about the implementation of safety measures in an organisation. The book looks at safety theory where it makes the most difference – as it is applied in the workplace. Safety officers are central to the practical application of safety, and their role is clearly spelt out. The goals of the safety supervisor are outlined and one chapter is devoted to the role of ergonomics in the workplace. Readers are also shown how to identify and evaluate hazards in the workplace, develop an employee safety programme and safely handle materials in storage.

CONTENTS

Chapter 1	Safety supervisors' goals and responsibilities in the workplace	Chapter 3	Concepts and development of an employee safety Programme
Chapter 2	Identification and evaluation of biological, chemical and physical hazards in the workplace	Chapter 4	Role of ergonomics in the workplace
		Chapter 5	Key elements of safe materials handling in storage



