

## BUSINESS EXPERT PRESS 2020 EBOOK COLLECTIONS

*Essential content designed for student engagement*

### APPLIED & CONCISE

Business Expert Press (BEP) publishes concise, practical treatments of the topics taught in MBA programs. Our books are written by academics and practitioners who translate their business experiences into teaching tools.

BEP ebooks serve as curriculum oriented, cost effective alternatives to high priced textbooks.

### TOPICS

BEP annual collections feature over 32 topics including: Economics, HR, Communications, International Business, Accounting, Digital & Social Media Marketing, Marketing Strategy, Information Systems, Strategic Management, Portfolio and Project Management, Public Relations, Entrepreneurship, Industry profiles, Corporate Governance and Business Ethics.

### COST EFFECTIVE

Both Evidence Based Acquisition and Perpetual models available. In 2020 we have 990 titles.

- 2020 Digital Library 110 Titles
- 2019 Digital Library 110 Titles
- 2018 Digital Library 110 Titles
- Digital Archive 2010 - 2017, 660 Titles

*Email: [tristan@publishpro.co.uk](mailto:tristan@publishpro.co.uk) for more information or to arrange a free trial.*

### FLEXIBLE POLICIES

- DRM-Free
- Perpetual Access with no ongoing fees
- Unrestricted downloading and printing of PDF's
- Free MARC records
- Archived on CLOCKSS
- Shibboleth Compliant



## SOME OF OUR GLOBAL CUSTOMERS

Babson Colege  
Birkbeck, University of London  
BrighamYoung University  
Carnegie Mellon University  
Case Western Reserve University  
Coventry University  
Duke University  
Georgetown University  
Indiana University  
Lancaster University  
London Business School  
Monash University  
National Taiwan University  
Pennsylvania State University  
Purdue University  
Queen Margaret University  
Roehampton University  
Rutgers – State University of New Jersey  
Temple University  
University of Arizona  
University of Bath  
University of Brighton  
University of British Columbia  
University of California – Berkeley  
University of California – Davis  
University of California – Los Angeles  
University of California – Irvine  
University of East Anglia  
University of Edinburgh  
University of Glasgow  
University of Huddersfield  
University of Kent  
University of Miami  
University of Newcastle  
University of Oxford  
University of Rochester  
University of Salford  
University of Sheffield  
Southern California University  
Strathclyde University  
Texas – Austin University  
Texas – Dallas University  
Warwick University  
University of Washington  
University of Applied Sciences  
Würzburg-Schweinfurt  
Xian Jiaotong University

## COLLECTIONS

BUSINESS ETHICS & CORPORATE CITIZENSHIP COLLECTION

CONSUMER BEHAVIOR

CORPORATE COMMUNICATION

CORPORATE GOVERNANCE

DIGITAL & SOCIAL MEDIA MARKETING, ADVERTISING

ECONOMICSENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

ENVIRONMENTAL & SOCIAL SUSTAINABILITY FOR BUSINESS ADVANTAGE

FINANCIAL ACCOUNTING & AUDITING

FINANCE & FINANCIAL MANAGEMENT

H.R. MANAGEMENT & ORGANIZATIONAL BEHAVIOR

INDUSTRY PROFILES

INTERNATIONAL BUSINESS

MANAGERIAL ACCOUNTING

MARKETING STRATEGY

PORTFOLIO & PROJECT MANAGEMENT

PUBLIC RELATIONS

QUANTITATIVE APPROACHES TO DECISION MAKING

SERVICE SYSTEMS AND INNOVATIONS IN BUSINESS AND SOCIETY

SUPPLY & OPERATIONS MANAGEMENT

STRATEGIC MANAGEMENT

*Email: [tristan@publishpro.co.uk](mailto:tristan@publishpro.co.uk) for more information or to arrange a free trial.*