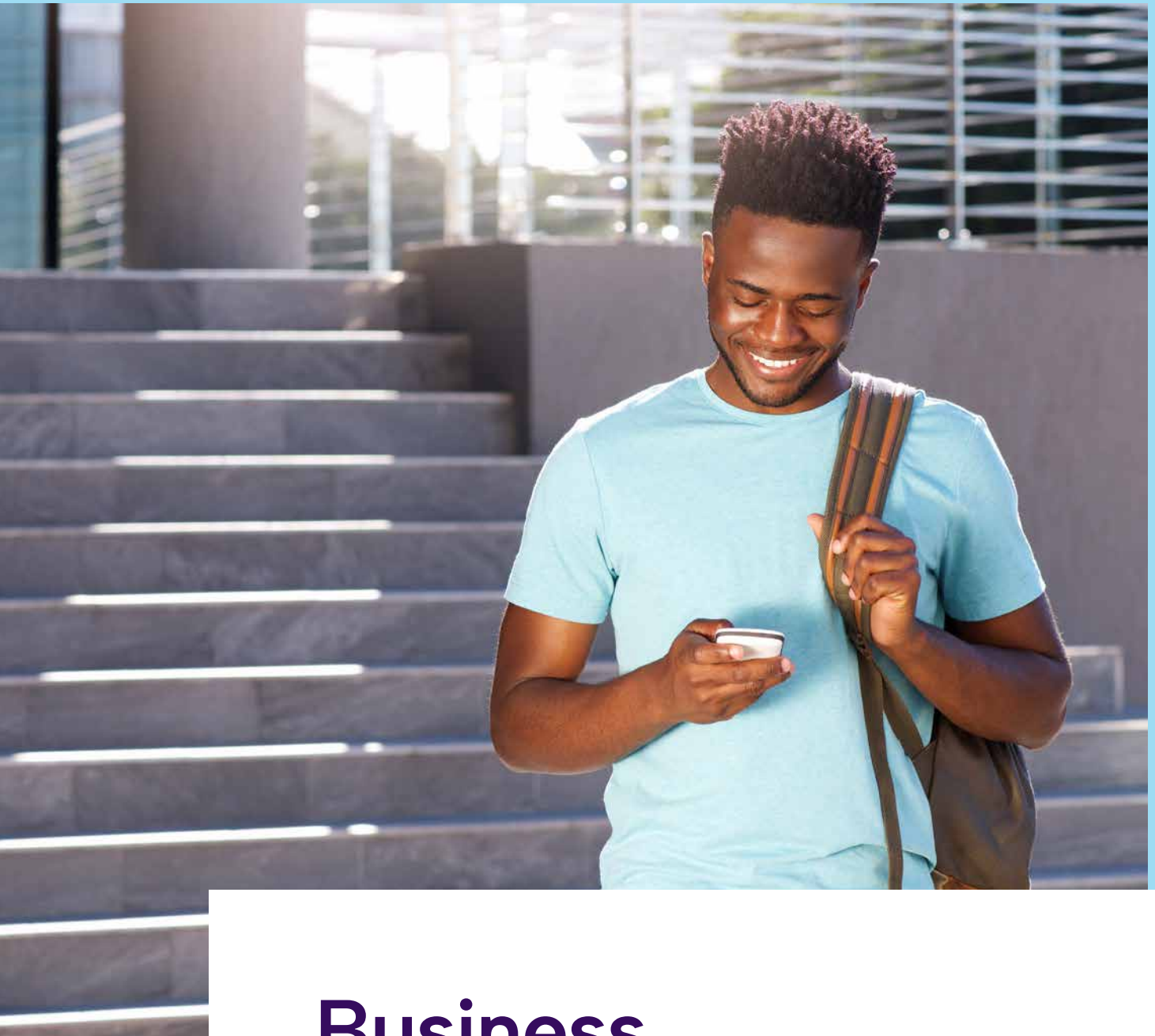


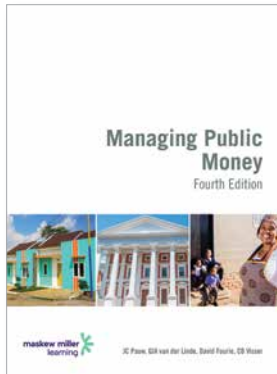


Business

Higher Education titles

At Maskew Miller Learning we believe in unlocking potential in every student. That's why we only work with respected educators and practitioners to author our books. Our authors know and understand the South African Higher Education curricula, which helps them to create our industry-leading content that guides students on their learning path towards success.

Business titles



Managing Public Money

Fourth Edition

Print ISBN: 9781779830487

eBook ISBN: 9781779830654

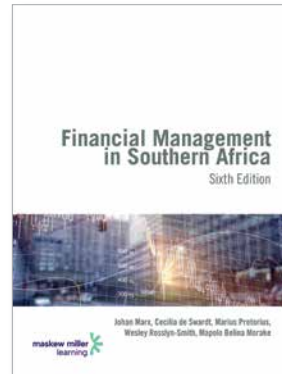
Authors: J Pauw, G van der Linde, D Fourie, C Visser

Copyright: 2024

Extent: 320

Contents

1. The public in public money
2. Statecraft and politics in public money
3. National budget organisation
4. Preparing your budget
5. Budget execution
6. Financial management instruments
7. Working your capital
8. Procurement and supply chain management
9. Municipal money
10. Intergovernmental fiscal relations (NEW)
11. State-owned enterprises (NEW)
12. Ethics and corruption



Financial Management in Southern Africa

Sixth Edition

Print ISBN: 9781485721536

eBook ISBN: 9781485721406

Authors: J Marx, C de Swardt, M Pretorius, W Rosslyn-Smith, MB Morake

Copyright: 2023

Extent: 496

Contents

Part 1: Fundamentals of financial management

1. The financial goals of a firm
2. Financial markets, institutions and securities
3. Understanding financial statements
4. Analysing financial statements
5. Business and financial planning
6. Risk and return
7. The time value of money
8. Valuation of shares and debentures

Part 2: 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

Part 3: Long-term financial management:

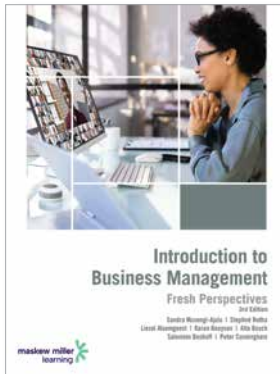
Investments

12. Capital budgeting and cash flow principles
13. Capital budgeting techniques
14. Risk adjustments and other refinements to capital budgeting

Part 4: Long-term financial management: Financing

15. The cost of capital
16. Leverage and capital structure
17. Leasing and convertible securities
18. Dividend policy
19. Business rescue

Solutions to self-test, multiple-choice, integrated questions and critical-thinking exercises



Introduction to Business Management: Fresh Perspectives

Third Edition

Print ISBN: 9781485721161

eBook ISBN: 9781485721352

Authors: S Musengi-Ajulu, S Botha, L Alsemgeest, K Booysen, A Bosch, S Boshoff, P Cunningham

Copyright: 2023

Extent: 464

Contents

Part 1: Business management fundamentals

1. What is business?
2. The business environment
3. Getting to know management
4. Evolution of management theory
5. Entrepreneurship and small business management

Focus on employability: Preparing to manage

Part 2: Core functions of a manager

6. Planning
7. Organising
8. Leading
9. Control

Focus on employability: Managing others in the workplace

Part 3: Enabling functions within a business

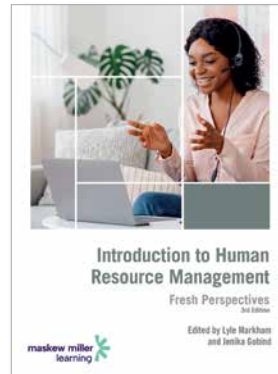
10. Human resource management
11. Marketing
12. Financial management
13. Operations management

Focus on employability: Managing functional areas in organisations

Part 4: The dynamics of business management

14. Managing in a changing environment

Focus on employability: Managing changing work environments



Introduction to Human Resource Management: Fresh Perspectives

Third Edition

Print ISBN: 9781485714903

eBook ISBN: 9781485720713

Editors: L Markham, J Gobind

Copyright: 2022

Extent: 364

Contents

Part 1: Human Resources Management in context

1. What is human resources management?
2. Human resources role players (new chapter)
3. Ethics in Human Resource Management (new chapter)

Part 2: The employee at work

4. Workforce planning
5. Talent acquisition

Part 3: Developing employees

6. Performance management and evaluation
7. Learning and development
8. Leadership and management development (new chapter)

Part 4: Retaining employees

9. Talent management and retention (new chapter)
10. Rewarding and recognizing employees

Part 5: Employee care

11. Employee safety
12. Wellness in the workplace
13. Employee relations management



Risk Management

Fifth Edition

Print ISBN: 9781485709206

eBook ISBN: 9781485711490

Authors: A Valsamakis, R Vivian,
G du Toit, J Young

Copyright: 2022

Extent: 416

Contents

Part 1: Fundamental principles

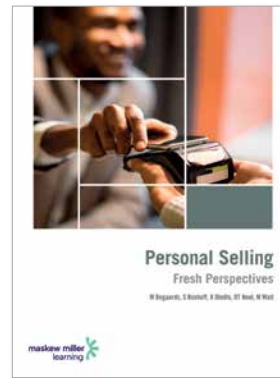
1. Concept of risk
2. Principles of management applied to managing risk
3. Decision-making under conditions of risk and uncertainty
4. Corporate governance and enterprise risk management
5. Operational risk management

Part 2: Managing risk

6. Risk identification
7. Risk evaluation
8. Response: Risk control

Part 3: Risk financing

9. Risk financing
10. Risk retention
11. Captive insurance companies
12. Insurance
13. Finite insurance companies
14. Capital market instruments
15. Composite financing strategies



Personal Selling: Fresh Perspectives

Print ISBN: 9781485715498

eBook ISBN: 9781485716907

Authors: M Bogaards, S Boshoff,
N Dlodlo, D Noel, M Wait

Copyright: 2021

Extent: 226

Contents

Section A: The Salesperson

1. Profile of a salesperson
2. Communication
3. Selling across cultures
4. The selling environment
5. Ethics in selling

Section B: The Customer

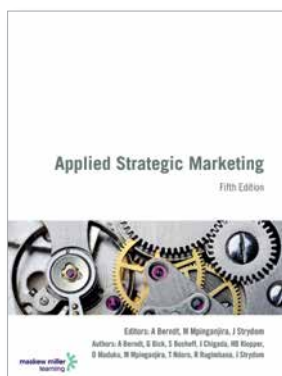
6. Profiling the customer

Section C: The Selling Process

7. The selling process
8. Customer service
9. Selling in the 4IR

Section D: Sales Management

10. Sales management



Applied Strategic Marketing

Fifth Edition

Print ISBN: 9781485707127

eBook ISBN: 9781485715429

Authors: A Berndt, M Mpinganjira, J Strydom (editors); G Bick, S Boshoff, J Chigada, HB Klopper, D Maduku, T Ndoro, R Rugimbana

Copyright: 2021

Extent: 416

Contents

1. The nature of strategic marketing
2. Strategic marketing planning

Part 1: Strategic Analysis

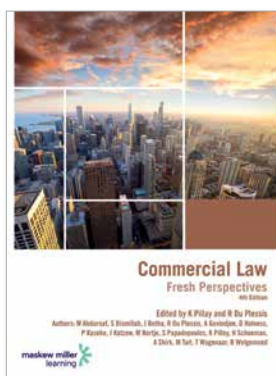
3. Scanning the environment
4. Market analysis
5. Resource-based analysis
6. Market sensing and insights

Part 2: Market Strategies

7. Strategic positioning
8. Identifying a sustainable competitive advantage
9. Competitive strategies
10. International marketing strategies
11. Brand-based strategies
12. Relationship-based strategies
13. Customer-based strategies

Part 3: Strategy Implementation and Metrics

14. Strategy implementation, control and evaluation
15. Marketing metrics



Commercial Law: Fresh Perspectives

Fourth Edition

Print ISBN: 9781485721239

eBook ISBN: 9781485721390

Editors: K Pillay, R Du Plessis;

Authors: M Abduroof, S Bismillah, J Botha, R Du Plessis, A Govindjee, D Holness, P Kaseke, J Katzew, M Nortje, S Papadopoulos, K Pillay, H Schoeman, A Shirk, M Tait, T Wagenaar, B Welgemoed

Copyright: 2024

Extent: 564

Contents

Part 1: Introduction to commercial law

1. Background to law in South Africa
2. Branches of the law
3. Interpreting statutes

Part 2: General principles of contract

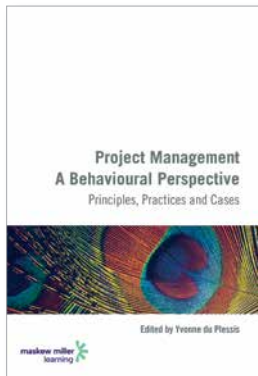
4. Contractual capacity
5. Reaching agreement
6. Problems with the formation of a contract
7. Formalities, certainty, possibility, and lawfulness of contracts
8. Contents of a contract
9. Common contractual terms
10. Forms of breach of contract
11. Remedies for breach of contract
12. The passing, varying, and ending of rights and duties by agreement
13. Termination of contracts by law

Part 3: Types of contract

14. The law of sale
15. The law of lease
16. Credit agreements

Part 4: Important aspects of commercial law

17. Consumer Protection Act
18. The law of agency
19. Online contracts and e-commerce
20. Methods of payment
21. The law of insolvency
22. The law of succession
23. The law of security
24. Labour law
25. Arbitration
26. Business entities
27. The law of insurance
28. The law of intellectual property
29. Financial institutions
30. The law of competition



Project Management: A Behavioural Perspective – Principles, Practices and Cases

Print ISBN: 9781775784951

eBook ISBN: 9781775956570

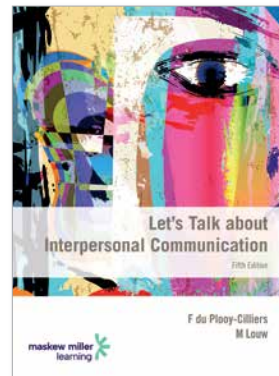
Authors: Y Du Plessis (editor),
N Barkhuizen, M Barry, I Jay, C Heunis,
L Greef, L Derman, R Gcabo, K Roelofse,
J Slippers, M de Klerk, R van den Bergh

Copyright: 2014

Extent: 472

Contents

1. Understanding the context of project management, people behaviour and project delivery
2. Paradoxes and complexity in 21st century project management
3. Project management or project leadership?
4. Stakeholder relations' dynamics in an open system
5. Ethics in project management
6. Emotions and emotional intelligence in projects
7. Motivation and project energy
8. Interpersonal communication in the project life cycle
9. Managing within a multi-cultural project environment and cultural intelligence
10. Project teamwork and managing team dynamics
11. Conflict and stress management in projects
12. Power and politics, its use and abuse in project delivery
13. Project talent management (attracting, retaining and developing people in projects)
14. Project management culture and project success
15. Managing and leading projects as change



Let's Talk about Interpersonal Communication

Fifth Edition

Print ISBN: 9781485711476

eBook ISBN: 9781485716884

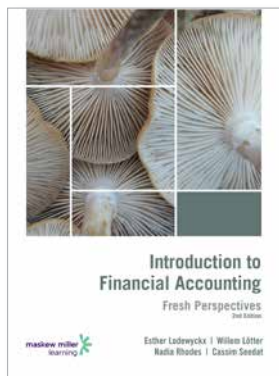
Authors: F du Plooy-Cilliers, M Louw

Copyright: 2019

Extent: 204

Contents

1. The communication process
2. Frame of reference
3. Verbal communication
4. Nonverbal communication
5. Listening Skills
6. Response skills
7. Creating a supportive relationship climate
8. Conflict management



Introduction to Financial Accounting: Fresh Perspectives

Second Edition

Print ISBN: 9781775786023

eBook ISBN: 9781775956532

Authors: E Lodewyckx, W Lötter,
N Rhodes, C Seedat

Copyright: 2013

Extent: 432

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



Brand Management

Print ISBN: 9781775780335

Editors: H Kloppe, E North

Copyright: 2011

Extent: 384

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

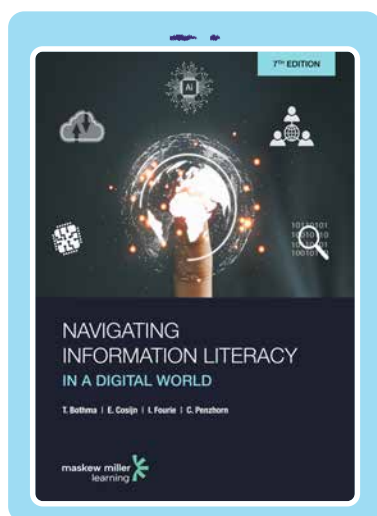
Part 5 Managing and sustaining brands

12. Building corporate identity, corporate brands and reputation
13. Developing a brand dashboard
14. Personal branding

Navigating Information Literacy in a Digital World

Being information literate is no longer a 'nice-to-have' skill; it is a skill essential to coping and succeeding in the 21st century.

This interactive eBook has been updated to cover the information skills needed for academic study, the workplace and everyday life. It emphasises the importance of being an ethical and digitally responsible citizen.



Interactive ePub:
9781485709459

Features

Structured and interactive content

Introductory chapter animations and instructional videos introduce content and explain concepts with real-world examples.

Self-evaluation and monitoring

'Knowledge check' activities that enable students to check their theoretical understanding, and improve recall and retention of content.

Real-world learning

Mini-simulations draw on situated learning theory where the user is 'situated' in the learning experience so knowledge acquisition becomes part of the learning activity.

Engaged learning environment

'Try it for yourself' activities enable learners to further apply their knowledge and skills, generate new knowledge, and work collaboratively.

Resources include test questions, PowerPoint slides with speaking notes and class discussion ideas.

"Being information literate is an essential skill that everybody needs in a world where we are bombarded by huge amounts of digital information from a variety of sources, both credible and untrue.

This eBook teaches you how to distinguish between good quality and fake information, both in an academic context, and in your everyday activities."

Prof. Theo Bothma

Customer Services

Tel: 021 532 6008

info@mml.co.za

Browse and purchase eBooks

shop.mml.co.za

 **Learn more at mml.co.za**